# ALISTAIR MCKECHNIE
# SENIOR COPYWRITER AND CREATIVE DIRECTOR

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## What I offer

Powerful conceptual campaigns that transform brands and achieve significant commercial success. With award-winning creative direction, concept generation and copywriting, on time and on budget. Inspirational mentoring. Effective boardroom-level client presentations that literally produce fist-pumps and screams. Plus strategic input and thought leadership for the agency.

## Multi-discipline campaign integration

I ensure creative campaigns are effective across the full range of digital and non-digital channels: online and offline advertising, films and long-copy content, social media, demand generation and direct response, experiential, and innovative digital experiences.

## Recent business results

- Insurance services rebrand: two years after its rebrand, the company sold for 4x its previous value.
- Cybersecurity campaign: helped to double the client company's value in 18 months, from $0.8bn to $1.6bn.
- Oil industry services campaign: Within a week of our campaign's launch, the company was talking to five Big Oil CEOs. The campaign was subsequently awarded IT Campaign of the Year by Computing Magazine.

## Creative recognition

One Show Gold, New York Ad Festival Gold, Cannes Bronze, Campaign Direct Agency of the Year (OgilvyOne 2007), WPP Worldwide Best Campaign Award, three B2B Marketing Runners-up Awards, Computing Campaign of the Year Award, Clio Finalist, Campaign Direct Commendation, DMA Leader Award, Precision Marketing Commendation, two Loerie Awards (and multiple finalists), SABC Radio Silver Award.

## Sector and brand experience

**B2C**

- Alcohol (Guinness, J&B, Johnny Walker, Smirnoff)
- Automotive (Castrol, Chrysler, Ford, Goodyear, Mercedes)
- Charity (BHF, Cancer Research)
- Fashion (Mothercare)
- Telecoms (BT, Sky)
- FMCG (Kelloggs, Kraft, Nestle)
- Oil (BP, Mobil, Shell)
- Outdoors (Camping Gaz, Karrimor)

**Financial**

- Banking (Barclays, Close Brothers)
- Cards (Amex, MBNA, Visa)
- Insurance (Abbey)
- Investments (Allenbridge, Chartwell, Prudential)

**B2B**

- Environmental (Carbon Trust, Siemens Energy)
- Tech (Canon, Cisco, Gigamon, IBM, Orange, Peltarion, SAP, Seagate, Xerox)

## Work experience

**Creative consultant**
**Since March 2018**
Concepts and creative on a tech brand transformation project.

**Fox Parrack Singapour (London)**
**Creative Director, March 2014–February 2018**
Led a team of permanent and freelance writers, art directors and designers, producing global integrated B2B campaigns for tech-sector clients, while creating thought leadership content for the agency. Won pitches for Gigamon, Orange Business Services, Seagate and TMF. Helped to lead the agency's transformation from being a minor roster agency for large enterprises to the "agency of record" for challenger brands.

**Fox Parrack Singapour (London)**
**Head of Copy, August 2012–February 2014**
Added B2C-style conceptual excellence to this B2B agency's output. Won pitches for Cisco, Xerox, Star Cloud Services and LexisNexis.

**Freelance Senior Integrated Copywriter (London), Sept 2009–July 2012**
OgilvyOne, TBWA, Tequila, Meteorite, M&C Saatchi, Weapon7 and Balloon Dog.

**TBWA\Tequila (London)**
**Senior Integrated Copywriter, 2007–Aug 2009**
Digital and DM. Lead writer on Prudential. Partnered ECD Cordell Burke. Won pitch for Anglo-Irish Bank.

**OgilvyOne (London)**
**Senior Integrated Copywriter, 1999–2007**
Digital, DM and TV. Lead writer on B2B/tech accounts IBM and SAP. Partnered ECD Cordell Burke as well as other art directors.

**Marketing Drive, London**
**Group Head, 1997–1998**
TV, radio and outdoor for Guinness brands (Far East, African & Caribbean markets).

**Previously: O&M, JWT and Tholet Sievers Y&R, Johannesburg and Cape Town**
TV, radio and press on FMCG, automotive and alcohol. Won three pitches in a row to quadruple the size of Tholet Sievers & Associates (became Tholet Sievers Y&R).

## Education

Bachelor of Arts (Philosophy and Psychology), University of Cape Town

## Interests

Painting. Climbing. Nature conservation. Windsurfing. Science fiction.

## Recent client quotes

"I don't think I can overstate my admiration for the work that you and the team delivered."
"Thank you, Al! You've been the creative force behind the most impactful campaigns I've had the pleasure to be associated with in my career."