

6 August, 2007

BCM appoints new Creative Director

BCM is excited to announce the appointment of Nick Ikonomou as Creative Director.

Nick will take over the reins from BCM's long standing and highly awarded Creative Director Greville Patterson, who after 9 years, has decided to move toward a 4 day a week role with the agency.

BCM Partner Paul Cornwell praised the outstanding work and contribution that Patterson has made in the role of CD. Cornwell said "Grev is an outstanding creative with an enormous gift for the business. He has worked tirelessly for almost a decade and in that time has been responsible for some of the most effective and creative campaigns in the Queensland market."



Ikonomou has most recently been the Senior Writer at De Pasquale, and prior to that worked at BCM and DDB. Cornwell said "Nick is one of the top creatives in the industry and we know he will bring a great deal of talent, enthusiasm and drive to the role. The added bonus is that we know Nick well as he worked with us previously."

Cornwell said "Grev's decision has made us think seriously about the way in which we want to evolve our Creative department." According to Cornwell future plans include increasing the creative contingent, with a firm eye on constantly improving the agency's creative product. "At the same time", he said "we need to continue to harness the enormous creative potential of the changing media landscape."

Also joining BCM's Creative team is Andy Iles. Andy was previously Head of Art at De Pasquale. Iles has recently moved to Brisbane from London via Sydney where he worked in senior creative roles at Mojo, the Engine Room, DDB, Leo Burnett's and Oil. Andy will work closely with Nick as Art Director.