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BBDO Adds a Pair to Creative Team

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-Kathleen Sampey

NEW YORK BBDO said it has hired a creative team to work on its Bayer aspirin business and other accounts.

Creative directors Florence Buchanan (art director) and Karen McIntyre (copywriter) joined the New York office of the Omnicom Group agency late last month. They had most recently worked at Interpublic Group's Deutsch here, but left more than a year ago to complete their independent film, *Shepherds*. The movie is in circulation on the film festival circuit and involves two dogs that conspire to reunite their owners.

BBDO New York chief creative officer Bill Bruce said in a statement, "Florence and Karen bring a great blend of expertise across a broad range of categories from beauty to travel and entertainment. We're excited to offer their progressive style, forward-thinking and independent spirit to our clients."

While at Deutsch, the team worked on the shop's Starwood Hotels account, including the Westin and Sheraton brands, and for then-Deutsch clients Almay (Revlon) and Us Weekly. Before joining Deutsch, Buchanan was a creative director at WPP Group's JWT in New York and McIntyre was at WPP's Ogilvy & Mather.

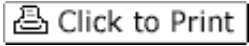
Buchanan commented on the timing of their decision to join BBDO by praising the increasing amount of nontraditional work the agency has been doing, while McIntyre said in a statement, "Creatives here are empowered to do great work. And, as working mothers, we also appreciate the supportive, conducive environment that BBDO provides."

Other clients of BBDO in New York include Guinness, FedEx, Pepsi, Frito-Lay, eBay, Bank of America, Mitsubishi and Cingular Wireless.

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