

Rik Brown

Creative Director



07590471454



rikbrown1971@gmail.com



www.rikbrowncreative.co.uk

Award-winning conceptual creative with a proven track record of solving business problems for global clients and challenger brands. As a creative I have a solid strategic sense, a keen eye for detail and a willingness to persevere until even the trickiest job is complete. I believe in searching for the simplest, most direct and impactful answer to the brief. I am a strong collaborator, both internally and with clients. As a Creative Director, I enjoy mentoring teams and helping them develop ideas until they shine.

Employment History:

2017- present: **Creative / Creative Director**
Freelance

Working at: Leagas Delaney, M&C Saatchi, McCann, Drum, Landor, DesignStudio, EveryFriday, Propellerfish, Slider, GSK, Zurich Insurance Switzerland, This Here
As a freelance writer, I have learned a great deal about branding, design, social media and influencer marketing. I find it challenging and interesting to switch teams and locations, and apply myself to solving a wider range of marketing briefs.

2010 - 2017: **Creative / Creative Director**
Leo Burnett, London

I led the creative accounts of P&G Hard Surface Cleaners, McDonald's Happy Meals, Kellogg's Special K and All Bran, Homebase, and Littlewoods. Working with my long-standing creative partner Jon Fox, I wrote ads for McDonald's, Kellogg's, Tommy's, Co-op, Homebase and Littlewoods.

2007 - 2010: **Creative / Creative Director**
BBH, London

I cut my teeth on creative direction with the Mentos, Vigorsol and Frisk accounts. As a creative, I produced work for Heineken, Vodafone, Desperados, Baileys, LG, AEG, KFC, and British Airways.

2005 - 2007: **Creative**
BBH, New York

An exciting adventure at the BBH New York office taught me the challenges of global markets, as I created work for Johnnie Walker, BA, Dyson, All, and Axe.

2000 - 2005: **Creative**
BBH, London

Starting on placement at BBH, myself and Jon Fox worked together on campaigns for Paddy Power, Lynx, Levi's, Boddington's, Castlemaine XXXX, Barclaycard, Audi, Bertolli, Flora Pro-Activ, Woolworth's, Murphy's, AEG, Ginsters, British Airways, T-Mobile, ITV, Mail on Sunday, Barnardo's, and One2One.

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Awards:

Cannes:

2012 - Finalist (as CD)
2010 - Cyber Lion (as CD)
2009 - Bronze
2004 - Finalist

D&AD:

2009 - Nomination
2003 - Book
2002 - Book
2001 - Book

Campaign:

2013 - Nomination (as CD)
2005 - Silver
2001 - 3 x Silver

BTAA:

2001 - Silver

Creative Circle:

2014 - Shortlist
2012 - Shortlist (as CD)
2009 - Silver

One Show:

2012 - Finalist (as CD)

Clios:

2009 - Silver

EPICA:

2012 - Finalist (as CD)
2011 - Bronze
