

Britain's 500 most influential

They persuade, they inspire, they change lives and fuel ambitions - how do they do it?

ADVERTISING

Trevor Beattie, Beattie McGuinness Bungay

Made his name with the "Hello boys" campaign for Wonderbra in the 1990s. Now boasts a bevy of names including Pretty Polly, Carling and Selfridges.

Trevor Robinson, Quiet Storm

A young Robinson wanted to do something creative. His careers adviser suggested a job on the buses. Founded Create Not Hate to help today's children.

Ajaz Ahmed, AKQA

Spotted how the internet would sculpt advertising.

Ben Bilboul, Karmarama

High-profile clients including Honda and BT.

Ben Fennell, BBH

Led the company's successful global Persil pitch.

Charles Vallance, VCCP

Launched the comparethemarket.com campaign which shot the company up the ratings.

Priscilla Snowball, AMV BBDO

A woman is rare in advertising. Snowball loves her "bunch of brilliant clients and colleagues".

David Jones, Havas

Youngest chief executive of a global network.

James Murphy, Adam & Eve DDB

Responsible for John Lewis's Christmas adverts.

Jerry Buhlmann, Aegis Media

Buhlmann is only the second non-Japanese executive officer of Dentsu.

Jonathan Hornby, CHI & Partners

Ran the campaign that brought Labour its landslide victory in 2001 and quit to form CHI the next day.

Jon Claydon, WorkClub

Clients include Adidas and Coca-Cola. A latecomer to advertising, he previously worked in the City.

Jonathan Trimble, 18 Feet & Rising

The fastest growing independent agency.

Kevin Dundas, Droga5

Says he engages with everyone and "learns a little" from every inspirational character in advertising.

Luke Taylor, LBi London

Inducted into the BIMA digital hall of fame last July.

Sir Martin Sorrell, WPP

Sorrell is said to be the reason why the UK industry is still so independent and animated.

Nils Leonard, Grey London

Leonard boosted Grey London with "Louder" for Lucozade and "Spacechair" for Toshiba.

Robert Saville, Mother

Cult ads such as "Pimms o'clock" and Boots' "Here Come the Girls" have helped to define Mother.

Stephen Allan, MediaCom

Has quadrupled billings to become the first UK £1bn agency, taking it from sixth to first ranking.

Lindsey Clay, Thinkbox

Says TV is unrivalled in its effectiveness.