



Leo Burnett appoints James Kirkham to newly created role of global head of social media and mobile

Leo Burnett Worldwide has announced the fusion of its global social and mobile capabilities under the leadership of James Kirkham in a newly created role of global head of social and mobile

The practice area will be fueled by Holler, Leo Burnett UK's digital content and social agency, which was co-founded by Kirkham in 2001, and will initially have hubs in London, Chicago and Silicon Valley.

"The reality in our world today is that we're increasingly linked to one another through social media via mobile," said Tom Bernardin, CEO, Leo Burnett Worldwide.

"We're building out our offerings as we recognize these dynamics and completely acknowledge the interdependencies that exist between them. There's no hiding from the fact that uniting social and mobile is critical for our network as well as our industry."

He added: "People who separate mobile and social don't get it. With more than one billion people using their mobile to access the Internet and social apps, it is evident they are no longer mutually exclusive.

"They are entwined and more powerful for it. So much of advertising is based on three core

behaviours – observing, reacting and sharing – which all happens socially, via mobile."

Kirkham will be based in London and will work with Leo Burnett's social and mobile employees around the global network.

Additionally, a new partnership between AdMaxim and Leo Burnett has been announced, aimed at helping to power the new unit. It will work with AdMaxim to conduct research and extract insights on consumer behaviour on mobile devices in order to create impactful and relevant mobile advertising.

"The ability to connect with consumers through mobile devices is now a priority for many brands," Kirkham said.

"Partnering with AdMaxim's technology will provide Leo Burnett the ability to transform how, where and when brands engage with people. Furthermore, our integrated platform will enable the social and mobile practice to research, create, deliver and optimize precision targeted mobile content."