

LAFOURMI



SPORTS LOVERS WHO MAKE ADS

Communiqué de presse

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David Philip Joins LAFOURMI as Executive Creative Director.



LAFOURMI, the leading creative agency dedicated to the world of sports (part of THE FAN SYNDICATE group), is proud to announce the appointment of David Philip as its new Executive Creative Director. This key addition underscores the agency's commitment to bringing the best talents in the industry on board to support its clients in meeting their transformation and growth challenges.

"We are thrilled to welcome David to the agency. Our ambitions for 2025 are bold, the challenges numerous, and his profile perfectly aligns with our pursuit of creative excellence," **says Thibaut Cornet, co-president of the agency alongside Céline Durand Jobert.**

David Philip joins from TBWA\Paris, where he spent a decade as a Senior Copywriter, crafting numerous impactful campaigns that contributed to the international recognition of the Omnicom agency. Prior to this, he honed his craft at CLM BBDO and Rosa Paris.

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“Joining LAFOURMI is an opportunity to channel my creativity into the exciting world of sports. The agency has established a strong, inspiring vision in this sector, and I’m excited to contribute to shaping the next chapters of this collective adventure,”
shares David Philip.

David’s work has earned widespread recognition both in France and internationally, with over **60 creative awards**, including **9 Cannes Lions, 12 D&AD Pencils (2 Yellow Pencils), 10 One Show** trophies, and around **20 awards at the Club des DA**.

ABOUT LAFOURMI

Sports lovers who make ads.

LAFOURMI (part of THE FAN SYNDICATE group) is the first French independent creative agency dedicated to the world of sports, recently named as 2023 Sports Communication Agency of the Year. Working with all types of market players in the sports industry (endemic brands, sponsor brands, broadcasters and rights holders), the agency is committed to make sport even greater, bigger and more engaging than it already is, and to bring to life daring and impactful ideas that speak to the hearts of sports audiences.

For more information: www.lafourmi.biz

ABOUT THE FAN SYNDICATE group

THE FAN SYNDICATE is the first independent communications group dedicated to the sports industry. With 50 employees, it generated €10 million in revenue in 2024 through its two agencies: LEROY TREMBLOT (brand design) and LAFOURMI (advertising & activation).

For more information: www.thefansyndicate.com