

Oystercatchers

For search and selection intermediary services, client/agency relationship evaluation and industry benchmarking, we recommend Oystercatchers...

The **Oystercatchers** are leading marketing agency search and selection consultants, with outstanding pedigree.

Their clients include McDonalds, British Airways, Coca-Cola, Sony, O2, GlaxoSmithKline, Lloyds TSB, Nationwide, Virgin Media and Honda - among many others.

The reason we recommend them is simple. Unlike others, they don't 'double-dip' both sides of the equation. They don't charge agencies a penny but are very keen to understand key integrated players and specialists in every agency service category, and make impartial recommendations to their clients based purely on their merits.

We find this refreshing and would advise marketing agencies to treat them just as they would a 'gold' prospect. Keep them informed of the latest developments or key appointments at your business. They wish to hear about agencies that are being successful.

Key People: -

Suki Thompson - Set up and ran Haystack Group for 6 years to become the leading agency in this field in the UK. Worked with BA, Harrods, Müller, RCI, Unilever, UKTV, Digital UK, Sainsbury's, Post Office Weetabix and Camelot. Has sat in over 1000 pitches and 10,000 credentials presentations, placing on average £500m of communications budgets annually. Prior to Haystack was an agency director at Rapp Collins, Impact FCA! and TBWA and set up the headhunting company, Kendall Tarrant in Asia. She is Board Director and Fellow of the Marketing Society.

Peter Cowie - Peter has 28 years experience in advertising and marketing starting his career in advertising as a trainee at Ogilvy, spent 7 years at CDP in its creative heyday and was head of account management at WCRS. He had two years at Brunswick PR and was invited to join the start up team of Sharepeople.com, which was successfully sold to American Express. He spent 5 years with WPP as Head of New Business at JWT and Managing Director of Fitch Live.

Angus Crowther - Before joining Oystercatchers in 2009 he was Marketing Director for both EHS Brann and Euro RSCG 4D Digital, helping them double their new business results. He set up EHS Brann Spain and worked on the world famous Tesco Clubcard and launch of Tesco.com. He started his career in Hong Kong with Draft Worldwide.

Contact: Peter Cowie - peter@theoystercatchers.com

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