



Press Release

NEW ACCOUNT DIRECTOR APPOINTED

Award winning Gloucester design, branding and web development agency ICON.net Limited have appointed Geoffrey Ainsworth as Account Director.

Geoffrey brings to the ICON team extensive advertising and marketing experience in both the private and public sectors having amassed over 20 years experience in the industry and, most recently, as director at Swansea based Plum Design & Advertising for the past 9 years.

James Chance, creative director and co-owner of ICON comments “This year has been an exciting time for us, having expanded our client base and successfully completed a whole range of work in both traditional design and print as well as new media, including a widely acclaimed website for Cheltenham Borough Council Tourism www.visitcheltenham.co.uk - with a successful 10 year track record behind us and now having someone of Geoffrey’s calibre and experience onboard makes a perfect fit for what we are hoping to achieve in our next stage of development.”

Mr Ainsworth will be looking at strategic expansion across all industry sectors in the region and identifying new clients to complement those that the company is already working with. ICON currently provides clients with a broad range of creative and marketing services covering corporate and brand identity, literature design and print, advertising, direct mail, packaging, displays and exhibitions, internet and interactive design, and software development including its unique OneTouch Publishing System, a specialist package designed for busy managers who need to keep their organisation’s website up to date simply and cost effectively.

“I’m really looking forward to the business opportunities and challenges ahead and especially relocating to such an economically dynamic and diverse region. The surrounding countryside is stunning and Gloucester itself rightly celebrates its outstanding heritage, and now with the new regeneration programme in place the outlook is an exciting one” said Geoffrey Ainsworth. “ICON has a great business with a talented team to be proud of, an impressive client list and a excellent reputation.

With our professional yet approachable manner, high creative standards and technical expertise we can offer clients a sharper more responsive edge across their entire marketing communications with work that is striking, communicative, faultlessly executed and, not least, value for money. We’re an experienced, hard working, friendly team that aims to build close, constructive, long term working relationships with clients who are themselves looking for a partner not merely a ‘supplier’.”

Mr Ainsworth’s career has included senior posts in advertising agencies in the UK as well as in the Far East where he was account director in Hong Kong for 3 years. In his advertising and marketing management roles as a high profile client with such names as Pretty Polly, Singer and the Co-op he also worked alongside some of the UK’s biggest and most well known advertising agencies including Saatchi & Saatchi and J Walter Thompson.

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