

In Brief

Hardingham takes role at 23red

London agency 23red has appointed ex-Claydon Heeley Jones Mason chief Peter Hardingham (right) head of relationship marketing. He will be responsible for integrating brand communication, advertising, sales promotion, direct and digital activities, improving targeting across all media. At Claydon Heeley, Hardingham spent two years as head of integrated targeting. Previously, he was managing partner at the Drayton Bird Partnership. Jane Asscher, managing partner at 23red, comments: "Peter will augment our direct and relationship marketing offering to clients."

