Accounts and People of Note in the Advertising Industry

Businesses for Innovative Climate and Energy Policy, Boston, which is a project of the nonprofit organization Ceres, selected Captains of Industry, Boston, as its first agency of record. Billings were not disclosed.

David Coats, executive creative director at Kelliher Samets Volk, Burlington, Vt., was named a partner at the agency. Also, Erin Fagnant returned to the agency as brand manager; she had most recently been a producer at Tag New Media, Burlington.

Coca-Cola Company, Atlanta, is introducing a digital campaign for the Coca-Cola brand, aimed at teenagers, that is planned to use 61 Web sites. The sites will include an umbrella site, ahh.com, which takes its name from the brand's advertising strategy for 2013, "the Ahh effect." The Web sites — which will include ahhh.com, ahhhh.com and so on — will offer content like video clips, games and GIF files. Agencies and media companies involved in the campaign include Alloy Digital, Vevo and Wieden & Kennedy, the creative agency for the Coca-Cola brand.

Colle & McVoy, Minneapolis, part of MDC Partners, hired four employees for its account service group. They are Tommy Bennett, account executive; Amanda Schueller, account executive; Drew Shaman, account director; and Paula Weisenbeck, account supervisor. Two employees also were hired in the creative department: Roven Bashier, a senior interactive designer, and Lance Becker, a senior developer.

Sarah DaVanzo joined Sparks & Honey, New York, part of the Omnicom Group, in what the agency is calling an expanded leadership role, as chief cultural strategy officer. She had been director for trends and culture at Publicis Kaplan Thaler, New York, part of the Publicis Worldwide division of the Publicis Groupe.

Perry Essig joined TBWA/Chiat/Day, New York, part of the TBWA Worldwide division of the Omnicom Group, in a new post, global creative director on the Accenture account; there are two other global creative directors at the agency, Tony Bennett and James Cheung. Mr. Essig had been executive vice president and executive creative director at Publicis New York, now the Publicis Kaplan Thaler division of Publicis Worldwide, part of the Publicis Groupe.

Rob FitzGerald joined Big Fuel, New York, in a new post, managing director and head of network services. He had most recently been executive vice president and head of engagement and media at GlobalHue. Big Fuel is part of the Starcom MediaVest Group division of the Publicis Groupe.

Judy Glassman, marketing director at the New York office of Smithsonian Media, part of the Smithsonian Enterprises unit of the Smithsonian Institution, was named to a new post, associate publisher for marketing.

Katie Healey joined the Troy, Mich., office of Organic, part of the Omnicom Group, as senior vice president and general manager for Detroit. She succeeds Joe DiMeglio, who was promoted to chief client officer. Ms. Healey had been senior vice president and group account director at Team Detroit, part of WPP.

Tony Ke joined Tribal Worldwide, New York, part of the DDB Worldwide division of the Omnicom Group, in a new post, group creative director for experience design. He had been vice president and creative director for mobile and experience design at Digitas, part of the Publicis Groupe.

Angela Kyle joined Wolff Olins, New York, part of the Omnicom Group, as head of new business development. She succeeds Gilles Guilbert, who left, the agency said, to pursue other interests. Ms. Kyle had most recently been a senior strategist at Story Worldwide, New York.

David Landis, president and chief executive at Landis Communications, San Francisco, was named president of the Public Relations Global Network, composed of independent public relations agencies. He succeeds Mark Paterson, managing director at Currie Communications, Melbourne, Australia. Also, Uwe Schmidt, president at Industrie-Contact, Hamburg, Germany, was named president-elect.

Morgans Hotel Group, New York, chose Firstborn, New York, as the first agency to handle its digital efforts across all platforms. Spending was not disclosed. Morgans, which operates hotels like the Delano and the Royalton, had previously handled digital duties internally and worked with agencies on a project basis.

Ed O'Donnell, president at the Compound Marketing Group, was hired by This Old House magazine, part of the Time Inc. unit of Time Warner, to seek opportunities on broadcast and cable television for the magazine and the This Old House brand that would be in addition to "This Old House" on PBS.

Steve Sanders joined Match Action, Boulder, Colo., in a new post, vice president for development. He had been senior vice president and group account director at the Martin Agency, Richmond, Va., part of the Interpublic Group of Companies.

SymphonyIRI Group, Chicago, was renamed IRI, a nod at the research company's original name, Information Resources Inc.

Via Agency, Portland, Me., hired four employees. They are Whitman Bowers, client strategist; David Grindon, associate creative director; Dan Jordan, copywriter; and Barry Wolford, associate producer.

Amy Vickers joined 360i, New York, part of Dentsu, in a new post, senior vice president for experiences. She had most recently been chief strategy officer for digital marketing platforms at Razorfish, part of the Publicis Groupe.

Volkswagen of America, Herndon, Va., signed an agreement to run a national addressable television advertising campaign with DirecTV, El Segundo, Calif. Financial terms for the deal, which was facilitated by GroupM and MediaCom, units of WPP, were not disclosed. Other marketers that have signed similar agreements with DirecTV include Lexus, State Farm and Warby Parker.

Marc Woollard joined VBP Orange, part of Venables Bell & Partners, San Francisco, in a new post, director for experience design. He had been creative director at Hornell Anderson, Seattle.