“I was offered a job at AMV by Peter Souter over a table at D&AD piled high with over 30 yellow and black pencils.

That was pretty motivating to say the least.”

MCV Martin Casson / Award winning Senior Creative, Writer & Art Director



I am an established Creative Director and Senior Art Director having worked as a creative since the mid 90's at some of London's premier league agencies: Full time at M&C Saatchi, AMV BBDO, Ogilvy &Mather and McCann Erickson. And freelance at VMLY&R (in both it's guises), Wunderman Thompson (as well as JWT), DDB Amsterdam, Leagas Delaney, Grey, Mullen Lowe, Saatchis, McGarry Bowen, Iris Worldwide, and currently full time at The&Partnership.

I have won awards at all the major awards festivals including Cannes and D&AD; enough for that itch to be scratched but my motivation has always been to do work that is not only commercially successful but engages people, not to stroke my ego or prove what a clever chap I am.

I am lucky enough to have spent the majority of my career working with hugely talented people, either as my CD's, as partners, or out on set and in the studio. I am experienced enough to know how to craft my work in a way that few can match and still have the passion and energy that comes with a genuine love for great ideas and creative communication.

I have an extremely broad range of experience in almost every sector, including b2b and financial services. Also client-side as in-house creative director at Christie's, the international art and auction specialist. And branding, as partner and creative director of Antidote, working alongside new brand start-ups.

I love pitching, working collaboratively with clients and leading project teams.
I embrace technology and constantly challenge mysef to learn new skills both digitally and manually.
One of my passions is nurturing and mentoring younger creatives, and helping them develop their talent.



MCV1

Martin Casson - Freelance Senior Creative and Art Director

Married to Liz with 2 teenage kids. Refugee Mancunian now London suburbanite.

Contact martin@thecassons.co.uk M/ 07720 880613 linkedin.com/in/martincasson/ instagram: #campagnolocar/ Flickr: chromedropouts

Website www.martincasson.carbonmade.com

May '23 - present — Senior Art Director at The&Partnership working with Russell Ramsay at News UK on The Times, The Sun and Times Media business.

Feb '21 - March '22 — Freelance/ Oliver Agency, The7Stars, The River Group, Kitchen Soho, VMLY&R Commerce, Cadell Co, Shift Active Media, The Marketing Store Worldwide

Leap London, FiveByFive Global, MRM McCann, The Social Element Agency

Pitches and projects ranging from McDonalds Happy Meals to empowering teenage girls to social campaigns for vitamins and 19 Crimes.

Sept '20 - Jan '21 — Surprise.com / Creative Director.

I led a team of designers, illustrators and animators delivering assets for mobile and desktop digital platforms, UI/UX and all marketing deliverables for this Silicon Calley SAAS start-up. My time was divided between working at the operational base in Lviv, Ukraine and working remotely.

2018-20 — Freelance/ McGarry Bowen, Wunderman Thompson/WPP. DDB Amsterdam. VMLY&R. Mullen Lowe. Seven C3. Keko London. Vayner Media. Twelve Agency. Identity Design. Boxine GmbH, Germany. Cadellco Art Investment and 6 months at Iris Worldwide.

I worked alongside Richard Dennison at McGarry Bowen on a European wide campaign for Generali Insurance.
At Iris I helped with the Pizza Hut Delivery business in a shoot-out against VCCP.
We won Starbucks and Adidas. I created a TV campaign and Social assets for Amex at Ogilvy One and the launch idea for the Bentley 100 Concept Car at Keko London. I was freelance Creative Director at Vayner Media overseeing teams on an eco campaign for Shell.
At Wunderman Thompson, I wrote and produced 4 × 2 minute films for VYPE (BAT), including shooting and extensive CG sequences, all delivered within 2 weeks. I created a campaign for Theraflu for the GSK group at Wunderman Thompson. I was also part of the JWT/WPP account project team for the global VW pitch. I created the UK TV launch campaign for German toy brand Toniebox.

2012-17 — Ogilvy & Mather London/ Senior Art Director and Associate Creative Director. A three month freelance contract turned into a permanent role.

I worked with Dennis Lewis (ECD) as Associate Creative Director and Head of Art on the global American Express account overseeing creative content across the entire marketing spectrum and a team of creatives, designers and illustrators across Europe, Asia and Australia.
I oversaw the Amex Gold Card launch, Platinum Charge Card launch and Platinum Cashback Card launches '16-'17.
I was Creative Director on The Government Expat Voting campaign '15 and SCJohnson brand portfolio overseeing a team of half a dozen creatives on campaigns for Duck, Kiwi, Mr Muscle, Glade and Pledge.

I co-led the successful pitch for the Government Expat Voting campaign for the 2015 General Election - their first account win in 2.5 years.
I also created the strategic idea and campaign for the global launch of Baby Dove for Unilever.
I was Creative Director on SCJohnson Europe, overseeing campaigns, content and activations for Duck, Mr Muscle and Kiwi shoe polish.
I also worked on over a dozen pitches and helped the agency to win Time2Change, Huawei, Barclays Business, Vodafone and retain BP.
I led the project team in creating a range of client experiences for Barclays Private Bank.
In collaboration with D&AD and YouTube, I created the world's first thread sourced YouTube ad, to increase diversity in advertising.

2011- 12 — Rainey Kelly Campbell Roalfe Y&R/ Partner Martin Davey. A one week freelance booking turned into 9 months at Mornington Crescent.

My partner and I created the launch campaign for the Land Rover Discovery 4. The brief had previously been around the whole agency.
We also created the TV promo and campaign for the Euro 2012 Football Championships for the BBC.
Our poster and content campaign for Vodafone Business turned into the biggest OOH campaign they had ever done.

2010 - 11 — Dentsu London. Joint acting Creative Director - Partner Martin Davey.

I oversaw the creative department and all output for Canon, as well as Uniqlo, Tetley Tea, East Coast Trains, NEC and Greentomatocars.
I launched the Canon 600D and created award winning content films for Greentomatocars, Nintendo, and Sony 3D TV global launch.

2009 - 10 — Freelance/ Grey / Leagas Delaney / Leo Burnett / Dentsu London. Partner Martin Davey.

2007- 09 — Antidote / Creative Partner, Creative Director.

I launched a British Professional Cycling Team, Team Sky working with Sir Dave Brailsford and his team.
We also launched cycling apparrel brand, Rapha, which has gone on to achieve near legendary status in the world of cycling.

2005- 07 — Christie's/ UK & European Creative Director.

My first 'client-side' role, I learned a whole new industry inside out. I also learned alot about advertising by not being 'in' advertising.
I joined Christie's with a brief to re-invent them as a luxury goods brand rather than an auction house.



MCV2

2000 - 05

Abbott Mead Vickers BBDO/ Senior Creative Team - Partners, Matthew Abbot '00-'03. Antonia Clayton '04-05'.

I was offered a job by Peter Souter over a table at D&AD piled high with over 30 yellow and black pencils.
That was pretty motivating to say the least.
I created the world's first poster with no headline, copy or logo for The Economist which went on to win a raft of awards.
I also revived the OXO family, launched a charity initiative for The National Lottery and was part of the pitch winning team that retained the Sainsbury's and BT accounts. I pitched (and won) Galaxy chocolates, General Electric (GE) and Norwich Union (Aviva).
I worked with Gary Lineker on Walkers and Jamie Oliver on Sainsbury's.
I launched Nicorette Tabs with legendary Hollywood director Edgar Wright when he was still directing 'Spaced'.
I also learnt a huge amount from two legendary Art Directors; Dave Dye & Paul Belford.
Deputy head of art on BT '04-'05 working with Paul Belford.
Creative Director on the Masterfoods petfoods account '05.

1999 - 00

McCann Erickson/ Senior Creative. I was hired by McCann after a 6 month photographic trip round the world.
I created campaigns for US Airways, Deutsche Bank and Bacardi as well as London Fire Brigade.

1995 - 98

M&C Saatch/ Creative Team - partner Nick Drummond.

I met Nick and we promised each other we'd get a job at the newly formed M&C Saatchi.
We worked (both from separate jobs) on a Silk Cut brief. 10 of our posters got presented to the client, and bought. They had to hire us.
I created the Tony Blair 'Demon Eyes' poster for the Conservative Party for the '97 general election which caused a media frenzy and was awarded campaign of the year by Campaign magazine.
I also created award winning Silk Cut posters in the last few years before the curtains finally came down on cigarette advertising.
I launched the world's first airline flat bed in British Airways First and award winning posters for British Airways Concorde.
I created luxury jewellery campaigns for Asprey & Garrard and a real life wedding ceremony when they merged into one brand.
I launched Sainsbury's Bank with thousands of lettuces made of money.
I also wrote the TV commercial for Buttercup Cough Syrup that became 'National Treasure' Simon Pegg's acting debut.
The client went on to run it every year for 10 years.

Shiny things

I have been lucky enough to win advertising awards of every shape, size and colour from Cannes, One Show, BTAA, Campaign, and D&AD. Various Golds, Silvers and Bronzes. As well as a Eurobest Grand Prix and Yellow Pencil (I'm still aiming for the Black one).

A bit about me

I have been fortunate enough to work with some of the very best people to have ever worked in Advertising. Period.
To name a few: Jeremy Sinclair, Paul Arden, Maurice Saatchi, Tony Cox, Peter Souter, Peter Mead,
Paul Brazier, Dave Dye, Paul Belford, Nigel Roberts, Tim Delaney, Robin Wight, Mark Roalfe and Damon Collins (twice).
From them I have learned many valuable lessons. But probably none more so than striving above all to be a nice person to work with.

One of the highlights of my early career was having Maurice and Charles Saatchi pitch my poster campaign idea to Benson & Hedges. (It was their first pitch together after many years and Charles' last.) We didn't win it. That was also the biggest dissapointment. However, demonising Tony Blair for the Conservative Party and creating one of advertising's most memorable images made up for it a year later.
I love making work that gets talked about. The fact we are (increasingly) able to influence the purchasing decisions of millions keeps me excited. I am less interested in the recognition of my fellow ad people. I'd rather make work that gets talked about.
I am a very hands on creative. I love to get involved with photography, animation, illustration, writing and design.
I also love working with people. I am naturally collaborative and enjoy spending time with young creatives, nurturing their talent and learning from them in return. I'm still learning, we're all still learning...

My passions

Design: Communication. Architecture, design and furniture.
I take DIY a bit literally and design my own Mid Century inspired furniture and interior pieces, then make them.
Music: I have a past life as a bass player in an Acid Jazz band in the early 90's. We were offered a spot on a compilation record by Acid Jazz records - our then manager turned it down!
Cycling: I raced bikes back when cycling was still seen as a bit niche. One of my teammates was Chris Boardman who went on to win Gold at the Barcelona Olympics and become the Transport for London cycling 'tsar'. Needless to say he always beat me.
More recently I cycled across the Alps with the Fireflies to raise money for Leukemia research and from John O'Groats to Lands End in 2019 with a group of friends just for the challenge. I have also recently bought a 1982 Mercedes stationwagon (combining my love of cars and bikes) which I have converted into a vintage Giro d'Italia Campagnolo team service car. Instagram @campagnolocar