



**STRATEGIC COMMUNICATIONS AND CONSULTING FIRM PMK•BNC  
EXPANDS LONDON FOOTPRINT WITH MULTIPLE NEW HIRES**

*Ross Brown, Tom Usher and Clare Cooke Join the Agency's London Office*

LONDON, UK – May 16, 2016 – Global communications and consulting agency, PMK•BNC ([www.facebook.com/pmkbncuk](http://www.facebook.com/pmkbncuk)), continues to expand its leadership in creative content and popular culture in London with the addition of three new executives, it was announced today. Editorial expert, Ross Brown, joins as Group Editor in Chief and Vice President; as well as Tom Usher as Creative Director and Clare Cooke as Director of Influencer Relations and Special Projects.

Established in 2013, PMK•BNC London is a strategic communications consultancy that specialises in popular culture and strategic brand development. The agency assists clients in real time to better understand and capitalize on the new world of media and influencers, helping them harness the power of popular culture globally. Driven by a data-first approach, PMK•BNC London holistically integrates its expertise in storytelling across the earned channels of public relations and social media, as well as the integration of cultural influencers and experiences to bring brands to life.

“We are fully committed to continuing our investment in growing our London office,” said Chris Robichaud, CEO, PMK•BNC. “We have always believed in the need for an agency that understands and executes in the worlds of Popular Culture globally, and this recent expansion in our London office gives us a valuable boost in the global marketplace.”

PMK•BNC's London office services clients based in London, as well as delivers strategic solutions globally, providing direction in other markets including Asia, China, Latin America and throughout Europe. The agency works with a number of leading brands, including global spirits giant Diageo, American Airlines, Luxottica and blu. PMK•BNC London also oversees talent publicity for an array of high profile personality clients and coordinates talent booking for MTV Europe, National Citizen Service, Warner Music Group, Channel 4, BBC One, ITV, *The Jonathan Ross Show* and *The Russell Howard Show*.

“We're ecstatic to have Ross, Tom and Clare joining our London team,” said Kevin Gessay, Managing Director of PMK•BNC's London office. “Collectively and independently their unique expertise allows us to build upon our capabilities in communications, influencer/talent relations, social media and digital strategy, giving us top-notch leaders in each space working closely to deliver the most creative ideas to clients who are demanding innovative ways to engage with their audiences.”

Brown brings over 17 years of experience in editorial, media and social strategy, as well as editing print titles such as FHM and Shortlist in London. In his new role as Group Editor in Chief and Vice President, he oversees client storytelling, ensuring best-in-class digital content, strategy and expertise across all launches and campaigns. Brown's pre-agency career involved more than 15 years in traditional publishing, editing multiple print titles and overseeing two weekly magazines, 18 guide books, and 33 supplements as Group Editor of the Time Out Group in the UAE. Having made the decision to move from print to digital, Brown returned to London to work on both the award winning PROJECT Magazine (rated

by Apple as one of the top 10 global apps in 2011) and the digital campaign for Daniel Craig's third Bond outing, *Skyfall*.

Usher, formerly the award-winning Creative Director of Marie Claire and Art Director of Harper's Bazaar, will now serve as PMK•BNC London's Creative Director. In addition to his posts at Marie Claire and Harper's Bazaar, Usher has worked on internationally renowned magazines including GQ and Arena. He also founded the creative agency House of Usher which has produced press and video campaigns for VeryExclusive, Aspinal, Jenny Peckham and produced in house publications for French designer Agnes b. Over the past 15 years Usher has worked with the world's best photographers and stylists to create iconic celebrity covers and shoots as well as gaining a reputation for award winning editorial design and typography.

Cooke will now serve as the agency's Director of Influencer Relations and Special Projects. She comes to PMK•BNC London after a five and a half-year stint at MTV Networks Europe where she served as Senior Talent and Music Manager coordinating and managing talent participation in events and promotions in the UK & Internationally. Prior to MTV, she worked at 19 Entertainment where she held positions as Senior Publicist and Promotions Manager working with "American Idol," "So You Think You Can Dance," Spice Girls World Tour, and the David Beckham Academy.

#### **About PMK•BNC**

PMK•BNC is a strategic marketing and communications firm that specializes in Entertainment and popular culture. PMK•BNC represents many of the world's most prominent actors, actresses, directors, films, production companies, television properties, musicians, authors and content creators, as well as leading consumer brands and prestigious special events. The firm employs a staff of more than 300 professionals spanning offices in Los Angeles, New York and London. PMK•BNC thrives on being ahead of the curve and works with their clients to create ideas that build engaged audiences and connect with consumers through popular culture. PMK•BNC is a part of Momentum Worldwide and McCann Worldgroup within Interpublic Group (NYSE: IPG).

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