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### MARCUS BROWN ELECTED TO THE COUNCIL FOR THE EUROPEAN ASSOCIATION OF COMMUNICATION AGENCIES

**Geneva, 29th October 2009** - Marcus Brown, CEO of Young & Rubicam Brands Geneva, has been elected to the International Agencies' Council of the European Association of Communication Agencies (EACA).

Based in Brussels, the EACA is the only organisation that represents advertising and media agencies on a pan-European basis, and all the major networks are members. It works towards the awareness of the contribution of advertising in a free market economy, as well as to encourage close co-operation between agencies, advertisers and media.

"I feel my international outlook on business, resulting from my base in Geneva and work throughout Europe puts me in a good position to represent the member agencies," said Marcus Brown. "EACA's aim is to promote honest, effective advertising and high professional standards. With the recent expansions of the European Union there is much to be done to ensure consistent high standards throughout the advertising industry," added Marcus Brown.

Dominic Lyle, EACA Director General said: "Y&R has been a long-term supporter of the EACA and Marcus is bringing a fresh, dynamic perspective to our European activities. As the industry develops and changes it is really important for bodies such as the EACA to remain ahead of the curve. New appointments, bringing younger thinking and attitudes in our committees is an essential part of that process."

An active contributor to the communications industry, Marcus has held roles on several committees including the Advertising Association's Media Business Course and the UK Institute of Practitioners in Advertising (IPA), where he sat on the Council for several years and where he founded and subsequently chaired the IPA's New Business Group.

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### About Young & Rubicam Brands Geneva, Switzerland

Young & Rubicam Brands Geneva is an integrated marketing agency that focuses on delivering clients 'ideas before advertising, ideas beyond advertising'. The office houses under one roof Group companies, Y&R (advertising), Cohn & Wolfe (public relations), Millward Brown (market research), Landor (branding & design) and Y&R Business Communications (B2B communications) as well as Y&R Business Consultants and media planning and buying through Mediaedge:CIA. Through an internal accounting philosophy and system that removes the need to promote a particular discipline, clients are assured of a marketing approach that provides the best possible return on their total marketing budget.

Young & Rubicam Brands Geneva is a member of the WPP Group, one of the world's largest communications services groups. For further information, visit [www.yr.com](http://www.yr.com)

### Press contact

Sophie Laird, Cohn & Wolfe Public Relations

☎: +41 22 908 40 73

✉: [sophie.laird@cohnwolfe.com](mailto:sophie.laird@cohnwolfe.com)