

OOH Tommy hires Chris Earnshaw as Commercial Director to work alongside Global Partner Iain Chapman

19th November 2020, London: OOH Tommy, a division of the award-winning global digital creative agency Tommy, has hired Chris Earnshaw as Commercial Director.

Alongside OOH Tommy's Global Partner Iain Chapman (formerly Group Sales Director at Ocean Outdoor and also Van Wagner and JCDecaux), the appointment of Chris Earnshaw is the next stage in the growth of the division and he will be responsible for developing brand partnerships and driving the agency's tech offering. Earnshaw is vastly experienced having held previous senior roles at Primesight, Outdoor Plus and Urban Vision in the U.K.

Launched at the World Out Of Home Organization (formerly FEPE) conference in Dubai last year, OOH Tommy is aimed at brands, media owners and agencies looking to create bold and ground-breaking work, with scalable tech integration to help accelerate change in the way DOOH networks and screens are being utilised around the world.

Chapman said, "The hiring of Chris Earnshaw shows OOH Tommy's belief in not only Chris' skills and experience, but also in the opportunity for relevant and strategic partnerships within the Global Out of Home sector as it looks to bounce back in 2021."

During the pandemic, work from OOH Tommy was still being noticed, as their idea in collaboration with Vizeum and Posterscope for William Grant and Sons' Monkey Shoulder Whisky, recently came second in the prestigious and globally recognised Ocean Outdoor Digital Creative Competition.

Earnshaw said, "To start my life at OOH Tommy with such success in the Ocean Digital Creative Competition shows how brands can adapt to life during the COVID pandemic and look to Out of Home as an essential marketing channel as we all look to move forward. I'm really excited to bridge the worlds of technology and OOH, with the likes of augmented reality giving new immersive possibilities to the sector and our clients."

-Ends-

Find out more by visiting www.oohtommy.com or contacting iain.chapman@thisistommy.com or chris.earnshaw@thisistommy.com

ABOUT TOMMY

Founded in 2010, Tommy is an independent award-winning global digital creative agency, which develops rich digital experience underpinned by sophisticated technical excellence, social media strategy, and innovation. Working on more than 100 top 10 box office movies, retailers, and FMCG brands in over 60 countries worldwide, Tommy is the leader in some of the most advanced digital campaigns online today. Tommy has offices in London, Los Angeles and Singapore. To discover more, visit thisistommy.com.

Recent Awards

Mediapost & DPAA International DOOH Awards 2019

Grand Winner

Best In Show - Mowgli (Netflix)

Best DOOH Spectacular - Mowgli (Netflix)

Best Mall Campaign- Mowgli (Netflix)

Mediapost & DPAA International DOOH Awards 2018

Members Choice Award - Lost In Space (Netflix)

Best Entertainment Campaign - Lost In Space (Netflix)

Best DOOH Use of Location Data - Lost In Space (Netflix)