

Veteran ad man takes the reins at Grey Atlanta

There's a new president and chief creative officer at Grey Atlanta.

Stephen Ward, who had been executive creative director of Grey New York, takes that key role from Mark Goldman, who is leaving the agency to become president and CEO of Atlanta-based Housewarmers, a personal home delivery business.

Ward will work closely with Chairman Joel Babbit to run Atlanta operations.

"We did a pretty extensive search and Stephen had been at Grey in New York and is really a superstar of the industry," Babbit said. "He's really

well-thought-of and goes beyond advertising."

Ward wrote the screenplay for the movie "Backbeat" starring Stephen Dorff and has worked with Hugh Grant on other cinematic ventures. He began his career at **JWT** in London and spent four years at advertising agency TBWA in Europe and Asia-Pacific and two years at

McCann-Erickson. Ward has worked on several high-profile accounts including Guinness, BMW, Newsweek and Mercedes-Benz.

At Grey Atlanta he will be involved in all of the agency's accounts, including **Cousins Properties Inc., The Georgia Aquarium, Dell Inc., Miller Brewing Co.** as well as **Georgia Power Co.**



Ward
Grey Atlanta

"I liked the idea of coming back to what is a small shop and using my talents and interests to help mold it," Ward said. "I'm looking forward to really hit the ground running."

Babbit said this appointment will benefit the local advertising market as a whole and shows the opportunity that exists in the Atlanta advertising market.

"A lot of people talk about that it's really hard to attract top talent to Atlanta from New York

and I think this proves that wrong," Babbit said. "We're thrilled, and this is very positive for the whole community beyond just us specifically."

IMAGES ON AMTRAK. Atlanta-based **IMAGES USA** has won a review to renew its relationship with Amtrak, inking a five-year contract extension with the intercity passenger rail service. A full-service multicultural marketing communications agency, **IMAGES** will provide creative services, media placement, promotions, special events and public relations with the



goal of increasing ridership in both the multicultural and general marketplace.

"Our focus is building on African-American and Hispanic train ridership in the northeast corridor," said Bob McNeil, president and CEO of **IMAGES**.

The agency plans to create new print, radio and online campaigns for Amtrak to target African-Americans and Hispanics nationally and now the general market for Amtrak East.

"We were pleased with the work and what they had started," said Darlene Abubakar, director of national advertising for Amtrak. "We wanted to build on that and not do it for a short time but make sure it was something we could grow with."

MARKETING & MEDIA

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