

For immediate release
14 April 2011

JEREMY BULLMORE TO RECEIVE THE MACKINTOSH MEDAL

WPP's Jeremy Bullmore, past Chairman of the Advertising Association and former creative director at JWT, has been named the latest recipient of the Mackintosh Medal.

The Mackintosh Medal is named after the late Lord Mackintosh of Halifax, who was President of the AA from 1942 until 1946 and was the first recipient of the award in recognition of his work in organising the International Advertising Conference/Convention of July 1951. It is awarded for outstanding "personal and public service to advertising". The medal was awarded annually until 1979, and has been awarded eight times since then, with Professor Harry Henry being the last recipient in 2004.

To recognise over 50 years of this 'personal and public service' to advertising WPP CEO, Sir Martin Sorrell, will present the medal at the AA's President's Dinner on June 15th in front of the most senior figures from UK agencies, advertisers and media owners.

AA President, Penny Hughes said: "It is an honour to recognise one of our former Chairmen for this award. Jeremy's nomination has universal support – his contribution to this industry, and to our association, is beyond measure."

Tim Lefroy, Chief Executive of the AA added: "There have been 37 holders of the Mackintosh Medal since 1951. None can have been so widely applauded as this recognition for Jeremy."

Jeremy Bullmore started at J Walter Thompson in 1954 and under his creative leadership, the agency was responsible for award-winning and long running campaigns for Guinness, Persil, Oxo, Kodak and Andrex to name but a few. He was the co-originator of the concept of account planning in 1968 and, throughout his long career, been a prolific writer about advertising and marketing communications.

Jeremy also served as the AA's Chairman between 1981 and 1987 and was instrumental in developing the UK advertising industry's world-class self regulatory system.

- ends -

For more information please contact Ian Barber: 020 7 340 1107 / 07828 656298

Notes to editors

The **Advertising Association** is the only body representing all sides of the advertising and promotional marketing industries. Its membership represents advertisers, agencies, media and support services in the UK. The advertising industry employs nearly 250,000 people, and has a Gross Valued Added (GVA) of £6.2bn to the UK economy each year. Further information about the organisation is available at: www.adassoc.org.uk

Previous Mackintosh Medal Recipients

- 1951** – The RT Hon Lord Mackintosh
- 1952** – Sir Miles Thomas D.F.C
- 1953** – George Reginald Pope
- 1954** – Hubert A Oughton
- 1955** – Norman Moore MA
- 1956** – Andrew Milne
- 1957** – Major George Harrison
- 1958** – Leslie W Needham
- 1959** – W.H Hamp-Hamilton
- 1960** – The Rt Hon Lord Luke
- 1961** – Sinclair Wood OBE
- 1962** – Ivor Cooper
- 1963** – Kay Murphy
- 1964** – Brian F MacCabe
- 1965** – A. Charles Buck M.C F.I.P.A
- 1966** – Tom Gardner Moore
- 1967** – E. Glanvill Ben
- 1968** – H.G Lanzel
- 1969** – R.C Sykes MA FIPA
- 1971** – W J Ambrose
- 1972** – John W Hobson FRSA FIPA
- 1973** – Alex McKay CBE
- 1974** – Archie Graham OBE
- 1975** – J.S Williams OBE
- 1976** – The Rt Hon Lord Cole CBE
- 1977** – Patricia Mann M.CAM
- 1978** – James O'Connor OBE
- 1979** – George Cranston Bogle CBE
- 1981** – A.E Pitcher F.CAM FIPA
- 1982** – David Bernstein
- 1986** – Tony Fisher
- 1987** – Eric Burleton FRSA FIPA FCAM
- 1989** – Victor Ross
- 1996** – Ron Miller F.CAM
- 2000** – Brian Nicholson CBE
- 2004** – Professor Harry Henry