



For Immediate Release

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**Yell Group plc ("Yell")**

**Yell appoints Jenny Ashmore to the new role of Group Chief Marketing Officer**

*- Partners with Landor Associates for Brand Evaluation Task -*

Yell today announces the appointment of Jenny Ashmore to the new role of Group Chief Marketing Officer (CMO). In this capacity, Jenny will take responsibility for Yell's global marketing strategy and oversee its execution throughout the Group's operations in the UK, US, Spain and Latin America. Yell is also announcing that it has partnered with Landor Associates to undertake a comprehensive evaluation of the Group's brand portfolio.

Jenny Ashmore brings a distinguished commercial track record in international marketing to Yell. Most recently she was Global Chief Marketing Capability Officer at Mars, where she developed and implemented a marketing-driven philosophy and infrastructure across all Mars segments and business units globally.

Earlier, Jenny led Mars' worldwide snack food business across fifteen markets, responsible for both innovation and marketing. Prior to Mars, Jenny worked in senior brand management and business development roles at Procter & Gamble, including lead responsibility for the flagship brand, Pampers. Jenny started her career at Shell Petroleum.

Jenny's appointment supports Yell's strategy that will see it transform from its established position in providing print and online advertising for small and medium-sized enterprises (SMEs) to become a leader in the emerging local eMarketplace. The eMarketplace comprises an innovative platform and digital portal where consumers and SMEs can connect and transact.

At Yell, Jenny will create a world-class, Group-wide marketing capability, integrating the Group's country-focused organisations into a cohesive, unified team. She will be responsible for worldwide advertising, marketing and corporate communications, public relations, merchandising and sales programmes, customer insight, online marketing, product design, pricing and customer satisfaction.

Based at Yell's corporate headquarters in Reading, UK, Jenny will report to Mike Pocock, Group Chief Executive Officer. Jenny's direct reports will include the current heads of marketing in each of Yell's geographic businesses (UK, US, Spain & Latin America), Chris Landry, the Group's recently appointed Head of Brand and Design, and Andrew Spybey, interim Group Head of Communications.

Mike Pocock said: "Jenny is an accomplished global marketer with huge experience of launching, integrating and managing business-to-business and business-to-consumer brands. As we continue to transform Yell's business to focus on delivery of digital marketing services to our 1.3 million SME customers, Jenny will apply her considerable vision and insight to lead the definition, delivery and positioning of Yell's brand portfolio."

Jenny Ashmore said: "Digital platforms are transforming the ways in which consumers research, select and purchase products and services. In this rapidly evolving environment, Yell has powerful assets including a well-established brand, vast amounts of information on local business, a skilled sales team and strong relationships with SMEs. But Yell is moving well beyond its origins as a print directory provider – so the opportunity is to build a global brand that is relevant to, and synonymous with, the converging requirements of digitally-savvy consumers and the SMEs that serve them."

### **Yell Partners with Landor Associates**

In parallel with the expansion of Yell's digital product and services portfolio, Jenny Ashmore will ensure that Yell's brand is compelling, relevant and consistently implemented around the world.

To that end, Yell announces today that it is partnering with Landor Associates, one of the world's leading strategic brand consulting and design firms, to undertake a comprehensive evaluation of the Group's brand portfolio. Landor will review Yell's current portfolio of brands and its overall architecture in the context of the increasingly digital and global environment in which the business operates.

Landor's appointment, which is effective immediately, has been made following a competitive selection process led by Chris Landry, Yell's Group Head of Brand and Design.

Chris Landry commented: "Landor's appointment is an important step towards the creation of a cohesive overall brand voice for Yell Group. As we expand our international portfolio of digital products and services for the eMarketplace, the team at Landor will help us explore, understand and implement a solid positioning platform for our business. In choosing Landor for this task, we've partnered with a firm that really 'got' the brief. Equally important, Landor challenged our thinking while demonstrating a genuine appetite and ability to help Yell realise its global ambitions."

Jane Geraghty, MD London office, Landor Associates, said: "Our appointment by Yell is an exciting opportunity for us to work with an ambitious global business, committed to evolving its offer. Our mix of strategic, creative and digital credentials

makes Landor well placed to help them achieve their goals. This is a rare and genuinely exciting brief for us."

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**About Yell**

Yell Group is a leading provider of print and digital services within the emerging local eMarketplace for consumers and SMEs across its operations in the UK, US, Spain and some countries in Latin America.

Building on its strong presence in the local market through its current digital and print portfolio, Yell is developing a broad range of digital services tailored to the converging needs of SMEs and consumers.

These address both the SME need to grow, transact and be efficient in the digital world, and the consumers' need to connect locally to the goods and services they want, in a way which saves them time and money, and moves their lives forward.

In the year ended 31 March 2011, Yell Group has over 1 million SME advertisers.

**Background – eMarketplace**

Yell is pioneering the creation of the eMarketplace, comprising an innovative platform and digital portal where consumers and SMEs can connect and transact.

The local eMarketplace is set to become the destination of choice for local entrepreneurs and business owners who want to gain easy access to a complete portfolio of digital services, including social, e-commerce and mobile web capabilities. For the first time, it will enable SMEs to connect with local consumers via a single, integrated platform that enables them to grow, transact and become more efficient.

For consumers, the local eMarketplace fulfils the desire to connect locally to goods and services, in a way which saves both time and money. It also helps people better manage their daily activities and errands and streamlines their navigation through key events and transitions.

## **About Landor Associates**

Landor Associates is one of the world's leading strategic brand consulting and design firms. Founded by Walter Landor in 1941, Landor pioneered many of the research, design, and consulting methods that are now standard in the branding industry. Partnering with clients, Landor drives business transformation and performance by creating brands that are more innovative, progressive, and dynamic than their competitors.

Landor's holistic approach to branding is a balance of rigorous, business-driven thinking and exceptional creativity. Its work spans the full breadth of branding services, including brand research and valuation, brand positioning and architecture, naming and writing, corporate identity and consumer packaging design, branded experience, brand equity management, brand engagement, and digital branding.

With 21 offices in 17 countries, Landor's current and past clients include some of the world's most powerful brands, including BlackBerry, Citi, the Council on Foreign Relations, Diageo, Hilton Hotels, HP, Jet Airways, Microsoft, MillerCoors, Panasonic, PGA of America, Procter & Gamble, Taj Hotels Resorts and Palaces, and Verizon.

Landor is a member of the Young & Rubicam Brands network within WPP, one of the world's largest marketing and communications firms.

For more information, please visit [www.landor.com](http://www.landor.com)