



don barclay · creative communication

## Freelance Creative Director

I was lucky enough to work for 20 years at one of London's best agencies, Lowe Howard Spink. It was the most amazing learning period and a fabulous grounding for all creative strategy and communication. I was a Group Head, responsible for up to 70% of the agency's output, plus the hiring, nurturing (and occasional, firing) of creative teams.

16 years on the trot on the Tesco account took me through the Dudley Moore era, the Prunella Scales & Jane Horrocks years and the *'simple products & offers with famous voiceovers'* campaign. I also looked after the Vauxhall, Saab and Chevrolet accounts, some European Unilever work and all the brands within the Imperial Tobacco stable. We pitched for and won Courts furniture and Wickes DIY and for John Lewis I created the clean, simple look of the press ads they still have today.

I've backed up my Lowe's experience of traditional advertising with digital, experiential and social media communications for 3 years at The Red Brick Road (continuing my love/hate affair with Tesco) and then another few years at a specially-created TAG agency, looking after Tesco & Coca Cola.

Along the way, I've picked up various awards, including Campaign Press Silver, BTA Golds, Cannes Silver, Creative Circle Gold, numerous D&AD entries, Royal TV Society Golds and Newslink Radio Gold.

I've been told I'm very client-friendly, even by clients, but they know I'm no pushover when it comes to fighting for good work. I've spent the last 5 years 'flying solo', which I'm very comfortable to continue doing and I'm always open to new opportunities.

## Career History:

### **Freelance Creative Director**

**Oct 2015 – present**

14 months stint at London Advertising in Old St. Long and short term stints at MullenLowe, George & Dragon, The Red Brick Road, HHM and Spark44.

### **Head of Art**

#### **TAG:London**

**2013 – 2015**

Clients: Tesco –fast turnaround, Coca-Cola, MBNA, Intel.

TV, print, digital, OOH, social media, experiential and POS.

Fast and furious, whilst still keeping the creative standards up.

### **Senior Creative**

#### **The Red Brick Road**

**2009 – 2013**

Clients: Tesco, Coral Bookmakers, Experian Credit Expert.

Tesco – fast turnaround, trade driving print, TV & digital ads – masses of them.

Plus Tesco brand ads, Tesco Insurance ads, Tesco Money ads... etc

### **Creative Partner**

#### **Kneale Barclay Creative Consultancy**

**2008 – 2009**

With long-time writer (& friend) Kevin Kneale. Grown Up. Liberating. Great fun.

Working with agencies like AMV/BBDO, Euro RSCG, The Bank & The Red Brick Road.

Plus brand consultancy projects, resulting in successful campaigns for Bluewater & Meadowhall Shopping Centres.

**Group Head/Creative Director****Lowe Howard Spink****1989 –2008**

A brilliant time at one of London's best agencies.

Clients included: Tesco, HSBC, Lloyds Bank, Stella Artois, Heineken, RFU, Reebok, Imperial Tobacco, Vauxhall, J&J, Wickes, Braun, Electrolux, Mail on Sunday, Orange, Saab, The Independent, Domestos, Alberto VO5, John Lewis.

**Art Director****Davis Wilkins****1986 –1989**

Clients included: Daily & Sunday Telegraph, Henri Winterman Cigars, Merrydown Cider.  
Working with CD Chris Wilkins & copywriters Paul Burke & Pete Matthews.

**Art Director****Mavity Gilmore Jaume****1982 – 1986**

Clients included: Honda, Whitbread, Olivetti, Faber & Faber, Mauritius Tourist Board.  
Working with CDs Leon Jaume & Gary Denham & copywriters Dave Williams, Anthony Woodward & Paul Burke.

**References**

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James Page – (Ex-Lowe Head of Account Management) Partner at Muse

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