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Tuesday January 8, 2008

MARKETING DAILY
TOP STORY

Mercedes and Miller gone from ACLC

January has brought major changes to Toronto agency **ACLC**, both in its account roster and front office.

Tony Miller has left his position as senior vice-president, creative director to join **Smith Roberts**, and **Mercedes-Benz** has finally moved across town to **BBDO**.

Miller, who joined ACLC in 2006, says he left in early December to become partner and creative director at the Toronto-based Smith Roberts.

"It was time for me to do something different," Miller says. "Opportunities like this don't come along very often." Since starting at Smith Roberts last week, Miller has been at work on the shop's **Colleges Ontario** and **WeightCare** accounts, among others.

The front-office vacancy at ACLC comes just as Mercedes-Benz, moves its account to **Omnicom Group's** BBDO Canada as part of a global agency alignment that was announced in November 2006.

According to **JoAnne Caza**, director of communications and public relations for the automaker, the account shift was long-planned and did not represent dissatisfaction with ACLC, which won the business from **Lowé Roche** late in 2005.

The BBDO network will manage the account in each of its local markets with messaging driven by Hamburg, Germany-based agency **Jung Von Matt**. The Canadian account officially changed hands Jan. 1.

Ian Gordon, president at ACLC, said his shop is currently undergoing a "reworking," but would not provide specific details. The ACLC website lists **Steve Conover** as senior vice-president, creative.

-Jeromy Lloyd

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