

WEBDENDA

People and Account of Note

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Advertising Educational Foundation, New York, named **Linda Sawyer** as chairwoman, assuming the duties of **Ken Kaess**, who had been chairman at the time of his death in March. Mr. Kaess was president and chief executive at DDB Worldwide, New York, part of the Omnicom Group, and Ms. Sawyer is chief executive at Deutsch, New York, part of the Interpublic Group of Companies.

American Bankers Association, Washington, chose the Washington office of Blattner Brunner to handle its account, which had been at MDB Communications, Washington. Billings were estimated at \$3 million to \$5 million.

Three agencies took top honors at the presentation of the 2006 International Andy Awards by the Advertising Club, New York. AMV BBDO, London, part of the BBDO Worldwide division of the Omnicom Group, won the Grandy award for best in show for a humorous commercial for Guinness titled "Evolution." Leo Burnett Worldwide, part of the Publicis Groupe, won the most Andys for a global agency — 13 — followed by DDB Worldwide, part of Omnicom, with 12. Crispin Porter & Bogusky, Miami, won the most Andys for an American agency: nine.

Bartle Bogle Hegarty, London, opened Zag, which is being called a brand invention business, specializing in developing products that will be licensed or sold to third parties in return for a share of sales revenue. Zag will be led by **Neil Munn** as chief executive; he had been global brand director at Unilever, a large Bartle Bogle client. The name Zag is derived from the Bartle Bogle corporate mantra, "When the world zigs, zag."