

## Digital brand communications agency Tonic announces two senior appointments

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Following a highly successful 2008, digital brand communications agency Tonic has strengthened its team with two senior appointments.

Newly appointed as production director is Andrew Purdy. With over 10 years online experience – four years client side and six agency side – Andrew will manage delivery for Tonic overseeing internal production, outsourcing and third party relationships. Andrew joins Tonic from Agency.com.

Gordon Candelin joins Tonic as associate creative director and will work with high profile clients including Sony, Kingston University and GlaxoSmithKline. Gordon has 11 years experience in the industry working with clients including UNICEF, the United Nations and Anchor Beer.

Tonic managing director, Ranzie Anthony comments: "We are servicing our growing client portfolio with experienced and talented individuals. Many clients come to Tonic because they gain access directly to senior staff. It is important to reflect that in our team as we continue to grow."

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