



Tom Bedecarré

The Nomination of Tom Bedecarré
to the AAF Advertising Hall of Fame

“In the bifurcated world of digital advertising, where Madison Avenue’s besuited creatives clash with Silicon Valley’s engineers, Tom Bedecarré is the rare hybrid.”

Tom Bedecarré

Adjunct Lecturer, Stanford University School of Engineering,
formerly President of WPP Ventures and co-founder and CEO of AKQA

Tom Bedecarré co-founded and was CEO of AKQA, the leading digital agency that exists to create pioneering and innovative solutions for its clients, and today has more than 6,000 employees in over 50 countries. Having been a mentor and coach to a generation of business leaders of advertising agencies, marketing departments and global organisations, Tom is now a lecturer at the Stanford Technology Ventures Program where he continues to influence the Marcoms industry.

For your consideration:



From SF to New York and back again

By the late seventies, a few decades had passed since the legendary Frederick Terman created the tradition of the Stanford faculty starting its own companies. Following the lead from brands like Hewlett Packard and Varian Associates, technology focused companies began emerging in the area between San Jose, California and San Francisco – and just like that Silicon Valley was born with Stanford University and its alumni at the very heart of it.

One such product from Stanford's fruitful mix of innovative minds was Tom Bedecarré, a graduate of Political Science and Economics. Whilst his peers were establishing themselves at Microsoft and Apple, Tom enrolled at Northwestern's Kellogg School of Management receiving an MBA in Marketing and Management Policy. He moved to New York and began his advertising career as assistant account executive on Madison Avenue for Ogilvy & Mather in 1981.



One of his first assignments was working on General Foods Maxwell House, which at the time was the leading coffee brand in the United States. His team was launching early prototypes of banner adverts when it was just an experiment on the local cable TV network.

It wasn't long before he and his wife made the decision to move back to San Francisco feeling the pull to be closer to the phenomenal growth that was happening in 1980's Silicon Valley. Tom sensed that it was important to be in and amongst the transformation of the industry. He joined Hal Riney & Partners (now Publicis & Hal Riney), working alongside Hal for six years.

A Pioneer of online

Aided by the wisdom and experience gained from working so closely with an industry guru, entrepreneurship soon beckoned and in 1990 Tom left Hal Riney to help found a new agency, Atlas Citron Haligman & Bedecarré.

Later named Citron Haligman Bedecarré (CHB), the agency saw explosive growth in the mid 1990's by embracing technology and being an early adopter of dotcom trends. They became very successful at marketing technology products and were quickly regarded as the leading internet agency that embraced dotcom companies. CHB leveraged the latest tools to launch VAIO computers for Sony, Palm PDA's, and help launch startups like Evite and CNET. Under Tom's leadership as CEO, the agency shifted its business model from traditional advertising to online advertising and web development, well before other agencies followed suit.

In 1996, Adweek named Citron Haligman Bedecarré West Agency of the Year for outstanding creative work and growth in business. It was the first major plaudit in a career that would garner many.



The future, faster



In 2000, Accenture and Francisco Partners private equity company identified the potential and innovative approach that CHB was having in the industry and proposed to Tom that they build up the company's digital assets and become a global player.

Straight from the off, AKQA had a global footprint like few other agencies, working with global marketers including Nike and Visa. And over time, they quickly added global marketing accounts for A-list clients like Coca-Cola, McDonald's and Heineken.

In 2006, AKQA became the first agency to launch operations in China as a WFOE (Wholly Foreign-Owned Enterprise), with no joint venture partner. That same year it acquired a search agency followed by a search technology platform and launched the first agency-based mobile practice—a year before the introduction

of the iPhone. It led the way of integrating social media marketing campaigns into its portfolio way ahead of many of its competitors.

In 2012 AKQA sold to WPP for \$600 million, one of the biggest acquisitions of a digital agency. Following the announcement, his longtime business partner and co-founder of AKQA Ajaz Ahmed assumed the CEO role, with Tom becoming Chairman of AKQA. At the same time, Tom was named President of WPP Ventures, an organisation dedicated to exploring early-stage investments in new technology companies that offer innovative solutions to WPP clients and to strengthen the overall capabilities of WPP.

Tom has since led investments in platforms such as Muzy and Refinery29.

He was also able to translate the promise of other emerging platforms like Facebook, Twitter and Pinterest into opportunities for his clients.

Refinery 29 described Tom as a “prescient leader” whose support was fundamental in fuelling Refinery 29's growth in audience, services and monetisation and the media giant it's become today.

One of Tom's greatest assets is his ability to forge strong relationships with technology companies, thus bridging the gap between Silicon Valley and Madison Avenue.



In 2009, Tom introduced Antonio Lucio, then Visa's CMO, to Facebook's Sheryl Sandberg and Twitter's Adam Bain and Dick Costolo and these meetings – between the world's largest payments processor and most popular social networking platforms – undoubtedly proved to be integral in facilitating Visa's effective presence on social media.

Globally renowned as a pioneering entrepreneur and impressive storyteller in the innovation and agency sectors, Lars Bastholm, CCO at The Story Laboratory (ex-Google, AKQA and one of Tom's proteges) believes Tom is responsible for building “an agency that is commonly described as one of the smartest and best in the world,” and he is not alone in his thoughts.

Since stepping down from his roles at WPP and AKQA, Tom has shown no signs of slowing down. A tireless innovator and pioneer in media, entertainment and communications, Tom was named a national Ernst & Young Entrepreneur of the Year in 2013. With an active voice on social media, he dispenses insight and expertise to his 160,000 followers on Twitter and 83,000 followers on LinkedIn.

Intersport's senior vice president, Jack Rooney, who has known Tom for almost 40 years says: “While ideas will always be the heart and soul of our industry, the application of digital technology – in all its forms – is the currency of our industry. It wasn't always so. Tom is one of a handful of pioneers who guided the advertising industry into the digital revolution. Tom was the principal leader of the industry in Silicon Valley.

“When the history of this period in marketing, advertising and media is written, Tom will be not just a chapter, but a recurring biographical theme throughout the work.”

Randall Rothenberg - President and CEO, IAB

Remarkable by Nature



In a glittering career that spans more than 35 years, Tom has been at the forefront of the industry's digital revolution. He has presided over a global creative and strategic transition of astonishing proportions, founding two best-in-class agencies and attracting some of the most forward-thinking brands and brains in the process. He's been instrumental in the careers of some of the most successful entrepreneurs in the world and continues to nurture the dreams of many young talents who may otherwise have sought other career paths.

Throughout his career, Tom has been recognised by companies like Ernst & Young, Reuters & Klout and Fast Company for his work and on countless occasions he has proven himself to

be “an influential leader, savvy entrepreneur, business visionary, and all-around good person,” says Antonio Lucio, the former Global CMO of Visa, HP, and Facebook.

Tom was instrumental in establishing Future Lions at Cannes Lions, which is now one of the most coveted honours for advertising students around the world and in 2022 celebrates its 16th year.

Every edition of Future Lions aspires to empower the next generation of thinkers and problem solvers. No other competition for young creatives offers the opportunity to produce a solution for a real challenge with one of the world's most influential brands.

TOM BEDECARRÉ | AAF HALL OF FAME DOSSIER

Additionally, Tom has helped steer numerous boards and philanthropic ventures, including the Kraft Fight Hunger Bowl, Stanford Committee on Investment Responsibility, and Interactive Advertising Bureau (IAB) Advertising Agency Advisory Board.

In a fitting marker of his enduring influence, Tom was invited to be the Innovation Lions Jury President at the Cannes Lions Festival in 2014.

As IAB President and CEO Randall Rothenberg put it: “When the history of this period in marketing, advertising and media is written, Tom will be not just a chapter, but a recurring biographical theme throughout the work.”

He has also offered his wealth of knowledge and experience to the likes of Kate Farms Inc, Kellogg School of Management, the Stanford Board of Trustees and Daily Mail Group Events.



A Pioneer of Online



Most recently, Tom has returned to Stanford, the university he graduated from in 1980, as a lecturer and mentor where the founding director of Stanford's Distinguished Careers Institute (DCI) describes him as “an outstanding example of how DCI Fellows have connected with students across the Stanford campus.” He was asked to join the Faculty of the Stanford Graduate School of Business and is currently an Adjunct Lecturer at the Stanford Technology Ventures Program, Stanford's entrepreneurship center.

Over the past five years, Tom has been busy continuing to mentor multiple student startup teams in the Lean LaunchPad courses offered by the Stanford School of Engineering. In 2016, he was named a Fellow of the Stanford Distinguished Careers Institute and helped lead a mentoring partnership with the incoming Knight-Hennessy Scholars. In 2018, Stanford Career Education presented Tom the Jon Blum Outstanding Alumni Mentor Award to recognise how he has strengthened the Stanford community by engaging students

in candid career conversations and helping them to identify their passions and develop their potential — an accolade which is rare for non-academics.

As admen go, there are very few like this one. The nous, the charisma, the foresight, the courage, the humility, the innate confidence, the determination, the dual mindset, the intuition, the judgment, the good will and the kind nature — all these attributes combine to make up a man who has made a special contribution and difference to the world. No adman has been more important in shaping the industry's digital landscape and future than Tom Bedecarré, and his legacy will without doubt influence, inspire and impact creatives, entrepreneurs and business executives for years to come.



“An influential leader,
savvy entrepreneur,
business visionary, and
all-around good person.”

Antonio Lucio, former global CMO of Facebook

A Lasting Legacy

During Tom's time at AKQA, the company won more than 600 awards; AKQA was named Agency of the Year 33 times, most notably by OMMA five times, and appeared on Fast Company's Most Innovative companies list four times. AKQA was listed as a Leader in Forrester's 37-criteria evaluation of US digital agencies in 2012.

AKQA won 17 Cannes Lions including a Grand Prix for Fiat eco:Drive, 33 D&AD Pencils plus Nike Write the Future won three Yellow pencils along with five Effies and six Webbys. Heinken Star Player won 28 awards including Grand Prix's at Eurobest and Epica Awards. Plus a further Grand Prix at Eurobest for Nike True City.

- 1992 ● A member of advisory Panel on **Investment Responsibility** for **Stanford Board of Trustees**
- 1996 ● Citron Haligman Bedecarré West Agency of the Year, **Adweek**
- 1999 ● On the Alumni Advisory Board for **Kellogg School of Management**
- 2005 ● **OMMA** Agency of the Year
- 2006 ● Admaker to Watch, **The Wall Street Journal**
- 2008 ● Named in the Fast 50, **Fast Company**
- 2009 ● **Cannes Lions Grand Prix** for Fiat Eco: Drive
- 2009 ● Becomes an Interactive Advertising Bureau (IAB) **Advertising Agency Advisory Board** member
- 2010 ● Awarded Ad Person of the Year, **Greater San Francisco Ad Club**
- 2011 ● **3 x Cannes Lions Gold** for Heineken Star Player and Nike Write for Future
- 2012 ● Named in the **Reuters & Klout 50 – The Most Influential Execs on the Web**
- 2013 ● Hal Riney Icons of Marketing Award, **San Francisco Bay Area Innovation Group**
- 2013 ● Entrepreneur of the Year, **Ernst & Young**
- 2014 ● Innovation Lions Jury President, **Cannes Lions International Festival of Creativity**
- 2018 ● Made a Fellow of the **Stanford Distinguished Careers Institute, Stanford University**



Letters of Recommendation

The Nomination of Tom Bedecarré
to the AAF Advertising Hall of Fame



OFFICE OF THE C.E.O.

January 4, 2022

To The Council of Judges
American Advertising Federation
Advertising Hall of Fame
1101 Vermont Avenue NW
Suite 500
Washington, DC 20005-6306
USA

Dear AHOF Selection Committee,

Notwithstanding Tom's enormous, accomplished and sustained contribution to the advertising industry, I believe he is an exceptional inductee for the simple reason that he somehow managed to work in cahoots with me — a 21-year-old university drop-out British founder with all the idiosyncrasies, eccentricities and complexities that come with that — for over 20 years. Surely, this achievement and indeed, test of patience, grit and resilience alone is worthy of an honour!

I am of course absolutely thrilled to be writing this letter in support of Tom Bedecarré's nomination for induction into the Advertising Hall of Fame.

NO. 1 ST. JOHN'S LANE,
LONDON, EC1M 4BL, UNITED KINGDOM

Leading and encouraging at the cutting-edge of our industry, Tom has dedicated his professional life to advancing the importance, impact and significant societal contribution that creativity can make to both improving lives through the work we do, and the initiatives that we nurture.

Through his substantial and relentless dedication to people, clients and good causes, Tom has inspired the next generation of advertising leaders to reach the highest summits of excellence, as evidenced by our incredible alumni and the consistent track-record of our firm in terms of creativity, contribution and growth.

Personally and professionally, Tom is like no one else. I've had the pleasure of working closely with him for more than two decades during which time — as as a newcomer to Madison Avenue and all its nuances — I learned a great deal from Tom's kindness, experience and wisdom. Perhaps more significantly, I have witnessed, and been humbled, by the immense and longstanding positive impact his support and actions have had on so many careers from a mentoring perspective.

An internationally respected figure with an inclusive spirit, Tom has distinguished himself with an innate ability to spot the potential and talent in people and help them blossom into successful leaders with game-changing ideas.

All throughout his career, the work he has prompted and influenced has not only excited people, it has been nothing less than transformational.

Even before Tom and I began working together I was already very aware of just how exemplary and respected leader he is in the industry, not to mention a major advocate and champion for diversity and inclusion.

Indeed, at a critical juncture now — where our industry is asking vital questions about equality, equity and inclusion — Tom was one of the pioneers, embracing me as an equal partner when we founded AKQA, Inc. together in 2001.

The absolute faith he duly put in me — a person of colour from a disadvantaged socio-economic background — is an example of how ahead of the curve Tom always has been to ensure minorities are seen and given a voice. He has always led and encouraged equal access, opportunity and representation within our industry.

Part of being an authentically diverse company on a global scale involves representing a wide variety of voices and communities. Again, Tom was ultimately more forward-thinking than anyone else in the industry in his quest to build a multi-national business model.

Combining the creative panache from his time on Madison Avenue with the innovative thinking and pure ambition of Silicon Valley that he experienced almost via osmosis from his Stanford University days, Tom was able to set in motion a creative agency with a global footprint that has not been matched since.

With offices now in more than 20 countries worldwide, it is thanks to Tom's foresight that AKQA has over 2,000 employees and AKQA Group has more than 6,000 employees today, while continuing to

grow. More than 20 years after launching, AKQA, Inc. we have won more than 65 Agency of the Year awards across many fields including advertising, design and digital.

Looking ahead to future generations and the essential need to ensure our industry continues to increase its relevance and expand its connection, Tom has always been a leading proponent of the AKQA Future Lions programme. Now in its sixteenth year and showcased at the prestigious Cannes Lions International Festival of Creativity, AKQA Future Lions invites teams and individuals from any background, and any country, to share their vision with ideas that explore new technologies and territories. The AKQA Future Lions initiative has helped to democratise access to our industry, attracting thousands of young people from every continent, giving the winners an opportunity, a platform and a career.

I am so thankful to Tom for his leadership and companionship to ensure AKQA not only serves its clients but fulfils briefs on a daily basis that genuinely help the world to be a better, more enriched and knowledgeable place to live while inspiring the present and new generation to be more attracted to our industry.

So much of this is down to Tom's purpose-led prerogative as he understands the vital role that good work can play in all lives. Many comprehend this but few can execute it into actionable change like Tom.

Indeed his broad understanding across the marketing spectrum means AKQA is now a multidisciplinary firm that creates notable advertising, design, digital and architecture work.

Tom's unique ability to include and look forward to what's next has enabled AKQA to thrive and play a pivotal role for creativity in today's world. Ultimately this is why I believe he is so deserving of this nomination and a place in the Hall of Fame.

Thank you for your consideration and time reading this letter.

With thanks and kind regards,

A handwritten signature in black ink, appearing to read 'Ajaz Ahmed', with a long horizontal flourish extending to the right.

Ajaz Ahmed
CEO AKQA Group

Thursday, November 21, 2021

Dear Advertising Industry Hall of Fame Judges:

I first met Tom Bedecarre during my junior year as a student of his at Stanford University. Since then, he has become more than just a teacher preparing a student for a presentation. Instead, he has become a friend, mentor, and a member of my family.

However, this is typical of Tom, his actions not only in my life but in the lives of others have come to make me an admirer of his. So much so that I decided to get into advertising at S4 Capital having known about Tom's work with Sir Martin Sorrell. With that being said I would like to talk a little bit about the actions of Tom that had made me an admirer of his.

First the way that I met Tom, as a student and him as a teacher. After retiring from his role as the co-founder and chairman of AKQA Tom was nominated to be one of Stanford University's Distinguished Career Fellows. It is here that Tom began to do something that I believe he takes a liking to, mentoring the next generation of business leaders.

He started this with a class at Stanford's Graduate School of Business called *Rethinking Purpose*, a class that goes beyond the bottom line on a balance sheet and instead asks students the question: what does it mean to be happy in not just your personal life but your work life as well?

He would later continue this teaching/mentorship through other classes including *Lean Launchpad*, a class that is devoted toward teaching students how to get a potential start-up off the ground. And *Hacking 4 Defense*, the course that I met him in which guides civic minded students to solve problems and spur innovation within the US Department of Defense.

Tom has always been an innovator, from his early days as an adman at Ogilvy & Mather where he and a team of account executives created one of the world's firsts video text ads. To his later years at AKQA where he Ajaz Ahmed established the first agency mobile based practice before Apple ever did it.

While in college I often wondered if there was a place for me in the business world. Could I be compassionate and still be a business leader? Could I show off my creative side and still contribute to the field. And most importantly could I still be me while going throughout my career. After meeting Tom all of those questions were answered.

Tom has inspired me and countless others that they can be all of the aforementioned traits while still being themselves. And he has shown this by leading through example from the classroom to

the boardroom. I could not think of anyone more deserving of this induction to the Advertising Industry Hall of Fame than Tom.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alfred Mohammed', written in a cursive style.

Alfred Mohammed

November 27, 2021

TO THE HALL OF FAME JUDGES,

The thing about Bedecarre is this: He can see the future.

I've known Tom for a long time – we were in a 4A's agency group back when we both had little start-up agencies. Since then, we've been competitors, collaborators, confidants and friends. And over the years, I've invariably found his vision of the future of this industry has been uncannily accurate, and the work that he and his agencies have created have helped shape that future.

As new media evolved and mutated, Tom was ahead of every change in the landscape. He helped clients in a whole array of businesses not only navigate the changes, but emerge as leaders.

Maybe more important, Tom was one of the world's great mentors. In my experience, the hundreds of people who were lucky enough to work for him came out smarter, savvier and with a really refreshing love of our business. That's rare and pretty precious. And in my view – aside from all his other accomplishments – it's reason enough for him to be given a place in the Hall of Fame.

Cordially,

Chuck Porter

Founder and Chairman Emeritus

Crispin Porter and Bogusky

I'm excited and honored to write this letter of recommendation for Tom Bedecarré's inclusion in the Advertising Industry Hall of Fame. Tom has been a mentor and friend to me for many years and has been instrumental in helping me grow my agency business.

I first met Tom around ten years ago at a small dinner hosted by a mutual friend in San Francisco. At the time, Tom was running AKQA – an 800 pound gorilla in the advertising industry – and I was four years into my fledgling digital agency. I had around 20 employees and he had over 1000. I was focused on performance/direct response advertising and AKQA was a branding/creative juggernaut. I had never sold my agency and Tom had already been through three transactions.

I assumed that Tom would have little interest in my tiny agency, and that if he did, we wouldn't have much in common to discuss. To my surprise, Tom and I had a great conversation. It was apparent immediately that Tom was a business leader first and an agency head second. His knowledge of how to effectively manage teams, clients, investors, and business trends was as applicable to my small business as it would be to his Fortune 500 clients.

Though I thoroughly enjoyed our dinner conversation, I didn't expect that Tom would have much time for me beyond that meeting. Still, I wrote him a brief email afterwards expressing my appreciation for the conversation and meekly suggesting that we could meet for coffee if he was free. To my delight, he quickly wrote back and accepted my coffee conversation.

Over the next decade, that initial coffee turned into regular meetings. Sometimes we'd meet at a breakfast spot in Silicon Valley and other times we'd go on brisk walks at the Stanford Dish (he is a very fast walker). Every meeting felt like a mini-MBA on how to run and grow an agency. When I was considering selling my business, Tom shared war stories of how he navigated multiple offers, aggressive suiters, and armies of lawyers. When I was struggling to create consensus within our leadership team, Tom coached me on ways to build consensus.

More recently, I have followed in Tom's footsteps and moved from an operational leader in my business to a strategic advisor and board member. Tom's involvement as an advisor to many emerging Silicon Valley companies, combined with his work as a lecturer and advisor at Stanford, as well as his willingness to introduce me to many of these students and companies is a model for how I am planning my post-agency "second act."

I have met many, many agency leaders throughout my 20 years in marketing. Few if any have the breadth of knowledge, intellectually curiosity, humility, and empathy that Tom has. He is a "servant leader" who has been a significant and positive force in my life and I have no doubt in the lives of many, many others. I cannot think of a better person to be recognized by the Advertising Industry Hall of Fame than Tom!

My Bio:

David Rodnitzky is the founder of 3Q Digital, one of the largest performance agencies in the world. 3Q Digital was founded in 2008 and now employs 400 people on three continents and manages more than \$2 billion of annual online advertising for clients including Facebook, Intuit, Walmart, Square, and Atlassian.

David is the author of *Unfair Marketing* (2021) and the 2021 University of Iowa Entrepreneur of the Year.

David has also served as an advisor to numerous companies including Marin Software (NASDAQ: MRIN), Improvado, MediaCause, and Eight Sleep.

He has a BA from the University of Chicago and a JD from the University of Iowa.

December 1, 2021

Dear AHOF Selection Committee,

This is my second time writing a letter in support of Tom Bedecarré's nomination for induction into the Advertising Hall of Fame. I hope the Committee will look favorably on Tom's application this time. Tom so deserves to be in the Hall of Fame and frankly, the Hall of Fame needs him! Once again, I am proud and glad to write a letter in support of his nomination. Tom is a special guy; a friend and colleague dating back to our earliest days in the advertising business together when we shared the opportunity to build Hal Riney and Partners in San Francisco. It was a storied time in the advertising business. Hal was a teacher and mentor to both of us. Hal is already a Hall of Famer. He will smile when he hears that Tom has joined the club. What makes Tom Bedecarre so special? A Hall of Famer?

Tom Bedecarre, the Account Supervisor. A member of the Advertising Hall of Fame must be an expert at their craft be it copywriting or account management or any other discipline. We often forget that the giants in our business began at the bottom and learned the business of commercial persuasion from the ground up. Tom is such a guy, and I knew him when he was an account director on the Perrier account. His ability to work with the creative, research, production and media teams was honed at Riney and he perfected it throughout his career. Look at the body of the work that Tom created when he was leading accounts. It is staggeringly good. Tom Bedecarre is one of the best account directors in the history of the modern advertising business. He represents the day-to-day excellence that should serve to inspire the Hall of Famers that will follow him.

Tom Bedecarre, the advertising entrepreneur. A member of the Advertising Hall of Fame is often an entrepreneur, a visionary, and a risk-taker. Tom left Riney to start his own agency. This was an enormous risk in San Francisco at the time. His new agency, CHB, didn't just succeed, it thrived. CHB was the core of what went on to become AKQA, the prototype digital centric agency that makes up the core of the modern holding company.

Tom Bedecarre, the digital visionary. Tom led AKQA San Francisco into the digital age. Tom built AKQA into a global, full service, digital powerhouse. He pioneered using a hub and spoke system that didn't require an office in every country. He nurtured a culture at AKQA that married a passion for excellence along with a sense of being part of the digital revolution. Tom Bedecarre invented the idea of digital

first.

Tom Bedecarre, the salesman. It is one thing to create great work. That said, someone needs to sell it. Convincing a client to hire your agency is one of the most important jobs of any agency leader. Working a client through the difficult decision to approve work that appears bold and risky takes incredible skills and a strong relationship with the client. I've seen Tom do both. I've been in pitches with Tom Bedecarre. I've seen Tom passionately and convincingly defend-and then sell- an agency's best work. Tom is simply one of the best new business guys and most prolific advocates of great advertising that has ever been in the business. If there was a Hall of Fame for simply new business pitch leaders, Tom would be already in it.

Tom Bedecarre, the guy who gave back to the business. Tom's career is full of generosity, of giving back, of supporting good causes, of building the advertising community in San Francisco. Tom's career has also included time teaching the next generation of marketing services leaders as a professor at Stanford. What greater way is there to give back to the industry that has been so good to all of us than to be a teacher. Tom's classes are among the most sought after at Stanford. It is hard to take notes when one is also laughing so often. Why?

Tom Bedecarre, the best storyteller I know. I emphasized this in my last nomination for Tom, but I will say it again. Tom Bedecarre is amazingly articulate, witty and one of the funniest public speakers that I have ever met. I will make a prediction that his acceptance speech will be one of the most memorable in the history of the Advertising Hall of Fame.

I urge you to support this recommendation.

Sincerely and respectfully,

A handwritten signature in dark ink, appearing to read "David Verklin". The signature is fluid and cursive, with a large loop at the end.

David Verklin

Doug Sweeny
Chief Marketing Officer, One Medical
One Embarcadero Center
San Francisco, CA 94111

Re: Letter of Recommendation for Tom Bedecarré Advertising Industry Hall of Fame

Tom Bedecarré has been a constant presence in my life for nearly 40 years. As my boss, mentor, friend, confidant and vocal supporter.

I had the good fortune of meeting Tom Bedecarré in the winter of 1994. My girlfriend (now wife, Charlotte) and I threw darts on a map and decided to get out of our comfort zone in New York city and venture west. As a junior account executive, I made the rounds at every agency in San Francisco from Goodby Silverstein and Y&R to Saatchi and Hal Riney & Partners. Citron Haligman Bedecarre had recently generated a good amount of buzz winning a coveted shoe brand Avia followed by Kenwood audio and recently had been featured in a glossy, gushing *Communication Arts* cover story. CHB was located in the heart of the “ad ghetto” near Levi’s Plaza and adjacent to *Grumpy’s* the popular local watering hole. Located in a pre-1906 earthquake brick building, supported by steel girders, it featured an open, loft workspace before they became in-vogue. Walking up the stairs you could feel the space crackling with energy as young creative teams toiled away in the upper loft space and the account and strategy teams brainstormed in front of big black foam core boards below.

After making my interview rounds with Tom, then Matt and then Kirk, there were two things that struck me immediately as very different than any agency I had met on my Bay area tour, and which ultimately guided my decision to take a position there. First, there was reverence and passion for “the work”. The creative product was uniquely different from the competition and beautifully produced. The second was the warm, collegial family feeling of the agency. None of the attitude and arrogance you may expect to find in a highly awarded shop. Tom drove that spirit.

Tom’s perspective on the role of an account person was also very different from anyone I had yet met so far in my young career. He explained that an account person was not only responsible for effective advertising, but producing highly disruptive, engaging and in CHB’s case, beautiful work. This was completely new to me coming from the service-oriented approach of the Madison Avenue agencies in NYC. Tom’s focus on the craft of advertising stuck with me and has been a guiding principle onward for the agencies and brands I wanted to work for in the future.

After a number of years I moved on from CHB, but Tom continued to be a consistent and ongoing presence in my career and mentor along the way. Tom would proactively schedule lunches once a year to catch up, talk shop, discuss the latest technology, agency or start-up. Fog City, Bucks in Woodside or Il Fornio at Levi’s Plaza. We hit them all. Tom also was the glue that pulled other alumni of CHB together. When I was at Levi’s, he would schedule alumni lunches across multiple generations of ex-CHB’ers and then AKQA’ers. Tom’s ability and agility connecting people across the industry is a true gift and something that he taught me and I greatly admire..

Tom has forever been a student of “what’s next”. When I would go to CES or E3, Tom and I would connect as he would be making the rounds to see what new fangled innovation could be applied to his Audi or Nike clients. His move into teaching at Stanford felt like the perfect move for someone always hungry to learn and share knowledge. When Tom called to ask for me to speak to students in his Stanford class on the future of creative development inside client organizations, I got the chance to see him in his element.

I admire Tom for his humanity, empathy and friendship. He cares. Tom was there for me in the toughest of times and the first to say “how can I help.” Years after I left CHB, my wife and I had our first child and sadly we lost him to SIDS (sudden infant death syndrome). It was the toughest year of our lives and to start the healing process we hosted a SIDS walk to raise money for research. When the invites were sent, Tom was the first to reach out and say “I’ll absolutely be there with my family and check in hand”.

Tom’s impact across the entire industry is real. CHB’s very early move to a digital first strategy which then led to AKQA’s leadership as a preeminent global digital agency is impressive. I cannot think of a more deserving candidate for the Advertising Industry Hall of Fame than Tom Bedecarré.

Sincerely,

Doug Sweeny



November 22, 2021

AAF Hall of Fame Council of Judges

1101 Vermont Ave NW #500

Washington, DC 20005

Dear Council of Judges:

I am honored to be one of the supporters of the nomination of Tom Bedecarre to the AAF Hall of Fame.

I have known Tom since 1984 when we were fellow Account Executives at Ogilvy & Mather San Francisco, which evolved into Hal Riney & Partners.

I would need 10 pages to give the full context for why I believe that Tom is so deserving of this recognition. Rather, I will focus on what I believe is the singular reason.

While ideas will always be the heart and soul of our industry, the application of digital technology - in all of its forms - is the currency of our industry. It wasn't always so. Tom is one of a handful of pioneers - along with Hall of Famer Bob Greenberg and Hall of Achievement honoree G.M. O'Connell - who guided the advertising industry into the digital revolution. Tom was the principal leader of the industry in Silicon Valley.

While the impact of digital on the work of our industry is pervasive, and well chronicled elsewhere among Tom's nominations, I believe that the most resonant impact is on the industry as a career choice. Tens, if not hundreds of thousands of people have been attracted to the advertising industry because of the digital revolution. In my eyes, Tom was the person most responsible for the career magnetism that digital created in advertising.

The Hall of Fame is stacked with copywriters, art directors, producers, directors, CEOs, CMOs and other deserving luminaries. While Tom was a CEO, he was more significantly a pioneer and a person who created the supernova of advertising's digital revolution. Surely, he belongs among the other esteemed members of the Hall of Fame.

Respectfully submitted,

Jack Rooney

303 E. Upper Wacker Drive, Suite 2200
Chicago, Illinois 60601
312.661.0616

Citron/Haligman

November 22, 2021

From: Kirk Citron

To: Council of Judges, AAF Advertising Hall of Fame

Re: Tom Bedecarré

This is a story about one of the great friendships and business partnerships of my life.

I have known Tom since 1982, when he was an account executive and I was a copywriter at Ogilvy & Mather, New York. We worked together on AT&T, and when I was leaving the agency to move to the West Coast, he actually stood in the doorway, barring the exit to my office, until I delivered a final piece of body copy for a trade ad which was due the next day. ***(Tom is tenacious.)***

One year later, we both started at Ogilvy & Mather, San Francisco (later to become Hal Riney & Partners). Tom quickly became the creative department's favorite account guy. ***(Tom is good with people.)***

In 1990, when a few of us — three creatives, plus Tom — were discussing (and discussing, and discussing) whether to start an agency, Tom was the one who marched in and quit, forcing the rest of us to follow. ***(Tom is bold.)***

The very first commercial our new agency ever sold to a client was dreamed up by account guy Tom. ***(Tom is creative.)***

When we had to make some hard decisions about the future of our partnership, Tom grasped the nettle and fired one of our founding partners. ***(Tom is decisive.)***

Our agency, Citron Haligman Bedecarré, had Tom's surname at the end, because it was the hardest of the three names to pronounce. ***(Besides, Tom is modest.)***

In 1994, Tom nominated me for the AAF Advertising Hall of Achievement. ***(Tom is generous.)***

Tom was early to see the promise of the Internet, and suspected that it would be as transformative for the advertising business as the invention of television. ***(Tom is visionary.)***

On the basis of that insight, we pivoted, seeking dotcom clients and becoming one of the first advertising agencies to embrace digital. This made us the fastest-growing agency in the country in 1998 and 1999. ***(Tom is a transformational leader.)***

Tom decided we needed to go further. To do that, he raised \$70 million in venture capital — one of the largest investments ever made in the advertising business. ***(Tom is persuasive.)***

We used the new capital to build a network of agencies around the world. Tom found the best digital agency in Europe, AKQA, and persuaded them to join us. ***(Tom has high standards.)***

One of the investors in the new, merged AKQA was Accenture. This was a decade before they founded Accenture Interactive and almost two decades before they bought Droga5. ***(Tom is ahead of the curve.)***

Through the dotcom crash, when dozens of other agencies went out of business, Tom kept the ship afloat... and then over the next dozen years presided over the growth of the company from 200 employees to 2000. ***(Tom has a steady hand.)***

Tom built strong relationships with some of the best and most demanding clients in advertising: Visa, Audi, Coca-Cola, Heineken, McDonald's. ***(Tom is a great account man.)***

Tom drove the agency to excel creatively, winning dozens of "Agency of the Year" citations. *Fortune* magazine called him "Silicon Valley's Favorite Ad Man." ***(Tom is a great advertising man.)***

After leaving AKQA, Tom returned to Stanford, first as a student in their Distinguished Careers Institute, then as a professor and mentor to hundreds of students. ***(Tom is smart.)***

Meanwhile, throughout his career, Tom has given back to the advertising community, as a speaker, board member, award show judge, and industry leader. ***(Tom has a big heart.)***

I heartily endorse Tom Bedecarré for the AAF Advertising Hall of Fame. I can't think of another person in the advertising business more deserving of this honor.

Sincerely,

A handwritten signature in black ink, appearing to read "Kirk Citron". The signature is fluid and cursive, with a long horizontal stroke at the end.

Kirk Citron
AAF Advertising Hall of Achievement (1994)

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The Story Laboratory
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Danmark

Tel +45 70 25 75 10

www.storyhouseegmont.dk
CVR 83 13 11 28

In support of Tom Bedecarre's nomination to the AAF Hall of Fame

Wait...Tom isn't in the Advertising Hall of Fame yet? That's an oversight that we need to correct. Here are my two cents about why Tom has more than earned a spot among the other trailblazers of our industry.

It was a dark and stormy night in Copenhagen in 2004, when I got a phone call from Tom, asking me if I wanted to open an office for AKQA in New York. It was one of those calls that you answer 'yes' to and then figure out the rest later.

After all, AKQA was a company I'd admired for a while. At the time, Tom had taken an unprecedented gamble merging a traditional agency, Citron Haligman Bedecarre, with a digital agency. In retrospect, it may look like an obvious move, but Tom was remarkably prescient, when he orchestrated the match. Of course, Tom has never been afraid to invest in the future, and he had seen a world where technology and the digital agencies who understood it would wreak havoc on the traditional advertising model long before most people spotted the opportunity.

15-11-2021

After I had stammered that, yes, I'd be honored to join AKQA, a whirlwind of activity ensued. Over the next 6 years, I was a firsthand witness as Tom took AKQA from strength to strength and the company grew and expanded globally. As first the CEO and later chairman of AKQA, Tom built an agency that is commonly described one of the smartest and best in the world.

Today, I consider Tom a friend and a mentor. He has always been a champion of creative work, as well as unfailingly kind with his time and advice, whenever I have made career and life decisions. That I didn't always follow his advice is entirely my fault, and often something that I came to regret later.

Best regards,



Lars Bastholm
Chief Creative Officer
The Story Laboratory

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E: lars@thestorylaboratory.dk

FEINTUCK CONSULTING

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Lester.feintuck@feintuckconsulting.com

Recommendation for Tom Bedecarre for Induction into the Advertising Hall of Fame

Tom has been a leader in helping digital advertising become a significant part of the marketing world tools. As CEO and Chairman of AKQA, he helped AKQA become leader in providing digital solutions for its clients and leading those companies to adopt more personalized marketing messages. Through his industry leadership, he helped advertising agencies move to diversify their marketing budgets to include more targeted messages to their customers and potential customers. It started with the traditional advertising agency he was a partner in merging with AKQA, a UK digital agency in the year 2000. From that point forward, the merged company, which adopted the AKQA name, pushed forward to become an advertising agency delivering all messaging through the internet. Ultimately, AKQA became the most successful digital advertising agency.

Tom was named the National EY Entrepreneur of the Year for 2013 Media, Entertainment and Communications Award. With that award, Tom is recognized as being a pioneer in the digital advertising space and as co-founder of AKQA, the world's largest digital advertising agency.

As CFO of AKQA for 7 years, I collaborated very closely with Tom. During that time, he helped me develop my speaking and presenting skills, which have served me well. Helping people to improve was always one of Tom's exceptional skills. During his career after AKQA, Tom has been an Adjunct Professor at Stanford University. During his time at Stanford, he was consulting with some Stanford students who were working to develop an improved timesheet program that would be able to fill out automatically from other documents like your calendar entries. I became aware of this work due to Tom asking me to explain to the students what goes into filling out a timesheet at a digital advertising agency and what information would be important to be in a timesheet.

Based on the above, I highly recommend Tom be inducted into the Advertising Agency Hall of Fame due to his leadership in the advertising world, helping many companies use the internet effectively to deliver marketing messages.

MARY B. SEGGERMAN

RINCON DE SANTA MARIA, CASA#12, SAN MIGUEL DE ALLENDE, GUANAJUATO, 37700, MEXICO

November 24, 2021

Dear Advertising Industry Hall of Fame Judges:

How happy am I to have been asked to provide a recommendation for Tom Bedecarré. It's a little shocking, actually, to think of Tom being inducted into the Hall of Fame mainly because he seems like such a regular guy. But he can fool you. He's not regular at all. He is totally irregular. He is a visionary in the truest sense of the word. When the rest of the advertising industry was still knee-deep in television and print, Tom risked everything to go digital. And the interesting thing is, he wasn't even a digital guy himself. He'd had no training in digital. He just saw the potential. And he quietly went out and built the world's most respected digital advertising giant.

I've known Tom Bedecarré for over 40 years. I was his client twice, first on Maxwell House, second on Peet's Coffee and Tea. I also consulted for him at his first advertising agency, Citron, Haligman, Bedecarré. Tom is the quintessential relationship guy. He stayed in touch over the years and he and his family ultimately became very close friends. Here's what I observed over those 40 years: Tom is like a world-class philharmonic conductor. He hires the best people and he nurtures relationships over many years. His clients come and go, change jobs, move elsewhere. But Tom stays in touch. I hate to think what his cell bill is. And almost invariably those friends become clients once again.

Tom is also the perfect boss. He's proud of his people and he celebrates their accomplishments. He never gets down into the pit and plays an instrument himself; he is content conducting. In fact, Tom is somewhat devious, in that he lets his clients, and the folks who work for him, think they are conducting, when, in fact, it is he with the baton. He is never petulant, he is never self-aggrandizing, he never takes credit for his accomplishments, let alone somebody else's. He is loyal to his people. He is an astute leader. He is a brilliant deal-maker. He is a great friend. He is a family man through and through. And in spite of his gigantic accomplishments, he is the most humble person I know.

I am honored to be Tom's friend.

Mary Seggerman
Last-known as VP, Marketing, PowerBar

415-121-7899

SEGGERMAN@GMAIL.COM



November 30, 2021

To Whom It May Concern:

In life, there are non-linear thinkers. There are also non-linear doers; those who show others how to set a new course, not just through words, but by example. Tom is one of those people. A successful entrepreneur-slash-prestigious university lecturer, Tom is a master-class "maker" in the art of reinvention.

Tom and I met eight years ago when I was Chief Revenue Officer of Refinery29; I had worked with Tom closely since WPP considered investing in, and then subsequently closed their investment in R29.

Back then, Tom impacted the advertising business in many ways. What made him a standout was the multifaceted way he drove innovation in the industry, shaping and paving the future. One way Tom did this was through early adoption, intelligent collaboration and groundbreaking use of digital companies. At that time, when other ad executives saw digital disruption and change for the worse, Tom embraced the new. He mastered digital marketing as it caught up to, then surpassed TV as most dominant.

As a prescient leader who saw new media forms emerge, Tom's company, AKQA was one of the earliest buyers of Refinery29 and its content marketing/native advertising solutions. While other ad firms were still just buying ad banners, Tom saw the opportunity to work with R29 to tell relevant stories about brands to a passionate on-line community. It was that early support by Tom and a few others that fueled R29's growth in audience, services and monetization—all while driving stellar results for AKQA's client base.

As a startup brand, Refinery29 needed the resources to expand the mission of empowering women everywhere to lead smart, creative and stylish lives. Who better to invest in this ambition than WPP, the company who serves the world's most important brands? Tom saw the potential fit by championing WPP's investment in our company, which in turn, helped women see real and relatable women in media, not over-idealized versions of women that dominated magazines and billboards at that time. Tom's early support of R29 forever changed for the better how women in media are portrayed.

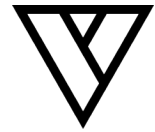
Since then, Tom has utilized his marketing skills to promote and advance not just products, but the people who are in the ads business. His always-on curiosity led him back to school, as both a life-long learner and teacher. To continue the legacy of service to others through the channels of higher education is reserved for the most generous and ego-less executives like Tom, a rarity in modern corporate culture.

Tom has taught me that I can figure anything out. Since our work together during the AKQA/R29 days, I've set my own new course based on his example, and I am lucky and grateful to have him in my corner if ever needed.

It is for these reasons and more that I hope to be in a front row seat cheering Tom if he receives this important award. Thank you for your consideration.

Sincerely,

Melissa Goidel
Founder
Ware Cosmetics



11.29.2021

To whom it may concern:

I had been an Associate Creative Director at AKQA for less than a week when I asked our CEO's assistant if she could get me five minutes with the boss. "He's available now...go on in." was the reply. I didn't know Tom and so had no idea what I was walking into, but it was too late to back out now.

I nervously told him that I admired what he had built, and hoped to start my own agency someday. I needn't have been nervous. Fifteen minutes later we were at a restaurant around the corner, deep in conversation, and a mentoring relationship that has spanned over a decade was underway.

As I was to find out, identifying and supporting the people and companies who might take our industry forward is the passion that drives Tom Bedecarré. And the impact that he has made, as a result of this passion, ought to warrant his inclusion in any list of advertising greats.

Over the following years, I learned a lot about Tom. I learned how he left a plumb position at the legendary Hal Riney & Partners to open Citron Haligman Bedecarré, the lack of a founding client being no obstacle to his entrepreneurial instincts, or to his ability to grow it into a creative powerhouse.

I learned how, instead of selling the thriving agency to a traditional network and retiring to a vineyard, Tom saw the interactive revolution coming and gathered together the venture capital to reinvent the shop into a network for the digital era, AKQA. I had a front row seat, and often a role on the field, as the agency grew in scale and prominence, producing some of the most valuable, innovative, and famous work in the world. Under his leadership the AKQA brand proved to be a differentiated and durable one, even in a time marked by the mergers and holding company horizontality which has seen iconic names like Y&R, JWT and Grey slowly disappear from the scene...sometimes into AKQA itself.

For someone so focused on developing his company, it should come as no surprise that his philanthropic instincts would take root there as well. The Future Lions program has for over a decade succeeded in reaching out to young, diverse creative talent from around the world, elevating their profile at our industry's gathering in Cannes. Under his leadership, the firm joined Civic Nation, helping the Obama White House foster civic engagement and drive participation in



the democratic process. And each AKQA office around the globe was given license to take on pro-bono projects that mattered to their local communities.

Tom stepped away from AKQA five years ago. But his dedication to our industry and the talent working to reshape it has continued unabated. In his capacity as President of WPP Ventures, he brought the best of Silicon Valley to the clients of Madison Avenue. In his unpaid role as Adjunct Lecturer at Stanford University, Tom teaches the art of entrepreneurship to the founders of tomorrow. And as an investor in disruptive technology companies, Tom has brought his resources, relationships and knowledge to companies innovating in the future of display media, AI-driven Creative, and more. One of his portfolio companies is even helping to rid the world of the need to manually do timesheets. (Any Creative will attest that this alone should merit his inclusion in the industry Hall of Fame)

In summary, as Co-Founder and CEO of one of the great agencies of the traditional era, as CEO and Chairman of one of the greatest agencies of the digital era, and as an investor in and mentor to a generation of entrepreneurs now reinventing our industry, Tom Bedecarré has left an indelible mark on the past, present and future of advertising. He has done all of this because of his passionate commitment to spotting and supporting the people that write our story. Any account of the history of our profession would be incomplete without his inclusion.

Thank you,

Nick Strada
Founder, The Venturous



15 November 2021

AAF Hall of Fame Council of Judges
1101 Vermont Ave NW #500
Washington, DC 20005

Dear AAF Hall of Fame Council of Judges:

I am writing to voice my support for Tom Bedecarre's induction into the AAF Hall of Fame. During his leadership, AKQA stood with the best in the world in terms of output and quality of work, and Tom himself is one of the most widely recognised digital agency leaders in the world. He has presided over some of the most remarkable work in our business to date, as evidenced by AKQA's many Cannes Lions awards under his leadership.

Tom has also served as Jury President at Cannes Lions, an extremely prestigious role that only the most esteemed and talented professionals in our industry globally are entrusted with as they are responsible for the evaluation and awarding of others' creative work.

Without a doubt, Tom has made a difference to the field of advertising and digital design. He has been recognised on the global stage of Cannes Lions for these contributions, and as President of the Innovation Lions in its second year helped further develop the category, which sets the benchmark for some of the best creative work in the world, through his expertise in the use of new technologies to push the boundaries and develop new ways of communicating.

Furthermore, Tom was instrumental in establishing the Future Lions at Cannes Lions which is now one of the most coveted honours for advertising students around the world. Tom has also spoken at the Roger Hatchuel Academy and Young Lions seminars at Cannes, demonstrating his commitment and willingness to meet and mentor young people coming up in the industry. Tom is obviously dedicated to the advertising industry and his accomplishments are without a doubt worthy of recognition by the AAF.



For these reasons, I wholeheartedly endorse Tom's nomination for the Hall of Fame.

Yours sincerely,

A handwritten signature in black ink that reads "Philip Thomas". The signature is written in a cursive style with a large initial "P" and a long, sweeping underline.

Philip Thomas
Chairman
Cannes Lions



November 29, 2021

Nominating Committee
Advertising Hall of Fame
American Advertising Federation

Dear Nominating Committee,

It is my honor and pleasure to nominate Tom Bedecarré, the co-founder and chairman of the agency AKQA, for election to the American Advertising Federation's Advertising Hall of Fame.

I am sure you will hear many people talking about Tom as the visionary who saw the digital revolution before most. Which is true. And I am also confident you will hear a lot of people talking about his ability to build an empire (in a good way), coming from a small agency in San Francisco, to a national agency, to merging with a British company, and from there growing into not only a global footprint but also one of the few remaining advertising superbrands. Which is also very true, and each one alone a feat worth the nomination. But I would like to focus my letter on a different angle, one I have witnessed and benefited from since the day Tom brought me from Brazil to run the creative department at AKQA's headquarter in San Francisco.

It was 2005, and none of this DEI conversation was happening.

Yet, this strange shop in California decided to pick a Latino as an ECD. Not only that, but they gave me an Asian creative partner, a European immigrant counterpart in NY, and a female president. Not only did Tom dared to build this kind of team, but in my case in particular, he personally helped me through my initial challenges with language and culture, simultaneously allowing me to be myself and helping me adjust. If it wasn't for his invitation and continuous support, I wouldn't exist in American Advertising.

But there's more. At that time, it was still acceptable to see the old-school harassment-style management, with big egos crushing the souls of everyone around them. And once again, Tom not only led by example but worked hard to build a culture of acceptance, kindness, and understanding. He never screamed, harassed, humiliated, or crushed anyone's soul. He never diminished anyone or allowed others to do it

around him. Which was so strange and refreshing... it made us all wonder, why wasn't it always the case? Why couldn't all our former bosses have been like that? Because it clearly worked. It clearly made a difference for us and still led to amazing work and growth.

That's the kind of leadership that changes everything. Because it changes people around you. It reshapes their perspectives on what great ad leaders can and should be, and makes them aspire to be better too.

At a time when the nasty, sexist, predatorial, prima donna, narcissist leaders were still part of the stereotype of the advertising leader—a problem we all hated but accepted as something we had to deal with 'cause... that's how things were—Mr. Bedecarré dared to be different. He acted on instinct, on a feeling that a new way was possible; that leaders who empowered their teams to be the face of their own initiatives was a possibility worth trying; that a diverse group would be a good thing; that a culture that attracted and nurtured differences would be a good investment. Then he navigated through the challenges those decisions created and, as a result, built an amazing reality for his company, and sparked a new generation of leaders in advertising along the way.

Here's my point: yes, Tom was a digital visionary. And a world class leader who built a big brand like very few have. But I would dare say no one anticipated the new style of leadership our world needs today like he did. No one has been a more inspiring example for the next generations than him.

Giving him a place in your Hall of Fame would not only be a well-deserved appointment to one of the most accomplished entrepreneurs of our time but also a message to everyone still working in our industry. A message that being a champion for people who don't look like you is not only a worthy endeavor but also a clear mark of the new wave of icons in our business.

All the best,



PJ Pereira

Co-Founder, Pereira O'Dell

COMUNICADO

November 17, 2021

TO: Council of Judges, Advertising Industry Hall of Fame
FROM: Richard Fouts, CEO and Founder, Comunicado
RE: Tom Bedecarré

Tom and I met in 2008 during my days as an industry analyst (I was the founding author of the Gartner Magic Quadrant for Global Digital Marketing Agencies which is now in its 12th year).

During my Gartner tenure, I interacted with Tom for seven years, mostly during formal briefings. However, Tom was always particularly generous in offering to spend time with me outside our formal client-analyst relationship to educate me on the industry, to share war stories, and to introduce me to other industry movers and shakers. I was also invited to several AKQA internal events as Tom wanted me to get an inside view of the organization. Most CEOs would never do this, seeing it as high-risk. But Tom's confidence in the organization, and his relationship with its people, was unparalleled.

During the years I followed AKQA under Tom's leadership, the organization continued to grow, excel, take on bigger projects, assume more risk, and win boatloads of awards. During client briefings Tom would give me insight into the organization's process as well as some of the lessons learned garnered over the year. Tom was honest, transparent, and completely down-to-earth. He would openly share some of the mistakes, mishaps, and hiccups the organization had experienced, followed by actions he'd taken to correct course. I talked with dozens of CEOs during my analyst years, and Tom was definitely the one I considered the most talented, personable, and focused. He also has a great sense-of-humor (an important quality to have in advertising).

It was watching Tom interact with his people that was truly impressive and fascinating. Tom clearly lets people exercise their every creative ounce; he also pushes his people to stretch the envelope, think outside the box, and experiment. He's never punitive, always rewarding. He's demanding, but always sharing the spotlight. In fact, I never saw Tom take credit for anything, rather he'd shine the light on the talent he'd recruited and nurtured. At the risk of sounding a bit crazy, when I'd interview AKQA employees, many would say, "I'd do anything for Tom Bedecarré."

Overall, I'm grateful for the time I got to spend with this industry legend. Tom is passionate about the industry, and truly loved AKQA, its people and the superb work it consistently delivered. He also has more integrity than anyone I've met. I hope you'll agree, he truly deserves a spot in your Hall of Fame.

Nov. 17, 2021

Dear AAF Hall of Fame Council of Judges:

I am writing to enthusiastically recommend Tom Bedecarre for induction into the AAF Advertising Hall of Fame. I've known Tom for a quarter of a century through my coverage of the industry as the advertising columnist for the New York Times from 1991 through 2014.

I've written about Tom from the days when he helped start and run a boutique agency in San Francisco and followed his work in shifting that agency from a focus on traditional advertising to a focus on the new world of online and digital marketing. In retrospect, I've come to realize that Tom was among the first to recognize the importance of the technologies that have now assumed such significance in the everyday operations of Madison Avenue -- and our everyday lives.

As the industry has undergone profound and massive changes, Tom has navigated the high and low points in a professional and admirable fashion, through new ways of reaching consumers, new agencies, new partners and new investors. What began as Atlas Citron Haligman & Bedecarre morphed into AKQA; after AKQA was sold to WPP Group, Tom took the helm of WPP Ventures as president, overseeing investments in

digital businesses such as Refinery 29.

Tom is one of the rare executives who has one foot in the ad world and one foot in the tech world, and has been acknowledged by his peers in both realms; he even was named "Silicon Valley's favorite adman" by Fortune magazine in 2011. He also takes time to give back, such as AKQA's initiation of the Future Lions program at the Cannes Lions International Festival of Creativity and his tenure on the board of the Kraft Fight Hunger Bowl.

Tom's many honors include the Hal Riney Icons of Marketing Award from the San Francisco Bay Interactive Group. It has special meaning to him because in the mid-1980s he worked for Hal Riney -- who, as you know, is a member of the Hall of Fame -- at the agency Hal Riney & Partners, working on accounts such as Perrier.

For all the reasons described above, I heartily support Tom's nomination to the Hall of Fame.

Sincerely yours,

Stuart Elliott

November 30, 2021

Re: Advertising Industry Hall of Fame: Recommendation for Tom Bedecarré

In singing praises for Tom Bedecarré, I would like to focus on 3 attributes that distinguish and set Tom apart from other smart and accomplished leaders in advertising and marketing.

Tom's a funny guy! Beyond humor as an endearing quality (which it certainly is for Tom), he has always found a way to inject light-heartedness and warmth into his endeavors and interactions (both personal and professional). He also has an effective (and much appreciated) talent for using humor and light-heartedness to deflect tension and diffuse unpleasantness. His attitude and approach employ levity to remind people and keep them grounded in the reality of "what really matters" and not forgetting what it means to enjoy each other's company and time together. This has been true in even the darkest or most high-pressured of professional situations. Tom, thanks for keeping us smiling and genuinely enjoying our time spent together.

Said of many, but unquestionably true of Tom, is that he is a marketing visionary who has deeply and significantly impacted the advertising industry and the businesses of his clients. Tom has proven to have been the right man, in the right place, at the right time. From his classic "Mad men" ad training at Ogilvy & Mather in New York City, Tom found himself in San Francisco at the epicenter of the digital and technology revolution. His leadership focused and applied technology and innovation to the traditional and proven marketing principles he had developed and honed on Madison Avenue. The result was breakthrough after breakthrough of digitally-fueled creativity, effective integrated marketing communications, and deep and meaningful consumer engagement for legendary brands like Visa, Nike, Apple, Target, Verizon, and Xbox....to name but a few.

Probably the most impactful and impressive of Tom's defining characteristics is his integrity. I feel privileged to say that I have worked *for* Tom Bedecarré...as well as *alongside* him. And throughout, as he wrestled with the challenges of running a successful agency and leading staffs and clients, there was never any question that Tom was driven by a desire to do the right thing. Of course Tom knows how to sell...that's core to effective advertising and marketing, after all...but with Tom, selling did not obfuscate his core principles of honesty and integrity. Part of his inspiration and motivation in this regard is likely grounded in his religious faith and upbringing, but undeniably, the steadfastness of his integrity stems from the fact that Tom Bedecarré is just a great and honorable man...a talented, smile-inducing, and wildly successful advertising guy who I am privileged to know, count as a friend, and have worked with.

Sincerely,
Stuart Sproule
Chief Operating Officer, PWR Lab
8 Spruce St, #52R
NY, NY 10038
(415) 845-5491



Dear Members of the AAF Selection Committee:

I enthusiastically endorse Tom Bedecarré's nomination to the Advertising Hall of Achievement. I have known Tom since 2009, and I have been extremely impressed by his commitment and contributions to the advertising industry. Tom is a remarkable conduit between Silicon Valley and the advertising industry, and his interest and activity in giving back to our industry and to the individuals qualifies for this recognition.

Previously when I was President, Daily Mail Group Events, Tom served on my Board of Governors from 2009 to 2013, and his leadership, along with fellow Governors, made the influence of an already illustrious [Board of Governors](#), a force for good in the industry. During his tenure, we successfully launched and grew ad:tech and iMedia (2 of the industry's leading events) in Australia, China, India, Japan, Korea, the Middle East, SEA, and Singapore which enhanced the professionalization of the advertising industry worldwide.

Tom's profound understanding of both traditional and digital marketing kept the Daily Mail Group Events (ad:tech, imedia, CMO Collective, and Digital Collective) finely tuned to the industry's rapid pace of change, and relevant to advertisers and media and technology companies facing new opportunities and obstacles. Tom steadily keynoted the world's largest events

sharing his expertise and POV.

Tom's reputation preceded him so I was pleased but not surprised when he twice a year and sometimes more, made time to attend our Board meetings in person and his comments were insightful, synthesized and moved the conversation forward, and got people to build upon his thoughts, making Board decisions more strategic and actionable.

Since our first meetings, our conversations reveal Tom is clearly motivated by a strong set of beliefs, built on his experiences and achievements to date, about what is needed for our colleagues, industry partners, and teams to succeed advertising.

In the last few years, Tom has continued to mentor the next generation of advertisers through various programs and to move the industry forward through his work on Boards and as a Professor at Stanford's Business School, Stanford's School of Engineering, the University of Hawaii, and Columbia.

The Hall of Achievement highlights our industry's best, in the broadest sense of the term, for who they are and what they have done to date, and for what we can expect of them in the future. No doubt Tom belongs in that illustrious group, and I very much hope you recognize him with this important award.

Sincerely,

Susan C. MacDermid
Founder + CEO
Ascendant Network