

New leadership ignites new growth

Issued by [Joe Public](#)

19 Nov 2015

Ursula McAlpine joined Ignite Joe Public as their new Managing Director in August this year. Ignite Joe Public, Joe Public United's specialist cross-platform offering, has successfully gained a number of blue chip clients since it was established in 2012, including Mercedes-Benz, Anglo American and Nike.



Ignite's philosophy of Igniting Growth through cross-platform Ignition Thinking provides an exciting offering to clients through a seamlessly integrated experience. "Agencies call themselves integrated, but Ignite offers a unique model - Ignite have specialists with diverse talents, working together on a day-to-day basis to create campaigns across multiple touch points," explains Ursula McAlpine. As Group Managing Director of Havas Worldwide before joining Ignite, Ursula delivered excellent revenue growth through successful integration, resulting in a number of prestigious client wins.

Ursula hopes to build an agency that delivers on business objectives for every brand in the Ignite stable, through creative excellence that Ignites Growth. "I believe that Ignition Thinking is the job of everyone in the agency. It starts with Account Management understanding where and how to add value so that strategy and creative are equipped with the best possible insights to deliver the most innovative and effective campaigns possible," says Ursula. "Our recent business wins, including SAB, are testament to how a focused and passionate team will deliver creative solutions that drive business growth." These recent wins, all within the last three months, will increase the agency's revenue by 37 percent.

"I am very excited to have been given this opportunity," says Ursula. "To be part of an agency group that truly believes in growing its clients, people and its country is an immensely empowering experience and I look forward to ensuring Ignite Joe Public contributes successfully to the overall growth of our clients and of Joe Public United in the coming years."

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Joe Public

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