

PRESS RELEASE

**GRAHAM WARSOP INDUCTED INTO THE LOERIES HALL OF FAME**

Founder and group chairman of The Jupiter Drawing Room honoured at awards ceremony

[23 September 2013]: Founder and group chairman of The Jupiter Drawing Room, Graham Warsop, was this weekend inducted into the Loeries Hall of Fame. This is the first time that this has been awarded to a non-South African.

The honour recognised the contribution that Warsop has made to the South African industry over the past 25 years, and the role that he has played in shaping its reputation globally.

Warsop's creative recognition over his career have been nothing short of impressive, and were even more so at the time, many helping put South Africa on the map as a creative powerhouse. From being the first South African CD to have print work accepted into the prestigious D&AD Annual in London, to winning South Africa's first Gold Lion for print at Cannes.

Among many accomplishments, he was the first local creative to judge the 'big four' global shows, Cannes, D&AD, One Show and Clios and, most recently, became the youngest ever inductee into the New York Festivals Hall of Fame, for outstanding creative achievement measured on a world scale.

On the other side of the ocean, Warsop was declared the Most Awarded Creative Director in the 20 year history of the London International Awards (in second place was global industry legend Marcella Serpo from Almap BBDO in Brazil).

Before The Jupiter Drawing Room, it was always assumed that successful local agencies needed to be part of a global network to make a mark on the world stage.

Jupiter redefined what it is possible for an independent South African agency to achieve.

In one memorable year, under Warsop's direction, The Jupiter Drawing Room was ranked by US trade publication Advertising Age as one of the Top 5 Most Creative Agencies in the World. (Jupiter's billings were minute compared with the global giants on the table).

Locally, over 20 years, The Jupiter Drawing Room became the fastest growing SA agency of all time - in one memorable year putting on over R1 billion rand in business in three pitches, to three clients, over three days.

But its real achievement has been internationally, where Warsop and his team have staked their claim (and South Africa's) to creating one of the world's most accomplished independent agencies, earning its place in countless awards annuals and text books. It has appeared in UK trade publication Campaign's list of the World's Leading Independent Agencies more times than any other agency in the world.

For the South African creative industry there are no longer limits to what a locally born, bred and owned agency can achieve, up against the biggest and best the world has to offer. Its credentials attracted the attention of Sir Martin Sorrell, the CEO of WPP, leading to the completion of a 'dream deal' in which WPP acquired 49% of the agency.

Warsop continues to lead the way for us on the global stage – whether by continuing to grow The Jupiter Drawing Room brand through Africa; offering cases of Bollinger champagne to South Africans who win a Cyber Digital at Cannes; or by inspiring the next generation of creatives, in Utopia.

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