



Sharkey: director role at Polhill

### Sharkey returns to financial role

**By Sarah Robertson**  
Andrew Sharkey has quit his post as MD of the corporate practice at Cohn & Wolfe after just five months.

Sharkey has defected to financial shop Polhill Communications, citing a desire to focus on financial issues.

'Cohn & Wolfe is a great agency, but it wasn't right for me,' he said. 'I am looking forward to moving back into hardcore financial services.'

Sharkey is co-founder of Ludgate Communications and a former partner at Luther Pendragon. He takes the role of director at Polhill, reporting into founder and chairman Julian Polhill.

Cohn & Wolfe London has named Lee Murgatroyd as interim head of the agency's corporate practice. He takes over the team of 20.

### Singh to run UK comms for bank

Société Générale Corporate & Investment Banking, the third largest bank of its kind in Europe, has brought in a new head of communications for the UK.

Jasvant Singh previously spent ten years in various roles within the European Bank for Reconstruction and Development (EBRD). In 2003, the EBRD was nominated for 'press office of the year' by the Foreign Press Association.

Singh has also worked as a consultant for the Abbey National Group, now part of the Santander Group.

Société Générale has also brought in Russell Gerry from financial technology agency Metia as UK media relations manager.

## Freud to move in with his staff

**By Hannah Marriott**  
Rank and file agency staff often complain that they do not see enough of their bosses. At Freud Communications, they could have a point.

While chairman Matthew Freud is based in a sumptuous bolthole in Mayfair, his 120 staff inhabit rather more ordinary premises in Mortimer Street.

But all of that is set to

change in July, with a move to a new, much larger office just around the corner from the Mortimer Street HQ.

Freud, together with group CEO Nick Wiszowaty and board director Adam Mack, will join his staff in the new premises. Twelve-strong advertising agency DFGW, which was acquired in May, will also move in.

Matthew Freud's fabled

Mayfair 'lair' was thought to have been introduced to receive high-profile guests, but some say the arrangement has reinforced a 'them and us' culture at the agency.

A Freud's spokesman said that the Mayfair office was 'always billed as a temporary measure'. However, it is understood that Matthew Freud will not be selling the property.

## Public relations top of marcoms league

**By David Quainton**  
Public relations and public affairs are storming ahead of other marcoms disciplines, according to WPP Group's latest trading update.

Chief executive Sir Martin Sorrell's marketing conglomerate, which owns Burson-Marsteller, Hill & Knowlton, Cohn & Wolfe, Ogilvy PR, Finsbury and Buchanan Communications, reported a 14 per cent rise in revenue across the first five months of this year.

In contrast, advertising and media investment rose six per cent, and revenue across the group were up just 5.2 per cent. Worldwide revenues across the group increased only one per cent.

The trading statement also revealed that WPP intends to reduce its carbon footprint by 2010, which means all agencies will be required to overhaul their



Sorrell: steep rise in revenue at WPP Group's PR businesses

arrangements for IT, energy sourcing and travel.

Meanwhile, a merger and acquisition (M&A) survey from WKS Results heralded further signals of fervent activity among PR agencies.

The survey suggested an increase in M&As next year, with 83 per cent of potential buyers believing that the time to act is now. This is up from 68 per cent last year.

More than half of agency directors who say they are thinking of selling think they should do so in the next year.

The survey of 70 executives in corporate development at marcoms agencies also revealed that 'open media' such as blogging and podcasting are expected to be the fastest-growing types of internet marketing, overtaking search marketing.

## C&W to boost engineer's profile

**By Kate Magee**  
Atkins, the UK's largest engineering consultancy, has taken on Cohn & Wolfe to boost its profile.

The agency will position Atkins as a thought leader in nuclear, defence, energy, mass transit, utilities, telecoms and engineering.

This six-figure account was won after a competitive pitch

and will be headed up by UK MD Geoff Beattie. Three-year incumbent Carmargue did not repitch.

Atkins comms director Trudy Warrender said Cohn & Wolfe was awarded the work because it 'showed an ability to think laterally about how to position us as an industry leader'.

Atkins plans and designs

the delivery of complex capital programmes for clients across the globe. Current projects include the red and green lines of the Dubai Metro and the Bahrain World Trade Center.

Former Brunswick Group consultant James Garthwaite joins Atkins as group comms director in August (*PRWeek*, 22 July).

### NEWS IN BRIEF

**VOLUNTARY** The family of missing toddler Madeleine McCann has brought in former BAA head of public affairs Justine McGuinness as its campaign manager. McGuinness worked at BAA from November 2005 to March 2006 before returning to environmental issues consultancy Pineapple.

**CORPORATE** Vodafone is to bring Derrick Ross into the new role of head of internal communications. Ross, who is currently freelancing, is a former director of comms for GE Power Controls.

**CONSUMER** The National Lottery Promotions Unit has chosen the Red Consultancy to raise awareness of its Good Causes project through a road show campaign. The brief was won following a four-way pitch. Geronimo Communications' retained contract is not affected.

**CONSUMER** IPC Media's *Country Life* magazine has taken on Four Communications, parting company with luxury specialist APR – formerly Aurelia Public Relations – after 12 years. The move follows the arrival of a new editor and a new publisher.

**AGENCY** FD has bought its first Latin American agency. Gravitas, based in Columbia and Panama, will become FD Gravitas and specialise in strategic and crisis comms. It has 25 staff.

**CONSUMER** An Arts Council campaign that gives underprivileged individuals access to musical instruments has turned to Euro RSCG Biss Lancaster for a national rollout. 'Take it Away' offers interest-free loans of up to £2,000 for lessons and equipment.

**CONSUMER** Communique PR is to position a new Manchester nightclub as the latest spot for the 'A-list'. It has opened in autumn.

**AGENCY** Belfast-based public affairs firm The Davidson Cockroft Partnership has acquired Northern Ireland corporate outfit Burnside PR.

**CORRECTION** Contrary to a story in last year's *PRWeek*, Munro and Forster did not repitch for the National Childbirth Trust account.

### Do you have a story?

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