

CODE AND THEORY NAMES JOHN LONG

GROUP CREATIVE DIRECTOR

Long joins from Brooklyn-based Huge

NEW YORK — FEBRUARY 2, 2015 — Code and Theory, one of the largest independently-owned creative agencies, announced today that it has appointed **John Long** as **Group Creative Director**.

Long comes to Code and Theory from Brooklyn-based Huge, where he led the DICK'S Sporting Goods, TD Ameritrade, Nestlé, and Pizza Hut accounts. He'll join the creative leadership team for the agency's growing Brand Design Group, which services digital agency-of-record clients such as the BURGER KING® brand, Dr Pepper Snapple Group and Maybelline New York.

"John adds strong leadership to a core focus of ours: storytelling across platforms" said **Steve Baer**, **Managing Partner at Code and Theory**. "We've built a truly integrated creative culture here at Code and Theory, and are thrilled for him to join us as we take it to the next level."

Long's appointment comes at a time of sustained growth for Code and Theory. It follows recent appointments of Group Creative Director **Ross Maupin**, who joined in November from Victoria's Secret PINK and Huge; **Matthew Anderson**, who joined as Global CMO from Publicis Kaplan Thaler, and **Laurent Pierre**, who left DigitasLBi France to become the agency's Head of Engineering.

In 2014, the agency's global headcount grew nearly **30 percent** to encompass **~300 people** working across its offices in New York City, San Francisco, Manila and its first European outpost in London, which officially opened for business last January.

"What an exciting time to be joining Code and Theory. I'm absolutely delighted," said **Long**. "With that roster of clients, a talented team and an ethos that demands great work, who wouldn't be?"

In addition to his time spent at Huge, Long held creative roles at Austin-based ad agency McGarrah Jessee, and Y&R Austin. He holds two degrees in classical music composition from Vanderbilt University and UCLA. Long's work been recognized by the CLIO Awards, The One Show, FWA, the ADDYs, the Communicator Awards, the Midas Awards, the Davey Awards, and PromaxBDA.

He begins February 2 and will work out of Code and Theory's New York City headquarters in SoHo.

About Code and Theory

Code and Theory is an award-winning creative agency that creates products, content and campaigns across physical and digital worlds. Founded in New York in late 2001, Code and Theory is one of the largest remaining independently-owned creative agencies, with more than 255 employees working across offices in New York City, San Francisco, London, and Manila. The agency creates across the entire ecosystem – from physical and digital product creation to digital marketing and storytelling. Our past and current clients include Dr Pepper Snapple Group, Maybelline New York, Comcast, *Vogue*, the BURGER KING® brand, Guardian News and Media, Bloomberg, Mashable, *Los Angeles Times*, and many others. For more information, follow Code and Theory on [Twitter](#) and [Facebook](#), or visit codeandtheory.com.