

Frank Palmer Chairman and CEO DDB Canada

Known as the “winningest” man in Canadian advertising, Frank Palmer is one of the ad community’s most respected leaders and humanitarians. From his humble beginnings in Vancouver over 40 years ago, Frank has created Canada’s most creatively acclaimed marketing communications agency, remade DDB into a powerhouse brand, and changed the face of Canadian advertising.

The chief engineer of the merger between Palmer Jarvis and the DDB network in 1998, Frank successfully created Palmer Jarvis DDB and built a thriving national network recognized for producing the country’s most talked about and award-winning ad campaigns. Today, DDB Canada is Strategy magazine’s Agency of the Year, and has been ranked by the Gunn Report as one of the “Most awarded Agencies in the World” more times than any other Canadian agency.

In recognition of his outstanding contributions to the advertising industry, Frank was inducted into the Canadian Marketing Hall of Legends by the American Marketing Association, and received the Association of Canadian Advertisers’ prestigious Gold Medal Award in 2004.

An exceptional leader in the business community, Frank is a philanthropist and a believer in corporate social responsibility. He is a Founder of the National Advertising Benevolent Society (NABS) in Canada, and has provided his expertise and influence to numerous industry and charitable organizations.

Through DDB Canada, Frank also donates marketing and advertising services to a wide variety of charities and not-for-profit groups. Over the years the expertise and resources of his agency have been used to create brilliant TV, print and radio PSAs to raise awareness and money for dozens of organizations. Some recent beneficiaries of Frank’s generosity include The Looking Glass Foundation, Canadian Blood Services, United Way, Toronto Crime Stoppers, B.C. SPCA, and Hockey Canada.

A sought after speaker, Frank has appeared at IdeaCity in Toronto and was a keynote speaker at El Ojo de Iberoamérica in Buenos Aires, Latin America’s largest annual advertising conference. Frank’s views on advertising have frequently appeared in leading trade publications including Advertising Age, Contagious, Campaign, Latin Spots, Strategy, and prominent business and news media such as CBC-TV, CTV, Forbes, The Globe and Mail, The Financial Post, Maclean’s and Canadian Business.



Born and raised in Vancouver, Frank’s eye for creative advertising stems from his passion for art. A graduate of the Vancouver School of Art, Frank still enjoys painting in his free time. Although his job requires extensive travel, Frank has always finds time for his two children, Darren and Kirsten, and his wife Marika.

Thought: “We are in the relationship business, and what we produce is a by-product of trust.”

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