



Press Release

10th February 2012

NEW CHAIRMAN FOR BRITISH BRANDS GROUP

Andrew McCarthy has been appointed Chairman of the British Brands Group.

Andrew, who was formerly General Counsel and Director of External Relations at Procter & Gamble UK, has joined the British Brands Group, the organisation that provides the collective voice for brands in the UK, as Chairman, succeeding John Bebbington who retires after six years in the role.

Andrew knows the Group well, having been involved directly in its work in the past. He joins as Chairman at a time when consumers' reliance on brands to navigate and inform their decisions in both physical and online markets is as strong as ever. At the same time Government is seeking growth in a sustainable, balanced economy where there is a strong pressure on business to act responsibly. These are all areas where brands have a strong contribution to make.

Commenting on his appointment, Andrew said, "These are exciting times for brands. Consumers use brands every day to inform their choices and they understand well the value they offer. The fact that brands continue to be preferred in the current climate is testament to that. Whether policymakers and officials in Government share that understanding however is less certain.

Brands work for small as well as large companies and are effective in commercialising innovation, delivering growth and are a positive influence for responsible business. If you wish to build a vibrant global economy, brands are useful things to have in the armoury. I look forward to telling that story."

John Bebbington, on retiring as Chairman, said, "I couldn't be leaving the Group in more capable hands. Andrew and I share a love of brands and how they make our lives more interesting and enjoyable. We are also both equally aware that branding faces ever more regulation so it is vital that policy is well-informed. The Group's work is unique in doing this and it is pleased to have attracted someone of Andrew's calibre to lead it."

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NOTES TO EDITORS

1. Andrew is a graduate of Durham University and was a partner in a City law firm before joining P&G UK in 1986. He spent seven years as General Counsel of its Fabric & Home Care division and retired at the end of 2011 as UK General Counsel. He was also Director of External Relations with responsibility for brand PR, corporate communications and regulatory matters.

Andrew has served on the Council of the British Brands Group, the boards of the UK Cleaning Products Industry Association, the Association des Industries de Savonnerie et Etreteien, the Broadcasting Code of Advertising Committee and the Advertising Standards Board of Finance and as Chairman of the Cosmetic, Toiletry & Perfumery Association.

He lives in London with wife Kate, has three daughters, is active in local politics and is a keen skier. A photograph can be found [here](#).

2. John Bebbington was Managing Director of Kimberly-Clark before becoming Chairman of the British Brands Group in 2006. During his six years as Chairman he has led the Group in its active promotion of brands, engaged with the Competition Commission's two-year investigation of the groceries market and the subsequent remedy affecting suppliers, and has secured a significant shift in Government's engagement on parasitic copying of brands.
3. The British Brands Group was founded in 1994 as a non-profit-making membership organisation. It speaks on behalf of brand manufacturers and seeks to deepen understanding of how brands benefit consumers, society and the economy through the provision of choice, value for money and innovation.

It represents its members collectively when commercial and regulatory issues threaten the ability of brands to deliver value and to be a positive force in society. It also provides the prime forum for its members on brand-related issues.

The British Brands Group is part of a global network of similar brand associations, and is the UK representative of AIM, the European Brands Association, based in Brussels.

For more information on the Group, please visit www.britishbrandsgroup.org.uk.

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