



Project Worldwide Names Richard Bradley APAC Chief Creative Officer

Hong Kong, April 20, 2017: Project Worldwide, the independent, employee-owned agency network based in Detroit, MI, has appointed Richard Bradley as its first-ever APAC chief creative officer.

Bradley joins Project from Jack Morton Worldwide, where he was ECD of Sydney and Singapore and a member of the agency's global creative council. With more than 20 years of experience spanning advertising, design, brand experience, and digital, Bradley brings a strong integrated perspective to his craft that will help drive cross-disciplinary collaboration across the network.

Originally from London, Bradley has worked across three continents, won multiple creative awards, and worked with some of the top agencies in the industry. Clients he has helped include Nike, Coca-Cola, Porsche, Mastercard, Unilever, Rolls-Royce, Ray-Ban, and Google.

"I joined Project to champion great work and further foster a spirit of collaboration, inclusion, and excellence across the network for our agency brand and our clients," said Bradley.

Bradley, who started in March, reports to APAC CEO Ben Taylor. "I'm delighted to have Richard on board as a creative partner," said Taylor. "We're excited about what he brings to Project in terms of his ability to lead creative teams and unearth great insight-driven ideas that deliver on our clients' business objectives. Richard's appointment comes as our agencies in Asia Pacific, including George P. Johnson, JUXT, Spinifex, and Dig & Fish, are investing more heavily in creative solutions that move the needle for the brands we steward."

ABOUT PROJECT WORLDWIDE

Project is an independent network in service of creativity. Founded in 2010, Project's 13 wholly owned agencies deliver engaging experiences that drive business results for clients. The network's portfolio of agencies includes ARGONAUT, George P. Johnson, G7 Entertainment Marketing, JUXT, Motive, Partners + Napier, Pitch, Praytell, Raumtechnik, School, Shoptology, Spinifex Group, and Wondersauce. Project is employee-owned with more than 2,000 employees in 47 offices around the world. For more information, please visit project.com.

Contact:

Sheila Shen

+852-2973-1601

sheila.shen@project.com