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## PAYNE FOUNDS NEW GREEN AD AGENCY



Oliver Payne, formerly of Saatchi & Saatchi and OgilvyOne, has founded a new London agency called The Hunting Dynasty, to provide advertising exclusively for clients with sustainable or green products and services. Oliver brings 15 years of digital and advertising agency experience from the "wrong side of the fence" on BP, P&G, Cisco, Ford, IBM, Castrol, Avis, and Toyota, to name a few. He's won over 30 of the industry's top global Awards, including the Grand Prix at the Revolution Awards. Colwyn Elder joins the new firm as a partner and Director of Planning & Strategy. He was previously with Leo Burnett London, Bates Japan, Springer & Jacoby Amsterdam, and Green Sky Thinking. The Hunting Dynasty is a trading name of The Hunting Dynasty Limited, Company registered in England and Wales.

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