

David King

Managing Director

RAPP, part of DDB China Group

David's marketing career started 20 years ago as a Brand Manager for Visionhire - a UK consumer electronics retailer. David switched to the agency side in 1988 to work for Haygarth: a Below-The-Line marketing agency in London. In 1993, David moved to CSP as an Account Director to work on William Grant & Sons, Guinness, Samsung and United Biscuits. David led the team which won the Kimberly-Clark Huggies business for the agency in 1997. The same year he was promoted to Director and moved onto the BAT business full time.

In 1998, David and 5 colleagues from CSP set up their own agency in London called Tarantula. Over the course of the next year David set up Tarantula's first overseas office in Moscow to service BAT, successfully implementing a Below the Line launch of a major cigarette brand in Russia

David moved to Shanghai in 2002 as General Manager of Tarantula China. David restructured the China business, consolidating operations in Shanghai, and turning a loss making business to profit within 18 months. David won a number of key Clients during this time, including Virgin Atlantic Airways, Total Oil, The Edrington Group (Macallan Scotch Whisky), Welch's, Total Lubricants, IMI plc, FT, Owens Corning, Ritter and eBay. In November 2005, Tarantula China was acquired by Publicis to form Publicis Dialog, and David managed the successful integration of the business with no loss of staff or Clients.

David joined RAPP as Managing Director in Shanghai in January 2007. He has grown RAPP in China from a start-up to a well established agency with top clients such as Budweiser, IHG and Virgin Atlantic.



RAPP