

MARTY COOKE JOINS RAPP AS U.S. CHIEF CREATIVE OFFICER

RAPP

Marty Cooke, a highly regarded individual in the creative and marketing worlds, is joining Global marketing agency RAPP as U.S. Chief Creative Officer.

According to the August 30th press release at PR Newswire, Bob Horvath, Global CEO of RAPP was quoted as saying: "Great creative thinking is the final piece of the puzzle in our strategy to compete for A.O.R. accounts. "Marty is all about applying bold creativity to bring brands to life."

Most recently, Cooke was Partner and Chief Creative Officer of SS+K. During his 10 years at the company, he led the agency's development of brand-defining experiences, which included big urban games, interactive cinema games and live text projections. He helped turn the LIVESTRONG yellow wristband into a worldwide phenomenon and devised a ground-breaking brand campaign to launch Delta Air Lines out of bankruptcy.

Prior to SS+K, Cooke was best known for creating Fruitopia, naming and helping to launch jetBlue and ground-breaking campaigns for brands like Reebok, British Airways and BellSouth. He also has the distinction of being the only person to serve as Creative Director of three Chiat/Day offices (New York, London and Toronto). Earlier in his career, Cooke was a Copywriter and Creative Director at M&C Saatchi, Doyle Dane Bernbach and Scali McCabe Sloves.

Cooke was quoted as saying: "Creative agencies and digital agencies are all competing for the holy grail of managing clients' brands. I like RAPP's odds in this race. Nobody knows more about the consumer than these guys. Their insights are going to be like giving creative people night vision to engage consumers. Having all that information is going to be like cheating!"

Named to Advertising Age's prestigious A-list in 2009, RAPP is one of the largest marketing services networks in the world. The network is comprised of more than 50 offices in 30 countries delivering over 40 years' experience in customer acquisition, retention and optimization to its clients. RAPP is a unit of the Omnicom Group, Inc.