



PRESS RELEASE

The Creative Engagement Group appoints Saatchi Pro's Paul Warwick to new strategy role

LONDON, 5th September 2018: Paul Warwick is joining The Creative Engagement Group (TCEG) as Head of Strategy, a new role at the company. He joins from Saatchi Pro, where he was Planning Partner.

Paul reports to Russ Lidstone, Group CEO of TCEG. His brief is to evolve TCEG's strategic approach on behalf of its clients across the UK and US and lead its strategy team. The decision to appoint Paul comes as TCEG grows and broadens its remit, creating a greater requirement for strategic leadership.

Paul joined Saatchi & Saatchi in 2014 and worked on clients including PIMCO, VISA, Vaillant, Oracle and Toyota Europe. Before that he spent six years working as a consultant. From 2000 to 2006 he was part of DDB's planning division, as Senior Strategic Planner and Associate Director, working on Wrigley, Dell, Johnson & Johnson and Kettle Chips. Campaigns he has worked on have been recognised by the IPA Effectiveness Awards and the AFA Effectiveness Awards, among others.

Russ Lidstone, Group CEO of TCEG, said: "Given our ability to engage external and internal audiences through our unique range of capabilities including live events, film and immersive – the need to enhance our strategic capabilities has grown significantly. Paul comes to us with a great pedigree in rigour, effectiveness, creativity and channel-agnostic planning. I'm delighted to have Paul join our group and lead our strategy team."

Paul Warwick, Head of Strategy at TCEG, said: "Clients are increasingly looking for different marketing solutions that add value beyond traditional approaches. TCEG, with its diverse range of capabilities and the capacity to connect brands with audiences in a more engaging and memorable way, is the kind of innovative business model that is thriving in that environment. I'm looking forward to joining a great team to deliver impactful, creative and commercially effective solutions for clients."



About The Creative Engagement Group:

The Creative Engagement Group is an unusually shaped group of communications companies focused on engaging audiences through the creation and delivery of live experiences, film digital & immersive, training and scientific content. United by a philosophy to 'Create Unforgettable', The Creative Engagement Group provide an international client base with the ability to generate deeper levels of engagement with their audiences. The group comprises of live event specialist WRG; Film, Immersive engagement and digital agency, The Moment, healthcare training company Axiom and exhibitions business Just Communicate. It employs over 300 people in Europe and the US and is part of Huntsworth PLC.