



## 26 April 2021 - VoxComm opens doors with plan to fuel growth for business

VoxComm, the new global voice for agencies, is launching with a manifesto to champion the value that the sector delivers to clients.

The trade body which is now a fully formed idea with articles, a governance model, regular Board and quarterly members meetings in place. It currently counts 36 national trade associations from around the globe as members and headed by the newly-appointed President Tamara Daltroff, the Director General, EACA, Europe.

VoxComm's board members are Marla Kaplowitz President & CEO, of US body 4A's, Mario D'Andrea, President of Brazil's ABAP, Paul Bainsfair, Director General of the UK's IPA, Tony Hale, CEO of the Advertising Council, Australia, and Scott Knox, President and CEO of the ICA in Canada.

VoxComm's drive to fuel business growth, alongside its belief that there are better ways for businesses to communicate to audiences, is detailed on its new website <https://voxcomm.org>.

This outlines VoxComm's mission to "stand for the power of commercial creativity in all its forms – across strategy, ideas, content and media – as a proven lever for growth that businesses neglect at their peril."

The VoxComm manifesto outlines clearly the indispensability of the global agency sector in driving the understanding of creativity at the heart of the application of data and new technologies; partnerships and new models; better ways of value-based procurement and adherence to best practice standards.

The first initiatives based on VoxComm's three pillars – Value – Advocacy – Community - will be announced in the coming weeks.

Tamara Daltroff, President of VoxComm, said: "We believe that agencies and the commercial creativity they deliver are turbo boosters for growth. Businesses that are looking for top-line growth neglect the creative multiplier at their peril and agency experience of working across categories gives them a clear, objective view on the future and the big picture and can identify new business opportunities for their clients. It is about time that the agency sector had a global voice, to stand alongside the World Federation of Advertisers (WFA). National agencies associations and its members can expect to see their voice amplified through VoxComm and be a strong part of this mutually beneficial organisation."

Stefano Del Frate, EACA Chair of the National Associations Council and UNA Director General, said: "Being part of the global voice for the agency sector means that every country takes its rightful seat at the table, as we look to drive growth and recognition for our members, here at home. We will have access to global innovation and best practice. We will also showcase the world-class thinking and work being delivered by our member agencies."

Paul Bainsfair, VoxComm Co-founder and IPA Director General, said: "We launched the idea of Voxcomm as a global voice just over a year ago with our friends and opposite numbers in Brussels, New York and Toronto. One year on, it has 36 members and has grown into a truly global organisation which we believe will be a force for good for the ad agency industry worldwide.

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## **ABOUT VOXCOMM**

VoxComm is the new global voice for agencies, championing the value that agencies bring to their clients as turbo boosters for growth.

We stand for the power of commercial creativity in all its forms – across strategy, ideas, content and media – as a proven lever for growth that businesses neglect at their peril.

We stand for creativity at the heart of the application of data and new technologies, not as an afterthought – agencies and clients should be running towards creativity, not away from it.

We stand for agencies as indispensable business partners, bringing outside perspective, cross-category insights, provocation and a breadth of specialist expertise to their clients. We stand for partnership, new agency models, and creating an environment where agencies can flourish, and clients can benefit from the unique business value agencies can deliver.

We stand for better ways to procure and compensate the kind of added value, talent-based services agencies offer, and will work with agencies and clients to deliver these.

We will promote good practice, but speak out where we see bad practice, value-destroying behaviours to the ultimate disbenefit of our clients, as well as agencies.

And we will do this together, as a global partnership, sharing our resources and best ideas, because the challenges to the unique business value that agencies can deliver are the same everywhere, in every market and region, on local assignments and international ones.

### **For further information on VoxComm please contact:**

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