



To whom it may concern,

In 2012, I interviewed approximately 75 of Cape Town's brightest young advertising and design students for a place in Utopia; a new generation branding/advertising agency, staffed entirely by millennials. ([www.utopia.agency](http://www.utopia.agency)).

James Atkins was one of the many students interviewed; and one of the few selected (only nine exceptional candidates were recruited that year, across the gamut of strategy, account management, writing, design and art direction).

I was struck not only by the quality of James' design and art direction portfolio but also by his unassuming and modest disposition.

In the last four and a half years, the wisdom of selecting James has proven itself time and time again. You will see from his portfolio the tremendous breath and quality of his output.

James has a strong conceptual mind that has been applied to great effect on a number of brands, commercial and pro bono at Utopia. For example, when I asked him to design an identity (including website) for The Cradle, a collaboration of WPP agencies trading in Africa, he reverted with a superb solution that was inspired by Mitochondrial Eve!

Outside of work, James is a Hackathon champion and an accomplished fencer. One of his most impressive accomplishments was his victorious performance at the Utopia Interns Dinner, when new Utopians are required to provide three minutes of entertainment. No cabaret act or card tricks from James; he delighted (and amazed) the gathered congregation with an ingenious performance - making music by passing an electric current through a number of his fencing foils!

In January 2016, James was promoted to Senior Designer/Art Director, to reflect his personal growth and the high esteem in which he is held, by management and the entire Utopia agency.

Despite his comparatively young age, James has won a number of awards, including a prestigious White Pencil at D&AD.

But I've always maintained talent in itself is not enough. It's simply the ticket for admission to a leading design company or advertising agency.

As important are character, the right work ethic, commitment, esprit de corps, loyalty and humility. In each of these qualities James too excels.

I will not hesitate to invite James back if he decides to return to Cape Town. And if we were lucky enough to one day open an agency in the city in which James decides to reside, I'd employ him in a heartbeat.

Until then, we wish James everything of the best and trust he will connect with an agency that values his unique skills and attributes as much as we do. If you are that agency, sign him up. You will never regret it.

Yours faithfully,

Graham Warsop  
Chairman