



# iris Cheatsheet

If you're interested in finding out a bit more about iris but don't want to get bogged down in the detail, here's a handy one-pager.

<b>Description</b>	We're an independent, integrated marketing communications agency with offices globally
<b>Capabilities</b>	Advertising, digital, PR, direct marketing, sponsorship, experiential, retail, promotion, sports marketing, CRM and management consultancy  We believe in 'Media Anything, Idea Everything', offering deep specialism within each discipline and blending it all efficiently and effectively around a client need
<b>People</b>	Over 750 talented people across the globe
<b>Office locations</b>	London, Manchester, Paris, Amsterdam, Munich, Delhi, Singapore, Sydney, Beijing, New York, Miami, Portland and Atlanta
<b>Founded</b>	1999
<b>Clients</b>	Adidas, Amex, Argos, Astra Zeneca, Bacardi Brown-Forman, Cartoon Network, CNN, Coca-Cola, COI, Coty, Dairy Crest, Disney, Ferrero, Finlandia Vodka, Gala, Heineken, Hertz, Homebase, ING, InterContinental Hotels Group, Kellogg's, Kerry Foods, Lavazza, Lego, Microsoft, Movember, MySpace, Novartis, Office Depot, Philips, PlayStation, Polar, Red Bull, Shell, Shock Absorber, Sony, Sony Ericsson, Tiger, UEFA, Unilever, Wonderbra
<b>Billings</b>	\$130 million +
<b>Need to know</b>	<ul style="list-style-type: none"><li>- iris is global, integrated and 100% independent. A combination which makes us agency agile and client-centric</li><li>- iris was set up in response to the complacency and mediocrity in the industry</li><li>- iris is driven by the desire to 'Be Better' – a philosophy of continual improvement in an era of continual change</li><li>- iris exists to create competitive advantage for clients</li><li>- iris is the new way to be a global marketing agency</li></ul>
<b>Key people</b>	Ian Millner, CEO and founder Stewart Shanley, CEO and founder Paul Bainsfair, CEO of Europe Shaun McIlrath, joint executive creative director Sean Reynolds, joint executive creative director Sam Noble, executive planning director Drew Thomson, chairman
<b>For more info</b>	Avril Canavan, group PR director iris Towers, 185 Park Street, London, SE1 9DY +44 (0)207654 7621 / 07946416607 avril.canavan@iris-worldwide.com

*Be better.*