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## McNeill-Popper Moves to Prime Access as ECD

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**NEW YORK** Multicultural agency Prime Access has hired former UniWorld group creative director Lorraine McNeill-Popper as executive creative director, replacing Lisa Llewellyn who left the shop in September.

In her new position, McNeill-Popper, 48, will play a key role in business development, the New York agency said. She will also direct all creative work produced by Prime Access, which claims \$30 million in billings and lists clients such as JPMorgan Chase, Hyatt Hotels & Resorts and Ford Motor Co. on its roster.



Lorraine McNeill-Popper

This year, McNeill-Popper's work on the AstraZeneca Pharmaceuticals account was recognized with a **phAME Award**. In 2003, her work for PepsiCo received the grand prize in the ANA Multicultural Awards in the African American category.

Prior to joining UniWorld, McNeill-Popper was group creative director at Kallir, Philips, Ross, where she worked on accounts including Johnson & Johnson and GlaxoWellcome. Before that, at The Chisolm-Mingo Group, McNeill-Popper worked on the Denny's, U.S. Census Bureau and Texaco accounts.

She began her career as a copywriter at BBDO and Ted Bates, and later moved to Gross Townsend Frank Hoffman as senior copywriter.

A native New Yorker, McNeill-Popper is also a professor of advertising at Pratt Institute, where she teaches one night each week.