

Press release

## **Rufus Leonard Opens Dubai Office Lloyds TSB Middle East Appoint Rufus Leonard**

DUBAI, 26<sup>th</sup> March 2008:

Rufus Leonard has opened a new office in Dubai which will serve as a hub for the Middle East including Kuwait, Bahrain, Saudi Arabia and Qatar. Richard Bowcott has been appointed as Regional Head. The brand and communications business has also been appointed Lloyds TSB's lead marketing communications agency in the region following a competitive pitch.

Rufus Leonard will be launching Lloyds TSB's new branding 'for the journey' in Dubai, tailoring design work it originated in the UK. The brand launch will cover strategy, design and implementation. Rufus Leonard has an existing eight-year relationship with Lloyds TSB UK and now operates as their Group Brand Development partner.

Kirsty MacPherson, Head of Marketing for Lloyds TSB Middle East said 'We are delighted to have Rufus Leonard on board for the development of our 'for the journey' branding. Rufus Leonard has proved an excellent partner in the UK and we are looking forward to developing our relationship with them during this exciting time'

The Rufus Leonard Dubai office is based in Dubai Media City. Now open for business it will deliver brand, advertising and marketing communications services for key clients across the Gulf Region.

Neil Svensen, Chief Executive commented, "Having worked with NCB and Kuwait National Petroleum, we knew that there was huge potential for business in the Middle East. People are demanding good agencies out here and clients are getting more sophisticated."

Richard Bowcott, Regional Head adds, "Where there used to be more repurposing and transferring of materials, companies are now starting to understand what a successful brand is all about and treating the region as a separate entity. Rufus

Leonard will be able to offer the full brand, advertising, digital and communications offer the UAE is demanding.”

## **About Rufus Leonard**

Rufus Leonard is an award-winning top 10 brand and communications business. The agency was founded in 1989 by Neil Svensen and now employs over 90 people specialising in strategy, digital, design and branding. The Dubai office based in Dubai Media City opened in March 2008.

UAE clients: National Commercial Bank, Kuwait National Petroleum and Lloyds TSB

UK clients: Rolls Royce, Lloyds TSB, O2, Shell Group, Foreign Office and TfL  
For more information about Rufus Leonard, our people and culture, go to [www.rufusleonard.com](http://www.rufusleonard.com).

## **For further information, comment or pictures please contact:**

UK

Deborah Simpson, Public Relations  
[Deborah.simpson@rufusleonard.com](mailto:Deborah.simpson@rufusleonard.com)  
Tel 0207 404 3061 or 07980 570 103

Julie Randall, Head of Sales and Marketing  
[Julie.randall@rufusleonard.com](mailto:Julie.randall@rufusleonard.com)  
Tel: +44 207 404 4490

UAE

Richard Bowcott, Regional Head  
[Richard.bowcott@rufusleonard.com](mailto:Richard.bowcott@rufusleonard.com)  
Tel: +971 (0) 50 398 0941

## **About Lloyds TSB Middle East**

The main branch of Lloyds TSB is in Jumeirah, housed in a custom built landmark building, located on Al Wasl Road opposite Safa Park. The bank also has Customer Service Centres located at the Arabian Ranches, Healthcare City, Green Community and Uptown Mirdiff. Lloyds TSB Middle East employs over 300 people providing a full range of financial services including: Personal Banking, Commercial Banking, Corporate Banking, Offshore Banking, Private Banking, Treasury Services and Trade Finance Services. In addition to market leading car and home loans, credit cards, personal and commercial loans, current and savings accounts, and fixed term deposits, Lloyds TSB Middle East also offers easy accessibility to telephone banking and secure internet banking 24 hours a day, 7 days a week.

For Further Information Please Contact:

**Manash Bhuyan**  
**FD**

Telephone: 04 332 8832

Mobile: 050 841 9631

Email: [manash.bhuyan@fd.com](mailto:manash.bhuyan@fd.com)

**Philippa Daniels**

**FD**

Telephone: 04 332 8832

Mobile: 050 6954160

Email: [philippa.daniels@fd.com](mailto:philippa.daniels@fd.com)

**Kirsty MacPherson**

**Lloyds TSB Bank**

Telephone: 04 302 3358

Mobile: 050 456 9442

Email: [Kirsty.Macpherson@lloydstsbae](mailto:Kirsty.Macpherson@lloydstsbae)

**Alexandra Gandini**

**Lloyds TSB Bank**

Telephone: 04 302 3357

Mobile: 050 640 4502

Email: [alexandra.gandini@lloydstsbae](mailto:alexandra.gandini@lloydstsbae)