

# PURPLE ATTRACTS TOP HEALTHCARE TALENT

Submitted by: Lawrence Pritchard (LPPR)

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The Purple Agency has announced five new appointments to its healthcare team. These include Amy Johnson, creative copy lead, who joins from global agency FCB; Matt Pascoe, art director, whose portfolio includes a range of major TV and leisure brands including Playstation, the BBC, Arsenal FC, ASDA, McDonalds, ITV, and Sky Sports News; Claire Usher, senior account manager, who joins from healthcare agency LVC; and two new life science graduate appointments, Kirsty Batten and Hollie Wigmore who join the agency as junior account managers to strengthen client services.

Says Steve Shaw, head of agency, "We now deliver campaigns for seven of the world's top ten pharmaceutical companies, but we're not resting on our laurels. Continuing to seek out and attract the top talent for our growing healthcare team will enable us to go on expanding our global share of the healthcare sector. These new appointments ensure we have the best people in place to achieve that goal."

Founded ten years ago, Purple is the hybrid marketing agency of Adare International Limited, a £300M global marketing services business. With specialist expertise in B2B, healthcare, retail and leisure, producing content, collateral and campaigns from its UK hub, plus on site and local teams in 18 countries, Purple is designed to support clients in the social and digital marketing focussed era. From first concept to final execution, Purple's unique blend of workflow technologies, creative, digital and data expertise, ensure that consistent, localized brand experiences are delivered efficiently for clients across their international markets

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## Note to Editors

The Purple Agency ([www.purple.agency](http://www.purple.agency)) is part of Adare International Ltd, a global marketing services business. Winner of the Queen's Award for Enterprise in 2016, Adare International serves over 50 of the world's most dynamic and recognisable brands, with a presence in over 40 countries, with 63 offices employing over 600 specialist marketing services staff. For more information please visit [www.adareinternational.net](http://www.adareinternational.net)