

# GLASSES OF 2010



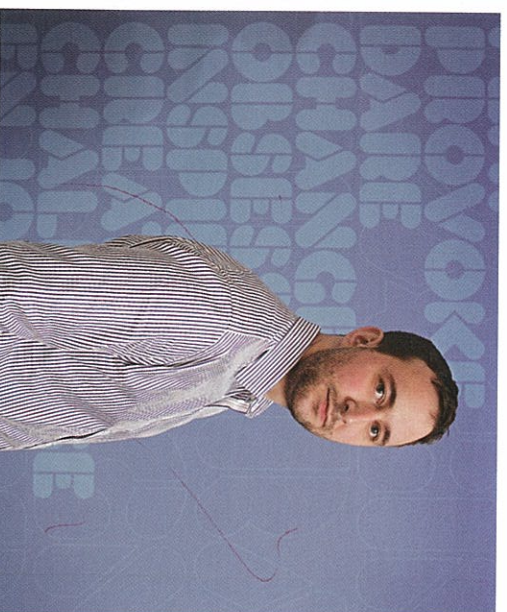
**Rebecca Pople**  
TV producer, Grey

Rebecca Pople has the job title of TV producer, but in the eyes of most at Grey, she transcends that tag.

She is known for being able to integrate moving image, digital and social media with style and professional control into any project, and has “creatives clawing at her desk for advice and tips”, according to Nils Leonard, the executive creative director at Grey.

Pople, who has been at Grey for 11 years, was also integral to two of the agency’s biggest ads of the past couple of years in “timesculpture” for Toshiba and “watch your own heart attack” for the British Heart Foundation.

Leonard says: “She doesn’t work in telly. She is that brilliant mixture somewhere between a creative, a creative director and a producer. She is how things of note get made.”



**Sam Watts**

**Analytics manager, SMG Performance**

If you’ve never really been able to get your head around economic modelling, then Sam Watts is your man. Not only is he an econometrics whiz, having led SMG’s modelling projects for the likes of More Th>n and Bupa, but he is also able to make it all seem very simple.

The economics graduate started out at Lehman Brothers as a researcher and subsequently moved into media, taking up a data management role with SMG four years ago. Now he is creating solutions for clients and informing the agency’s winning pitches, such as last year’s RSA and Autoglass, with his insight.

Nigel Waring, the director of SMG Performance, says: “Sam combines great analytical intelligence with strong business intelligence. He has the rare gift of making complex econometric processes understandable.”



**Laura Davies**

**Broadcast group manager, PHD**

In a seven-year career in media, Laura Davies has worked at three agencies and on such high-profile brands as Coca-Cola, L’Oréal and Confused.com.

Three years into her time at PHD, Davies combines excellence as a buyer with the responsibility of account handling on one of its largest accounts, Confused.com. Starting agency life at the music specialist Mediamix, where she bought space for the likes of Ministry of Sound and Telstar, Davies then moved to Universal McCann, where she worked mainly on the Coke and H&M accounts but also on L’Oréal and Johnson & Johnson.

Andy Spray, PHD’s broadcast director, says: “Laura has quickly risen to the position of group manager, where her work ethic, enthusiasm and ability rubs off on all who work alongside her.”



**Nicolas Moerman**

**Graduate social media planner, Proximity London**

Nicolas Moerman, a 23-year-old Belgian export, stood out at a summer school on social media and brand-building run by Belgium’s Proximity BBDO, winning an internship at what he calls “the mothership”.

“He’s just plugged in very easily,” Adrian Hoole, the planning partner at Proximity London, says. “We were to look after him for six weeks, but very quickly it was obvious that he is a very bright guy and a real natural.”

Proximity duly offered him a full-time job, and Moerman is involved in the direct agency’s follow-up to its DMA Grand Prix-winning RNL campaign. He also helped define the social media element of a Royal Mail record-cover stamp promotion, which challenges people to shorten the lyrics of their favourite song to fit a Tweet. “He’s a bit of a geek but a strategist with it,” Hoole says.



**Rob Ferrara, Liz Franklin**

**Creative team, Rapier**

Rob Ferrara and Liz Franklin haven’t wasted any time in establishing themselves in the world of direct marketing.

Having begun their careers at Rapier, the pair were quickly snapped up by Kicat Nohr Alexander Shaw, but such was the potential of the team that Rapier’s founder John Townshend pulled out all the stops to get them back. Since rejoining the agency in 2008, the pair have grown into a mature team with real creative director potential,

as shown in their award-winning work for Mercedes-Benz, Telewest and Virgin Media (last year’s “Sky letter” helped them pick up a silver at the DMA Awards).

Such is the confidence that Rapier has in the team, the pair have already been asked to lead some of the agency’s key accounts, including the integrated Bauer Media business.



**Emma Houston**

**Media manager, MediaCom**

Emma Houston is a client’s dream. She has a fearless attitude and keeps her positive side out, while being able to expertly multitask under pressure.

Previously at MediaCom’s Scottish office, she worked on accounts such as Baxters, the Scottish Government and Subway before joining the agency in London in 2007.

Houston is responsible for the day-to-day running of Sky, one of the agency’s biggest accounts, and Steve Beckett, the broadcaster’s head of media, is a big fan.

She has also just taken on the Wrigley’s Extra account. “Emma is one of the most talented members of the MediaCom planning team and balances strategic acumen with implementational excellence perfectly,” Claire Ferguson, a managing partner at MediaCom, says. “Her clients are always raving about her.”