

Justin Southworth Appointed Head of Creative at Spring Digital

Submitted by: Emily Droogleever

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London, UK, 2nd May 2008 – Full service design agency Spring Digital, announces it has appointed Justin Southworth as Head of Creative. His role is to drive design of great websites that ultimately provide positive ROI for each of Spring's clients. Working with clients of all sizes Spring Digital creates sites with simple goals in mind - to stand out against the crowd.

Set up in 2002 Spring Digital, works for a range of clients from new start-ups to big business. Working with his team of designers, Justin's aim is ensure solid conversion rates from each campaign, using the latest technologies such as google analytics and heatmapping as well as building in the best cutting edge design technologies which are tailored to each individuals customer's needs.

With a strong creative background, Justin left art college ten years ago and has since worked for Incline Media where he worked on digital ad campaigns for clients including FT, Playstation and Marks & Spencer. He then moved to WPP where he primarily worked on the Canon Europe account. Most recently he worked for the digital part of Endemol for clients including the BBC.

Justin Southworth, commenting on his appointment said: "I want to take the creative ideas at Spring to the next level, we have a very talented team that can make a real different to a client's online presense. My key priorities are developing the website and building Spring's brand including communicating to everyone our commitment to ROI. I believe service starts the minute someone starts to interact with your brand. The amount of sites where the first thing a user is presented with is a downloading tool bar is just one example of poor user experience and a site that has not been thought out properly.

"I think the best way to deliver the best service is to make all of our processes seamless and constantly aim for perfection whether you are talking about sending customers zooming around one of our websites or dropping someone on a landing page from a google ad."

Gary Thompson, managing director, Spring Digital: "As the new Head of Creative, Justin's job is to manage development and vision the creative part of all our solutions as well as its delivery to our customers to ensure maximum insight so that all capabilities are realised. For us at Spring this means we will continue to maintain rewarding relationships with our customers."

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