

LOUIS CLEMENT

CREATIVE DIRECTOR

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STUFF I DO

Integrated Campaigns
Digital Marketing
Content Marketing
Social Engagement
Direct Marketing
Copywriting / Strategy
Interactive & Motion
Experiential, OOH and DOOH

SELECTED CLIENTS

Acer
Barclays
British Gas
Camelot
Carlsberg
Creative Assembly
Dyno
Hive
Gillette
intu
McDonald's
Nestlé
Rank
Reebok
Supercell
The British Army
Ubisoft
Vauxhall
Virgin Money

I'm a Creative Director from a copy background with nearly two decades of experience, mostly in digital and more recently integrated. I co-founded Skive back in 2001, and helped it evolve from a small specialist production house to an award-winning independent full-service digital shop with a very strong roster of clients. Following our acquisition of digital agency Soup in 2009, I spent 18 months as Creative Partner of Skive Group.

Since Skive I've worked at leading agencies such as B-Reel, Razorfish and StartJG, winning business and delivering award-winning campaigns and content. Most recently, I've driven success at independent digital agency Waste, more than tripling the size of the team, establishing new creative services, evolving the culture and internal and external comms, growing existing clients and winning new ones along with a bunch of awards.

SKILLS

I'm commercially minded, strategically grounded, confident pitching, and comfortably client-facing. I like getting involved early in a project and understanding the background, the audience and the problems.

I strongly believe in user engagement to generate better recall of brand message. I'm very good at both inspiring and spotting good ideas in the teams that I manage and collaborate with. I'm fully up to speed with technology and cross-platform media. I'm comfortable with brand marketing strategy, advertising and brand campaign strategy, social media engagement, and cross-platform product development.

MANAGEMENT

I have extensive experience managing large teams of diverse personalities in deadline driven environments. I've hired creatives, designers and developers and believe in creating synergy between them for a common goal. I can manage department budgets and perform appraisals. I've been responsible for press releases, awards entries and case studies, as well as cultivating agency culture. I believe no one is exempt from making the tea.

As a business owner and director I've also sat at board level and am well-versed in analysing and discussing business needs vs budget company-wide.

PERSONAL

I'm a big believer that creativity is fuelled by curiosity. Outside of all things digital: arts and culture. I have a voracious appetite for film, fiction, and food. I'm a United fan, for my sins. I get excited about good TV and definitely watched The Wire before you did. Photography. Gaming, legacy of a Spectrum in 1982; I'm definitely part of the Atari generation. I love travel and seeing the world.

And storytelling. Growing up with a writer as a parent and three siblings resulted in a love of narrative, which I'm passing on to my three boys.

I support the YCC, attend Creative Social, Glug, Digital Podge, SXSWi and other industry events and have judged D&AD, BIMA, MAA, Midas, and recently the Barclays' Creative Consistency Awards. I'm also a regular mentor at the School of Communication Arts.

AWARDS

2019 – Clio Entertainment
Games, Social Media
Brawl Stars Global Launch

2019 – Drum Content Awards
Best Interactive Entertainment
Best Integrated Cross Channel Media
Chair's Award
Brawl Stars Global Launch

2019 - BIMA
Best Media, Entertainment & The Arts
Brawl Stars Global Launch

2019 - Marketing Masters Awards
Media Gaming and Entertainment
Brawl Stars Global Launch

2019 - Design Week Awards
Best Self-Promotion
Bottomless Beer

2013 - FWA
Winner, SOTD
100 McDonald's Moments

2012 - FWA
Winner, SOTD
Sony Xperia Face Off

2010 - Revolution
Best Integrated Campaign
Start Thinking Soldier

2010 - RADs
Best Campaign
Best Microsite
Best Work
Grand Prix
Start Thinking Soldier

2010 - CIPD
Best Recruitment Website
Best Digital Campaign
Best Campaign of the Year
Best Recruitment Effectiveness
Grand Prix
Start Thinking Soldier

2010 - D&AD
In Book, Direct / Integrated
Start Thinking Soldier

2010 -Webby Awards
Winner, Employment
Start Thinking Soldier

2009 IAB Creative Showcase
Winner, Most Innovative Campaign
Start Thinking Soldier

2009 - BIMA
Winner, Best Advergame
Best Interactive Advertising
Start Thinking Soldier

2009 - LIA
Bronze Statue, Online Games
Start Thinking Soldier

EXPERIENCE

CREATIVE DIRECTOR

Waste | April 2016 – October 2019

Brought in specifically to supercharge the agency and deliver on its promise of Maximum Digital, Minimum Nonsense. I expanded its service offering and oversaw all creative output – spanning everything from interactive to display, social to content, search marketing to OOH for the likes of Supercell, Centrica, Camelot, and Ubisoft. I won pitches for Nintendo, intu and Rank. I grew a small British Gas banner retainer into social and content across all of Centrica; grew Supercell acquisition ads into large social and content retainers across all their titles; grew EuroMillions social campaigns into social across the whole of The National Lottery.

I evolved the Waste brand and its vision, ran its internal and external comms, built a creative department of 2 into 14, and ensured close collaboration with the strategy, design and motion departments resulting in a recent nomination for Drum Content Agency of the Year.

CREATIVE DIRECTOR

StartJG | 2015

I was brought in to Start to look after its biggest client, Barclays, overseeing internal and customer-facing brand experience and communications across all channels – from ATM screens to moving image, print and lift vinyls to new product launches.

CREATIVE DIRECTOR

Razorfish London | April 2013 – June 2014

I oversaw leading accounts such as McDonald's, Argos and Lloyds, and helped convert new business opportunities. I won a global pitch for Acer, the fourth largest PC vendor in the world, working alongside both Asia-Pacific and the International CEO Michael Karg. I lead a pitch for ManUtd.com, creating a new global vision across the digital touchpoints of the world's largest football club. I generated ideas, helped define the strategy, and wrote all copy for assets that included a video, a book and a raft of site, tablet, smartphone and stadium designs.

CREATIVE DIRECTOR

B-Reel London | June 2012 – November 2012

Responsible for helping win, direct and deliver ground-breaking digital engagement for one of the most awarded and highly regarded production companies in the world. Campaigns I lead included Sony Xperia Face Off - a fusion of digital installation, live online event and product demo for Iris, and Barclaycard Voice Your Support, which turned Twitter messages into vinyl records, for Dare. I also won pitches for Samsung and the IHG Group.

FREELANCE CREATIVE DIRECTOR

November 2011 – December 2014

In between the lengthier roles above I worked on successful pitches for **Holler** and **Havas**, and twice lead global pitches for **Blast Radius** – once for Carlsberg, developing an 18 month integrated campaign to evolve and land the new brand positioning, with creative including apps, social, experiential, installation, on-site and on-pack; the second time for Mini Babybel, consolidating its social and digital presence and generating engaging interactive experiences. for three different audiences.

AWARDS

2009 - Creative Circle
Bronze
Best Viral Marketing / Best Multimedia
Start Thinking Soldier

2007 - Revolution Awards
Best Financial Services
Anger Management

2003
BIMA - Best Interactive Advertising
Ladbroke's Gran National

EXPERIENCE (CONTINUED)

CREATIVE DIRECTOR / CREATIVE PARTNER

Skive | 2001 - 2011

Ah, Skive. Over ten years, with no prior experience, I helped grow it from 5 to 70 people, with clients that included Reebok, Nestlé, Coty, Carlsberg, Vauxhall, BP, L'Oreal and Shell.

In that time I filmed Thierry Henry, Andrei Schevchenko, and Ryan Giggs, La Senza models and British Army soldiers, won awards for Revolution, BIMA, NMA, IMAA, D&AD, FITC, LIA, AME, RAD, CIPD and Midas, drove tanks, created what seems like a gazillion banners, interactive games that had 125 million plays from 22 million unique users, rich brand experiences with average dwell times of over 10 minutes. In short, the full spectrum of digital content reflecting its evolution from 2001.

COMMISSIONING EDITOR FOR ENTERTAINMENT

Switch2.net | 2000 - 2001

Tired of trying to get new shows commissioned on old media (see below) I leapt at the chance to commission my own content at this ambitious internet start-up funded by Edison Interactive, which was intended to be streamed to (non-existent) broadband users.

SCRIPT EDITOR / DEVELOPMENT EXECUTIVE

Pearson Television | 1997 - 1999

In what seems like another lifetime ago, I spent two years trying to develop comedy formats and pitching them to the likes of Channel 4, Channel 5, BBC2, Sky and Paramount. It was slightly soul-destroying but invaluable experience in retrospect: it taught me how not to pitch.