



PRESIDENT OF ARNOLD WORLDWIDE TO SPEAK IN ST. LOUIS

FRANCIS J. KELLY III, PRESIDENT OF HIGHLY AWARDED AD AGENCY, TO PRESENT VOLKSWAGEN'S "DRIVERS WANTED" CAMPAIGN CASE STUDY

([PRWEB](#)) February 22, 2002 -- St. Louis, Missouri...Francis J. Kelly III, president and chief operating officer of Arnold Worldwide, a division of Paris-based Havas Advertising, the world's fifth-largest communications group, will address the Advertising Club of Greater St. Louis on Thursday, March 7, 2002, to present the agency's renowned "Driver's wanted" campaign that ignited sales of Volkswagen autos, which have sextupled in the U.S. since the campaign started. In addition to the Volkswagen case study, Kelly will focus on the key traits of successful, long-lasting advertising campaigns.

Mr. Kelly, a 20-year veteran of the advertising business, helped lead the growth of Arnold from a regional agency into one of the world's most successful and fastest growing full-service agencies, with current billings of \$1.9 billion. The agency currently serves leading marketers and brands such as Volkswagen, Jack Daniel's Tennessee Whiskey, Monster.com, Legacy, Royal Caribbean Cruise Lines, Fidelity Investments, Hasbro, McDonald's, Choice Hotels, Proctor & Gamble, Talbots and Titleist.

Volkswagen of America's U.S. sales had slumped to a low of 49,500 cars before the automaker retained Arnold Worldwide as its agency-of-record in 1995. Arnold's creation of the now famous "Drivers wanted" campaign became a marketing sensation lauded by publications such as Business Week and The Wall Street Journal. In 2000, ADWEEK magazine named Arnold Worldwide "Agency of the Year." In 2001, Volkswagen sold more than 355,000 cars in the U.S., more than any other European automaker.

Arnold Worldwide acquired the St. Louis agency formerly known as Simmons Durham in May 2001. Arnold Worldwide-St. Louis is global ad agency-of-record for Jack Daniel's Tennessee Whiskey, which is one of the world's most recognized brands of distilled spirits, and also creates communications programs for Glenmorangie Single Malt Scotch; Kentucky Legend Ham; Sears Portrait Studio; Southern Comfort; and other leading products and services.

Ted Simmons, CEO of Arnold Worldwide-St. Louis, will introduce Mr. Kelly at the Advertising Club of Greater St. Louis luncheon on March 7. The event begins at 11:30 a.m. at Sidney Street Place. Cost is \$30 for Ad Club members, \$40 for non-members and \$25 for students. For information or to order tickets, call the Ad Club at 314.231.4185.

For information about Mr. Kelley's availability in St. Louis, call Jeff Dunlap at 314.721.5505 or Rebecca Sullivan in Boston at 617.587.8459.

Headquartered in Boston, Arnold Worldwide is the U.S. agency of Arnold Worldwide Partners, which is owned by Havas Advertising of Paris, France, the world's fifth-largest communications group. Arnold Worldwide serves clients from offices in 14 major cities across the U.S. and through Partners offices on six continents.

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