**VRP**

Rob Feakins

Rob is the Chief Creative Officer and President of Publicis Kaplan Thaler

Rob Feakins was appointed to the newly created position of President, Publicis New York and Chief Creative Officer, Publicis New York and Publicis Dialog New York in early August 2006.

Rob joined Publicis from kirshenbaum bond + partners where he most recently served as Executive Creative Director and Vice Chairman. He joined that agency in January 2001 as Co-Executive Creative Director. At kb + p, he created memorable campaigns for Target, Mohegan Sun, Citi AAdvantage, and Liberty Mutual.

Rob spent the majority of his career at Chiat/Day Los Angeles where he worked on Nissan and Eveready Energizer. He’s won all the top awards including Cannes Lions, One Show Pencils, Andy Heads, and his work has appeared in virtually every award show in the industry. His work for the Energizer Bunny is represented in the book, The 100 best commercials. Rob is on the board of the Art Directors Club. And sits on the Creative Review Committee of the Ad Council.

In his free time, Rob makes amends to his wife Mary, and chauffeurs his daughters Maggie and Madeline to dance, soccer, and gymnastic meets.

Rob’s Reel: <http://adsoftheworld.com/creative/rob_feakins>

**IN THE MEDIA**

***Ad Week***

“Publicis N.Y. Merges With Kaplan Thaler”

July 12, 2012

Publicis New York and corporate sibling Kaplan Thaler Group—seeking additional scale and resources for their respective agencies—are merging operations to create a new U.S. flagship, Publicis Kaplan Thaler, for the Paris-based global network.

Linda Kaplan Thaler, CEO and chief creative officer at KTG, is assuming the role of chairman at the combined agency. Her colleague Robin Koval, president at KTG, will become CEO and replaces Publicis N.Y. chief Joe McCarthy, a former Johnson & Johnson worldwide marketing exec who is leaving the agency. Rob Feakins, president and CCO at Publicis N.Y., will continue in that role.

The two agencies, which already were sharing clients like Merck and Procter & Gamble, will combine operations in KTG’s midtown Manhattan space at Broadway and 52nd Street, where Publicis Groupe is already the largest tenant.

Susan Gianinno, CEO of Publicis Worldwide in the U.S., acknowledged there was a client conflict with the two shops which has been resolved through establishing new internal structures to keep the accounts separate. Gianinno declined to identify the conflict, but Publicis N.Y. works for global giant Citigroup while KTG handles U.S. Bank, which operates in 25 states.

Gianinno said her focus in recent years has largely been on bolstering the agency’s digital operations but with the KTG transaction, she has turned her attention to the Publicis Groupe agencies in New York. While the merger idea has come up in the past, it developed into a serious discussion in the last couple of months.

“How do we get both agencies to the next level, to grow, add scale and become more competitive in such an important market like New York? Kaplan Thaler has creativity top of mind, a diversity of great clients and an amazing new-business track record," she said. "They get into amazing new-business pitches but they get asked, ‘Where’s your global footprint and extent of digital resources?' "

This year, KTG acquired additional work from Merck and added Daisy sour cream, Rosetta Stone, Edmunds.com and Ampyra, an multiple sclerosis drug manufactured by Acorda. Gianinno stressed the transaction is a merger, not a takeover, and there will be no layoffs. “This is not being driven by any kind of efficiencies,” she said.

For her part, the 61-year-old Kaplan Thaler, who founded her agency in 1997, said the move is not a precursor to stepping back from her namesake. In emphasizing her commitment going forward, Thaler said she sees the merger into a worldwide network as a new beginning. “We already have the kind of clients that could grow globally,” she said.

In addition, Koval cited the tough industry competition for digital and technology talent and said that being part of a bigger organization with a broader range of clients makes it easier to attract talent.

***I Have An Idea.org***

“How’d you get in: Rob Feakins”

3/4/09

Rob Feakins, who is now President and Chief Creative Officer of Publicis New York didn’t build his book in a fancy portfolio school. He did it without the help of industry proven teachers and a high tech computer lab. Rob’s book was built in dank dirty garage.

Before Publicis Rob spent time at Kirshenbaum Bond + Partners, TBWA\Chiat\Day Los Angeles, Euro RSCG and Ammirati Puris Lintas. His work for the Energizer Bunny is represented in the book, The 100 best commercials.

After college I was a reporter for a newspaper, living in a sleeping bag on the floor of my brother’s garage apartment in New Jersey. At the paper, I wrote obituaries, covered PTA meetings and did an occasional feature. Operative word there is “occasional”.

Now while this sounds romantic, it wasn’t. On top of that I was driving a late 60′s Volkswagen Beetle. I was broke and smelled of the above Beetle’s oil and gas.

One night I was telling my sister how wonderful life was. She was a planner at Ogilvy. She said to me, “You should be a copywriter.” I had no idea what that was. But she described to me what a copywriter did.

In the garage below my brother’s apartment were about 200 National Geographics. So I would think of a campaign for product. Write headlines and scripts and cut out photographs from the National Geos and glue them onto bond paper to create ads and storyboards.

I then would call Creative Directors in the city and ask them if I could bring them a coffee and donut and spend fifteen minutes of their time one morning to find out what life was like as a copywriter. Amazingly most said yes. But after they saw my portfolio any discussion of what it was like to be a copywriter ended, the review of my portfolio began.

In about a month I was offered a job for $16k a year.

I wish someone had told me what it was like to be a copywriter.

**PRESS RELEASE**

Rob Feakins, Publicis New York and Alex Lim, Publicis , Singapore, named Cannes Lions Jurors

Paris, **13 April 2011**: Rob Feakins, President & Chief Creative Officer Publicis New York, has been invited to sit on this year’s Lions Promo & Activation Jury. While Alex Lim, Chief Creative Officer Publicis Singapore, will join the Direct Lions Jury.

Publicis Worldwide Chief Creative Officer, Olivier Altmann, is President of the 2011 Outdoor Jury.Alex and Rob join a team of Publicis jurors who will be judging the 2011 Cannes Lions across a number of categories:

John Woodward - Publicis Worldwide - Creative Effectiveness

Micah Walker - Publicis Mojo - Outdoor

Katrien Bottez - Duval Guillaume Brussels - Film

Bruno Bertelli - Publicis Italy - Film

Arturo Massari - Publicis Dialog Italy - Direct

Paul Servas - Publicis Belgium - Press

In addition, Craig Davis, Chief Creative Officer of Publicis Mojo Australia and New Zealand, will chair the Good Work Jury a new initiative by YouTube and the Cannes Lions International Festival of Creativity.