

GARY WILLIS

SENIOR CONCEPT CREATIVE ~ ALL CHANNELS / ALL SECTORS / B2C & B2B
07816 981 980 gary.ws@fiscali.co.uk



Hello. I'm Gary, a senior concept creative/Art Director.

I've driven award winning campaigns, created by myself or directing and inspiring teams, groups and departments as a Creative Partner, CD and Head of Art (twice).

Award-winning/pitch-winning in all channels, all sectors: Brand Launches/Relaunches, Brand Activation, Product Launches, ATL, integrated, BTL, DM, digital transformation, demand generation, eCRM, experiential/shopper, social and content - for B2C and B2B clients.

Have had the privilege of learning my craft working for, and with, some of the industry's top people, eg. Tim Delaney, Peter Gibb, Patrick Woodward, Graeme Norways, Billy Mawhinney, Leon Jaume, Shaun McIlrath, Ian Harding, Jeremy Pemberton, Cordell Burke, Colin Nimick, Rory Sutherland...

Check out some stuff: <http://garywcreative.co.uk>

Bespoke Concepting, B2B, FMCG, Experiential/Shopper, Financial, Visualising/Storyboarding, Social/Content Portfolios available on request by WeTransfer.

Linkedin <http://uk.linkedin.com/pub/gary-willis/15/400/621>

Photo Blogs

<http://thewalktoworkandotherstories.blogspot.co.uk>

<http://indianwalksandotherstories.blogspot.co.uk>

SECTOR EXPERIENCE

Financial Services

American Express (B2C/B2B, Internal, Merchants, Gold/Platinum/Titanium/BA Avios Cardmembers, GCP, FXiP, launch of AmEx Nectar & Contactless) AXA Sun Life, Barclay's PINGIT, Barclay's Wealth, Nationwide Building Society, Fidelity Investments, Prudential, Guinness Mahon Unit Trusts, AON, M&G, Sage Accounting & Payments

FMCG

Nestle Purina (Felix, Baker's, Bonio, Dog/Cat Chow, Adventuros, Delibakie, Winalot, Purina ONE, Beneful, Purina Pet Welfare), Nestle Infant Nutrition, Mondelez/Cadbury's, Chivers Hartley, Haywards Pickles, Schwartz Spices, Bel (Laughing Cow Cheese), Bowyers, Gallaher, JP Reynolds, Phillip Morris, Procter & Gamble, Dunhill, Sellotape, Huggies, Walkers/Lays, Lily's Kitchen, Polycell, Coca-Cola Fuzetea

Alcohol/Drinks

Diageo (Johnnie Walker, Smirnoff, Bell's, Captain Morgan's), Heineken, Strongbow, Foster's, Desperados, Amstel, Glenfiddich, Hennessy

B2B/Tech/IT

Google, IBM, SAP, Couchbase, IP Solutions, Peltarion AI, Cisco, BT Business, Sage, Olivetti, Orange Business, Virgin Business, Samsung, Blackberry, Smiths Detection, COI - Action 2000/Millennium Bug business

B2B/Services

COI, Action 2000, DHL, Royal Mail, Air Charter Services, Amadeus, TRU, Select Appointments

Telcos

BT Retail, BT Business, Virgin Business, Orange Business, Blackberry, Avaya

Media

Thames Television, Marshall Cavendish

Automotive

Mercedes, Nissan, Honda, Bentley, Lancia, Alfa Romeo, Fiat

Retail

BT Retail, Storehouse plc, Harvey Nichols (concessions & store card), Littlewoods Pools/Littlewoods Online, Poundstretcher, Royal Mail, Sun & Sand Sports UAE/Dubai, Dubai Mall Retail, CIC Home Video

White/Brown Goods

LG, Samsung, Philips TVs, Philips Lighting, Belling, Fuji, Husqvarna, VAX, Morphy Richards

Travel & Leisure

Mauritius Tourist Board, Norwegian Tourist Board, Cyprus Tourist Board, International Hotel Group (Holiday Inn, Crowne Plaza, InterContinental), Air Mauritius, Cyprus Airways, Sol Hotels & Resorts, Forte, Fred Olsin Cruises, Silverlink Trains, The Tussaud's Group, Butlins, Haven Holidays/Haven Europe

Fashion/Beauty

Harvey Nichols (Seasonal collections, Parfum, concessions), Sensiq, Schwartzkopf, Gliss, Cutex, J&J Acuvue, J&J Aveeno, Dove

Medicine/Pharma

Smith & Nephew (Medical Products, Sports Medicine), Cisco Medical Grade Solutions, GSK Panadol, GSK Cold & Flu

Charities

Richard House Hospice, Homes with Heart, Refugees at Home, Dog's Trust

CAREER

- 2015 – Present** **Freelance**
DNX, OgilvyOne Business, Geometry Global, RPM, Because, TRIBE, Arthur, Saatchi & Saatchi Pro, JWT, FRUKT, Fox Parrack Singapour, Ogilvy PR
In-house/client-side: Unilever/Oliver, Air Charter Service, Smith & Nephew
- 2011 – 2015** **Me.JPMH** Senior Concept Creative/Creative Director
- 2002 – 2010** **OgilvyOne** Creative Partner 2006 Board Director 2008
- 2000 – 2002** **IMP** Joint Deputy Creative Director
- FCA!** Head of Art; **Kelly Weedon Shute** Senior Art Director; **Mavity Gilmore Jaume** Head of Art;
The Leagas Delaney Partnership Art Director

KEY SKILLS

- **Listening, reacting and solving** business problems and challenges by creating award-winning and business result solutions – eg. winning Google's Global Marketing Gold Excellence Award.
- **Entrepreneurial drive** - desk shared with the two agency owners at JPMH creating strategies and concepts across the entire client portfolio.
- **Collaborating** with stakeholders, internal and external.
- Creating, presenting and **winning** business pitches and projects.
- Managing and **mentoring** all ages - eg. visiting Mentor at the School of Communication Arts 2.0
- Creating a **fun environment** for designers, copywriters and creatives to flourish.
- **Juggling** multi touch-point, complex briefs.
- **Managing** workload, direction, strategy, delivery and client presentations: eg. successful and award-winning campaigns for launch of BT Broadband, BT Fibre, BT Vision; Calls & Lines, Acquisition, Loyalty & Winback.
- Successful business ROI/award-winning **Brand Launches/Relaunches/Brand Activation** eg. BT Broadband, BT Total Broadband, BT Vision; Cisco Routers & Networks; FMCG: MD Foods, Nestle Purina (Felix Sauce Surprise, Crunchy Crumbles, Adventuros, DeliBakie...), Coca Cola Fuzetea; Drinks: Bell's; Captain Morgan; Grolsch; Beauty: Sensiq, J&J Aveeno; Healthcare/Pharma: Smith & Nephew Sports Medicine Division...
- Experience in big, **complex**, platform web and comms: eg. helped win B2B global pitches for Sage & Salesforce which centred on: Demand Generation & social campaigns using Facebook, LinkedIn, SlideShare & Instagram.
- Expertise in **Social Channels**: eg. helped set up the Purina Felix Facebook site and created numerous date/brand/product posts; created and directed films, delivering Nestle Purina with their first 2 million plus views for content on their Felix YouTube channel.
- Experience in **Experiential and Event marketing**: eg. worked solo client side at Air Charter Service, creating Live Event stands and collateral with direct reporting to the Event Marketing Director.
- Experience in **PR**: eg. created Fidelity Investments most awarded PR campaign – Campaign Direct Best of Year/Gold.
- **Digital transformation** for financial, telecom, B2B/Tech clients - eg. American Express, BT, Cisco, Couchbase, IP Solutions, Peltarion.
- **Innovation** - helped create the first talking email, world's longest email, and recently, first email campaign for a financial brand to use GPS delivering real time offers specific to where the email is opened. Created numerous Apps for sampling on brand Facebook pages and delivering Nestle Purina with their first 2 million plus views for content on their YouTube channel.
- Further **proven business success** – leading creative as Creative Partner at OgilvyOne on: a global tech brand, one of the UK's largest telecoms (both B2B and B2C), and being part of the team that delivered 'Campaign Direct Agency of the Year' twice and gaining a seat on the Board for myself.
- **Gravitas** presenting to C-level clients: eg. as Creative Partner/Board Director for BT at OgilvyOne.

AWARDS

- | | |
|--|---|
| 2013 Google Gold Global Marketing Excellence Award | 2003 Campaign Direct Finalists (BTx2, Royal Mail) |
| 2012 Drum Marketing Awards Commendation (Samsung) | 2000 Campaign Direct Gold (Fidelity) |
| 2010 Campaign Direct Agency of the Year | 2000 Campaign Direct Silver (Fidelity) |
| 2009 DMA Echo Finalist (BT) as CD | 1999 Campaign Direct Agency of the Year |
| 2008 DMA Bronze (BT) as CD | 1999 Campaign Direct Commendation (COL: Action 2000) |
| 2007 Campaign Direct Agency of the Year | 1989 Campaign Press Gold (Mauritius) |
| 2006 EPICA Direct Finalist (Cisco Systems) | 1989 Creative Circle Silver (Mauritius) |
| 2006 EuroBest Direct Finalist (Cisco Systems) | 1989 One-Show Bronze (Mauritius) |
| 2006 Campaign Press Finalist (Cisco Systems) | 1989 D&AD Annual (Mauritius) |
| 2005 Effie Gold (Cisco Systems) | 1989 British Television Advertising Awards (Olivetti) |
| 2005 Campaign Direct Finalist (Cisco Systems) | 1988 EPICA Premier Prix (Select Appointments) |
| 2004 DMA Echo Finalist (Cisco Systems) | 1987 D&AD Annual (Harvey Nichols) |
| 2004 New York Festivals Finalist (Cisco Systems) | 1985 Campaign Press Commendation (Harvey Nichols) |
| 2004 Precision Marketing Winner (Glenfiddich Whisky) | 1983 D&AD Post Office Student Award |
| 2003 DMA Gold (Glenfiddich Whisky) | |