
THE NETHERLANDS' DARLING AGENCY OPENS NYC OFFICE

darling

Dutch ad agency Darling has launched an office in New York City. Darling Advertising & Design launches with 20 staff and six clients. Jeroen Bours will act as chief executive; Avi Dan as president; and David Hale as CCO. Bours, 47, was previously at CCO at Hill, Holliday in New York. From the Darling website:

Jeroen Bours is not a stranger to the international advertising world. He is known for numerous international campaigns including the MasterCard Priceless campaign which he started with Joyce King-Thomas and is presently running in 143 countries. He also pioneered the -beyond petroleum- campaign for BP, initially with David Fowler and later with Ken Shuldman. The first green campaign for an oil company. He introduced various new companies and products like Lucent Technologies, the Blue Card for American Express and he is responsible for the business idea of -OPEN- also for American Express, which quickly set a new standard in the small business market.

Dan, 55, was recently a consultant at Havas' MPG in New York. He was global executive director at Havas' Euro RSCG, and a managing partner at WPP's Berlin Cameron United. Hale, 52, most recently worked in Hollywood as a freelance writer and producer of television shows and movies. Before that, he was an ECD at WPP Group's JWT and D'Arcy Masius Benton & Bowles. Darling's Dutch office is in Groningen, the Netherlands.

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