

New IPA President Ian Priest puts commercial creativity at the core of his agenda

Ian Priest, Founding Partner of VCCP and International Managing Director of Chime, delivered his inaugural address as President of the IPA yesterday (17th April 2013) to an audience of senior advertisers at the annual Members' Lunch. He pledged to move the advertising industry towards a new era of commercial creativity by joining forces with clients and adapting together to meet the challenges and opportunities of operating in times of dynamic change, austerity, and the 'always on' world.

“We all recognise that clients want us for our creativity. But more than that, they want us for our commercial creativity. Creativity that demonstrably adds value to their businesses. Which in return, adds value to ours.”

His ultimate goal is “the creation of a new commercial creative contract between clients and agencies to act as a guide for our mutual gain” and “to help us shape our common future.”

To achieve this Priest has created for the first time, a ‘Client Council’ made up of a number of very influential forward thinking clients from a cross-section of industry sectors to work with the IPA and its member agencies.

The areas Priest's agenda will cover will fall under five strands: **Alliances**, **Deliverables**, **Actions**, **Profit** and **Talent**, forming the acronym **ADAPT**.

These strands will come to life through a series of participatory events across his two year Presidency, during which agencies and clients will interact, in the style of a hackathon:

“We intend to create a lot of debate and then follow up with clear and actionable thought leadership and best practice content about how we as an industry should adapt, for everyone at large to share, comment and act upon.”

The five strands will cover:

Alliances – the most important is with clients; moving towards a model client-agency relationship.

Deliverables – must evolve to meet the new opportunities that multiplatform presents, using expertise and experience to understand how to reach consumers, engage with them and involve them in conversations.

Actions – to make the industry more agile across pitching, client briefing, production, media placement and evaluation, to create a culture of effectiveness throughout the evaluation process, to develop real time models fit for the social world we now live in.

Profit/Procurement – to drive growth and profitable returns for both clients and agencies, by engaging everyone in improving existing agency business and remuneration models.

Talent –ensuring attraction and retention of best and most diverse talent, creating more digital training, introducing joint training and qualifications with clients to foster greater mutual understanding.

By being action-orientated and practical Priest believes his ‘**ADAPT**’ Presidential agenda will embrace the opportunities of modern advertising:

“I trust that by the end of my two years that through our combined actions, we will have helped our industry to move into a new phase of confidence and prosperity, a new era of commercial creativity, where we’ve adapted with our clients for the benefit of all.”

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Note to editors:

The IPA is the trade body and professional institute for over 290 UK advertising and marketing agencies which together manage media and marketing budgets valued at over £30 billion per annum.

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Ian Priest succeeds Nicola Mendelsohn, Chairman & Partner, Karmarama as President of the IPA. He will be expected to serve a two-year term and will be formally re-elected at the IPA AGM in April 2014.

Biog: Ian graduated with a degree in Business Studies from Kingston University in 1985. He began his career at the leading below-the-line agency IMP, reaching board level before leaving to join HHCL and Partners in 1993, and becoming Managing Director in 2000. In January 2002, alongside his three partners, he founded VCCP which joined the Chime Group in 2005. He is now on the Executive Board of Chime, heading up Chime’s new ventures and international expansion. Ian is a member of the IPA Council and a former Chairman of the IPA Value of Advertising Group (from 2006 to 2008). He is also a non-Executive Director of a number of start-up businesses. He is married to Virginia and has three children, Lily, Flynn and Edie.

Former IPA Presidents

2011-2013	Nicola Mendelsohn
2009-2011	Rory Sutherland
2007-2009	Moray MacLennan
2005-2007	David Pattison
2003-2005	Stephen Woodford
2001-2003	Bruce Haines
1999-2001	Rupert Howell