

## **DON BARCLAY - FREELANCE CREATIVE DIRECTOR**

Twenty years at one of London's best agencies, Lowe Howard-Spink, was an incredible intro to the world of advertising. An amazing learning period and a fabulous grounding for creative strategy. Lots of fast turnaround work on the Tesco account, as well as Vauxhall, Saab and Chevrolet, some European Unilever work, Lloyds and HSBC banks, Johnson & Johnson, Heineken, Stella Artois, Reebok and VO5. Shorter stints followed at The Red Brick Road and TAG Tesco, then on to freelancing in various London agencies, as well as direct-to-client projects. I've spent the last 10 years as an all-in-one Freelance Creative Director-concepting, copywriting and art-directing. And I'm always open to new opportunities.

### **History:**

**NOV 2024 - NOW Freelance Creative Director**

**JULY - OCT 2024 Freelance Creative Director: Accenture Song (Spark44)**

Helped launch a big project for Jaguar Land Rover.

**2015 Freelance Creative Director**

Long and short term stints at MullenLowe, Tribal Worldwide, Spark44 and The Red Brick Road, as well as lots of direct-to-client projects.

**2013 – 2015 Senior Creative: TAG Tesco**

Clients: Tesco -fast turnaround, Coca-Cola, MBNA, Intel. TV, print, digital, OOH, social media, experiential and POS. Fast and furious but still keeping creative standards up.

**2010 - 2013 Senior Creative: The Red Brick Road**

Clients: Tesco, Coral Bookmakers, Experian Credit Expert. Mainly fast turnaround, trade driving print, TV & digital ads – masses of them. Plus lots of Tesco brand work - mobile, insurance, bank, etc

**1989 -2008 Creative to Group Head: Lowe Howard Spink**

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

### **References:**

Jeremy Hine - Ex CEO Mullen Lowe London

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Simon McQuiggan – (Ex CEO Lowe Brand) Founder of Muse Strategy

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