

## **Yakup Barouh**

Yakup Barouh graduated from Robert College (Bosphorous University) Business Administration & Marketing department in 1967.

In 1968 he received his Master degree In the subject of Advertising. He is known to be the first person in Turkey who prepared a thesis on Advertising in Turkey in order to receive a master degree on this subject.

Yakup Barouh founded PARS Research Company with his colleagues in 1967 which then after became Pars Mccann Erickson. During his partnership in Pars Research Company he put to life the first demographic readership reaserches for Hürriyet newspaper and also the first Advertising Seminars.

In the year of 1971, Barouh made an enormous change in his career. He transformed to be a Creative Advertising man; whereas he found himself to be a partner of the first founded (1909) advertising agency of Turkey, which is ILANCILIK ADVERTISING AGENCY.

In the year of 1985 Mr.Yakup Barouh was nominated as the representative of The HONG KONG TRADE DEVELOPMENT COUNCIL in TURKEY. He gave his professional supports to increase the bilateral trade agreements between Turkish and Hong Kong traders during the years of 1985 – 2004.

It was during his representative term that Hong Kong and Turkish traders started to call for each other. As the person to open the gates of Hong Kong to Turkish importers and Hong Kong manufacturers to Turkish importers; he organized congresses for Hong Kong and Turkish traders in order to strengthen their collaboration and open a vision for their partnerships. He kept being the guiding person for both parties during his term.

Yakup Barouh being one of the first members of IAA in Turkey, he also became a member of The Turkish Advertising Association in the year of 1984 and he was one of the active members of the board of directors between the years of 1997-2004. He was also asked to be a member of Turkish Advertising Self Regulation Board which was established in 1999.

While continuing to his activities in Turkish Advertising Self Regulation Board he kept writing articles for SABAH BUSINESS Magazine on ‘advertising’ and ‘marketing’ by merging them with Turkish advertising history for four years. He kept giving lectures In Bosphorous University together with Professor Mustafa Dilber at the same time.

Yakup Barouh is the author of the book DAHA DÜN GİBİ – JUST LIKE YESTERDAY- where he collected his experiences on ADVERTISING to enlighten the future generations about the history of advertising in Turkey. He is mostly called for speeches on Advertising History to enlighten the interested audience about improvements that took place in the Turkish advertising sector.

Yakup Barouh today as the Chairman of ILANCILIK ADVERTISING AGENCY with his passion for advertising keeps on leading his team in his agency and holds the position to be the representative member of TURKEY for TAAN Worldwide (global network) which is formed from 56 advertising agencies all over the globe.

Yakup Barouh speaks english-french and spenish, married and has a daughter and son; whom his son is already following his ideals with same determination and ambition.