



IAN HAWORTH
Global Chief Creative Officer London
Rapp Collins Worldwide

“..multi-award winner Ian Haworth was WWAV’s head of creative, responsible for such gems as the Cancer Research UK’s All Clear campaign and numerous projects for the NSPCC. This alone was good enough to earn him an Power 100 nomination..Haworth has become one of the few to head a large agency from a pure creative background...”

(Marketing Direct, April 2005).

During his career, Ian has won over 85 awards, spoken on direct marketing and creativity all over the world and been an awards judge on panels from Cannes to Caples, including D&AD, Echo, IPAs, IDM and PM awards. He was chairman of the Campaign awards for 2004.

Ian started working in the industry as a tea boy and studio junior at the age of 17. By the age of 19 he was an art director. After rising to being creative director at DMB & B Direct, he left to be a founding partner of PPHN. Following this, he spent three years in New Zealand as creative director at Saatchi & Saatchi Wellington, before returning to the UK where he worked at WWAV Rapp Collins for a short period before leaving to take up the post of creative director at Tequila/Worldwide. He returned to WWAV Rapp Collins London in 2002.

Ian was appointed Rapp Collins Global Creative head in September 2006.