



WHAT I AM ABOUT

Creating marketing campaigns, being in a great environment, with great people, working on and helping to create brands, what's not to like.

Having been in agencies from small to large, I realised I wanted to make a difference. Not just creatively but with the whole business of what we do. Freelancing just didn't do it for me, I wanted to be part of something, part of an energy, to create our own philosophy. That's why I started my own agency. Above-the-line, below-the-line, dm, b2b, b2c, social, etc, etc... these are labels to me, boxes, which can be useful, but mask the real intent of the work, the purpose. To be an engine and a facilitator for the client's brand.

I now work on projects that cover all aspects of communication, from art, film, blogs, to... mentoring at creative schools, like Istituto Marangoni, where the stimulation and the work is, to me, forward thinking and exciting. Get's the creative juices flowing.

Here are some of my 'truths'...

1. Our success is measured by our clients' sales graphs rather than our awards haul.
2. Clients should have open access to the creative brains who work on their business.
3. That tv, radio, posters, press, brochures, shelf-talkers, fliers, exhibitions, websites, e-news, blogs, social media, vm, content, they're all as important as each other.
4. We never forget it's the client's money we're spending.
5. That creativity alone is not enough, it has to be relevant and based on sound strategic thinking.
6. In approaching opportunities using lateral thinking and not regurgitating old strategies.
7. To the heart of the communication problem by overcoming: perceptions and prejudices to get to the truth.



WHAT I DO

OVERVIEW

I am an experienced, hands-on, integrated, strategic-thinking Senior Creative and Creative Director used to working in UK and International environments.

I am dedicated to producing strategic, creative & brand engagement that are either cross-media or media-neutral using Multi Media platforms. I have produced creative and branding solutions for global companies including: Hoover, American Express, Diners Club, Whiskas, Twix, Mars Bar, Hoover, Nokia, TAP Air Portugal, Pal, pet foods, Portuguese Tourist Association, PepsiCo, Motorola, Fox Kids TV, Saab Cars.

I have worked in international advertising agencies including O&M, Creative Business, DMB&B, Y&R Europe and Galloway & Co. I have worked as an Art Director, Copywriter, Group Head, Creative Director and Agency Owner.

I have an outstanding track record in online and offline advertising for leading brands.

I work on all aspects of a campaign across consumer, B2C and B2B. Passionate about innovation, I focus on strategy and creativity to win business and drive results.

EXPERTISE

- Art Direction
- Graphic Design
- Copywriting
- CMS and web content
- e-marketing/viral content
- Digital
- DM and SP
- B2B and B2C
- TTL/ATL/BTL
- International brands
- TV, radio, e-brochures, press, websites, social media
- Management of Creative Departments
- TV direction and production



WHERE I'VE BEEN

EMPLOYMENT

2009 - Present	Galloway Create
Position	Creative Director
Accounts	Cound & Co, Breezefree, Access Self Storage, Wandsworth Chamber of Commerce, Diabetes UK
1998 - 2009	Galloway & Co
Position	Creative Director/agency owner
Accounts	Unisys, Young's Brewery, MediCentre, Fox Kids TV, Acer Laptops, QXL.com, Children in Crisis (charity)
Responsibilities:	Started my own agency, billing £3million
1996 -1998	Young and Rubicam (Warsaw, Budapest, Moscow)
Position	Creative Director
Accounts	PepsiCo, Aegon, Lays, Philip Morris npd, Motorola
Responsibilities:	Creation and management of creative departments

OTHER AGENCIES

- Grasshopper: Creative Director
Portugal Tourist Board, TAP Air Portugal, Mateus Rose
- DMB&B: Senior Art Director
Hoover, Twix, Mars, Petfoods, Victoria Wine
- Bungey Halton: Group Head/CD
Saab Cars, British Telecom, Ballantine Cashmere
- Saward Baker: Art Director
National Dairy Council, Brillo, Moss Bros.
- Creative Business: Art Director
Automotive Magazines, Top Shop
- Ogilvy & Mather: Art Director
American Express, Diners Club, Smith's Crisps, Sainsbury's

AWARDS Travel Award for ICEP Portugal Travel Campaign



Brian Galloway Creative Director

CAREER HIGHLIGHTS

- Started my own agency, to bill £3 million
- Launched MediCentre in the UK
- Launched Fox Kids TV in the UK
- Winning an award against massive competition
- Winning a 'Shortcutz' Short Film award recently
- Mentoring at London College of Fashion and Istituto Marangoni

EDUCATION BA (1.1 Hons) Design & Communications

INTERESTS I hold a National B Race licence
Expert skier and coach
Photography and film-making
Mentoring in the creative industries
Full driving licence, easy access to M25, M3 & M4

WHAT CLIENTS THINK ABOUT ME

'He always gets quickly to the 'nitty gritty' of a communications problem'

Steve Goodyear MD Young's & Co.

'If he is not employed as Creative Director, you do not get the business'

Julia Weston Fox Kids TV

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