

Anthony Gibson to head International Agencies' Council for the European Association of Communications Agencies

Brussels, 10 September 2014:- Anthony Gibson, President of LAP Agencias de Comunicação (consisting of Leo Burnett, Publicis Worldwide and Arc Worldwide in Portugal), and European Public Affairs Director for Leo Burnett Worldwide, has been elected to chair the International Agencies' Council of the European Association of Communications Agencies (EACA).



This comprises the pan-European operations of DDB Europe, Grey EMEA, Innocean Worldwide Europe, JWT, Leo Burnett, M&C Saatchi, McCann WorldGroup, Media Consulta, Ogilvy & Mather EAME, Publicis Worldwide, Saatchi & Saatchi, TBWA and Y&R Brands.

Based in Brussels, the EACA is the only organisation that represents advertising and media agencies on a pan-European basis and its membership covers the EU and beyond. EACA promotes the value of advertising in society and the relevance of agencies, the contribution of advertising in a free market economy, and encourages close co-operation between agencies, advertisers and media in European advertising bodies.

“I am extremely honoured to have been appointed to this prestigious international role and will work hard to make sure we all build on the strength of the EACA through our networks” said Gibson. “EACA’s aim is to promote honest, effective advertising and high professional standards. As we continue to emerge from the recession, there is still much to be done to encourage consistent high standards throughout the advertising industry. The challenge is to bring the excellent work being done at EU level to a wider agency audience.”

Gibson to head EACA International Agencies' Council.../2..

Dominic Lyle, EACA Director General, said: “Leo Burnett and Publicis have been long-term supporters of EACA and Anthony, with his European public affairs experience for Leo Burnett, will bringing a fresh, dynamic perspective to our European activities. As the industry develops and changes, it is really important for bodies such as EACA to remain ahead of the curve. New appointments which bring new thinking and attitudes to our committees are an essential part of that process.”

According to Gibson, advertising is under constant scrutiny by legislators at both EU and national level and agencies are often unaware of the threats to their business. “EACA’s work in Brussels on behalf of the commercial communications industry is critically important for agencies – my role will be to ensure that we all benefit as much as possible from what they do”.

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Contact: Anthony Gibson, President LAP Agencias de Comunicação, Portugal

Email: Anthony.Gibson@lapcomunicacao.pt

Mobile: +351 969654763