Graham Pugh
Creative Director
graham@grahampugh.com

Portfolio: www.grahampugh.com
Profile: http://uk.linkedin.com/in/gpugh

A creative leader who gets the best out of people by being generous, inspiring and leading by example. An award-winning CD who has built and led creative departments in agencies big and small as well as on the client side. An integrated all-rounder with experience in above-the-line advertising, digital & direct marketing, B2B, social media, experiential, shopper and in putting the whole mix together. Above all, a creative with a love of ideas, a head full of them and an eye for the next great one.

Creative Consultant
March 2018 – present
Mixture of work for agencies and direct to client: shopper, digital, social, identity, website creation.

McCann Enterprise
Creative Director
May 2017 – March 2018
Working on RingGo parking app, Help for Heroes, Ideal Standard International, Zurich Insurance, BMI roofing, Deutsche Börse Group.

MVC Communications Ltd
Creative Partner
May 2016 – April 2017
Direct-to-client work, working as an implanted resource.

- **Neilson Financial Services**, creating brand consistency and personality for two brands: British Seniors and Smart Insurance.
- **Gain Capital** - working on City Index Finspreads and Gain Affiliates. Built a team with a project management partner, hiring in our own trafficking and additional creative resource.

Creative Consultant
July 2015 – August 2016
McCann Worldgroup, Oliver, Geometry, PSONA and other agencies. Allied Bakeries (direct to client)

Ogilvy & Mather
Freelance Creative Director
February 2015 – July 2015
Working on Unilever brands worldwide, including Dove, Hellmann's, Comfort, Brooke Bond and Project Sunlight. See Unilever Sustainability Films

Creative Consultant
January 2014 – January 2015
notonthehighstreet.com (see work), Lida, Iris, Lowe Open, VCCP, DDB, Man Utd (direct to client).

Naked
Interim Executive Creative Director
April 2013 – December 2013
Creating and overseeing a range of ideas grounded in the digital space but spinning out into big brand concepts. Work spanning video (see Danio), social media (e.g. Virgin Atlantic), websites and DM for Danone, Cadbury, De Beers, Heineken, Nokia, Pedigree and new biz.

Billington Cartmell (now HeyHuman)
Interim Executive Creative Director
October 2012 – April 2013
Coordinating creative work across BC in London, Edinburgh and Nairobi as well as advising sister agencies, Brave and Closer. Restructured creative department to put digital at the heart. Pitch-winning TV script for Panasonic Viera global campaign; won Kames Capital business; integrated campaign for 5 Gum; TV for Scotty brand and Superdrug; shopper and digital across Morrisons, Dove, Mars, Guinness, and Kraft.

Doco
Executive Creative Director
October 2011 – October 2012
Leading change of creative focus from pure-play digital to integrated. Won Dove Self Esteem Project (Unilever), ONE.org, Food Network new business. Integrated social into creative department with Social Creative Director as well as Digital Creative Director reports.

KX Energy Integrated campaign for Tesco's energy drink, creating a true own label brand. "Bring the Noise" campaign featuring posters, Facebook "tag photos with noise" app, press, events, sampling and new website
Dove Won pitch and created materials for Self Esteem Project website featuring interactive games, polls, videos and a host of social media behaviour.

Teamspirit
Executive Creative Director
February 2010 – October 2011
Reorganising and refocusing department; re-engineering briefing process. Won Legal & General Investments consumer pitch, confused.com digital, Aviva digital and Ecclesiastical B2B.
Aviva Hugely successful and cost effective 'Healthy Cheer' social media campaign using Facebook to raise awareness of Aviva healthcare. Users can nominate a friend who's making a healthy effort for a cheer – a troop of cheerleaders turn up to cheer them on.

Draftfcb
Creative Director
January 2008 – January 2010
CWDC Campaign to recruit social workers featuring a series of hard-hitting webfilms, emails and a microsite.
TDA Moving from 3-4, mainly DM pieces a year to 11-12 digital communications, split into 3 demographic groups and (in the case of students) 8 subject areas. The result is a huge programme of emails, microsites, SMS texts and (still some) DM, all of which truly speaks our target's language.

WDMP Communications
Creative Director
February 2006 – January 2008
Building a department of 13 (starting with 3 creatives). Won Habitat, Thomson, Norwich Union and half a dozen other pitches and a shelf-full of awards.
Habitat Campaign Direct Silver for 'Masterpieces' campaign updating classic portraiture across DM, doordrops, press and emails.
Thomson holidays 'Anniversary' mailing pushing digital personalisation to new heights, and delivering more than £1 million extra sales in one month alone and increasing bookings by 135% with a 5.7:1 return on investment from direct mail and a 550:1 ROI on email. Thomson's most successful mailer ever: winner of IDM BPA Diamond Award.

FCB London
Deputy Creative Director
July 2000 – February 2006
Waitrose Creating award-winning consumer press, posters and POS and DM.
Heal's High profile campaign for furniture retailer across national press, DM, window displays and online

Previous Agencies as copywriter:
Team Saatchi 1995-2000. **Marshalls** 1994-5. **Reay Keating Hamer** 1988-1993. **BMP** 1987.

Awards
D&AD, IDM BPA Diamond Award, John Caples, Campaign Posters, Campaign Press, Campaign Direct, Aerial Awards, London International Advertising Awards, EPICA, Eurobest, MCCA Best Awards, Precision Marketing, DRAMIA, MCCA, OTC, IPA Effectiveness, Money Marketing Gold.

Professional Affiliations
D&AD juror, Mobius juror, MAA juror, Money Marketing Awards juror
IPA visiting lecturer, Watford College visiting lecturer