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# Accounts and People of Note in the Ad Industry

By THE NEW YORK TIMES

Ashley Alsup joined TDA\_Boulder, Boulder, Colo., in a new post, director for strategy and innovation. She had been group director for cultural and business insights at Crispin Porter & Bogusky, Boulder, part of MDC Partners.

"Art & Copy," the documentary that was produced by the One Club for Art and Copy, New York, won the Emmy Award for outstanding arts and culture programming at the 32nd annual news and documentary Emmy Awards presented by the National Academy of

Onesixtyfourth, London, opened an office in New York, to be led by Anne Bahr Thompson, the agency's founding partner. She will be based in New York, returning there after a decade in London, while also maintaining relationships with clients in London.

Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health released an analysis finding that 9 percent of the radio commercials for alcoholic beverages that ran in 2009 on stations in 75 markets around the country — markets that represented 46.5 percent of the nation's population ages 12 and older — failed to comply with the industry's voluntary standard for advertising placement. More than half the commercials were on behalf of three beer brands, according to the report: Bud Light, Coors Light and Miller Lite. The center is asking for the industry to adopt a stricter standard.

Steve Devore joined Twin Oaks, Plano, Tex., a new joint venture in the field of shopper marketing, as managing director. Twin Oaks is being formed by Crossmark, Plano, and Mars Advertising, Southfield, Mich. Mr. Devore had been vice president and account leader at Saatchi & Saatchi X, part of the Saatchi & Saatchi unit of the Publicis Groupe, where he led account teams for the Frito-Lay North America unit of PepsiCo and Procter & Gamble.

Donovan Data Systems and MediaBank, which compete in supplying advertising agencies systems to perform functions like verifying that advertising has run and booking commercial time and ad space, have agreed to merge to form a company named