

Matthew Bull to close his 'NY shop', Bull-White House

Matthew Bull, formerly of Ogilvy and Lowe and Partners among others in South Africa, will be closing his Bull-White House agency in New York after close-on four years, [initially a sister agency](#) to South Africa's FoxP2.

The reason? They just weren't creating the head-turning ads he'd envisioned.

He [spoke to AdWeek](#) about how it feels to close your agency 'when it's just not working'.

One of his biggest mistakes with the NY shop? "Not finding myself a senior, well-connected new business partner that could open lots and lots of doors for us in America," he revealed to [AdWeek](#).

[Click here](#) for more on Bull, who was a speaker at this year's IAB Digital Summit and from July will be creative consultant for Anheuser-Busch InBev, Unilever and the like.

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