

Publicis Modem appoints creative director Alix Pennycuick from DraftFCB

Leading digital agency Publicis Modem has appointed Alix Pennycuick as its new creative director. Pennycuick joins from DraftFCB, where he worked as digital creative director across the UK as well as key global projects.

Pennycuick will work on all agency clients, including Renault, LG, Pernod-Ricard, easyJet and RBS and, spanning online creative and strategy, social media, interactive advertising, search and mobile. He will report into Publicis Modem CEO Enda McCarthy.

During his time at DraftFCB, Pennycuick helped to secure the global Kraft account for the agency and win the luxury International Dorchester Collection business. Heading up its digital offering, he worked on major campaigns for clients including General Motors, Nivea, SC Johnson and Aviva.

Prior to that, Pennycuick has held the positions of creative director at LBi, senior creative director of Agency.com and chief creative officer of Silverscreen. Major clients have ranged from Gucci to Coca Cola, and highlights include being the brains behind the Nivea 'Extreme Shaving' campaign, where the beauty brand created a guerrilla campaign based on the pleasures of shaving, via a range of unbranded viral films.

Pennycuick replaces Pablo Marques, who has left the agency to pursue other opportunities.

Enda McCarthy, CEO at Publicis Modem, commented: "As well as having more than a decade's worth of industry experience, Alix has an uncanny knack of opening clients' eyes to new digital opportunities. He's a breath of fresh air, and his unique blend of innovation and digital creativity, grounded in true business logic, will help us maximise potential across our entire client base."

Alix Pennycuick added: "You only have to look at the impressive combination of strategic and tactical online advertising and social media for easyJet, which has become an industry benchmark, to see the great work that's already coming out of Publicis Modem. My role will be to communicate applied knowledge and create interactive drama throughout the agency, and in Baker Street as a whole."

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