



1 MINUTE VERSION

ALISTAIR ROSS, CREATIVE PARTNER.

A visually rich CV for the time poor.

I combine technology, psychology and creativity to move audiences from anonymity to advocacy. Driving growth for B2C & B2B brands. Fusing the literal with the lateral to deliver the memorable; something I've grown over the past two decades to call LogicLogicMagic®

Ammirati Puris Lintas

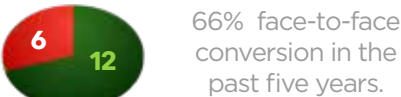


8 AGENCIES
TWICE AGENCY OF THE YEAR

72 CAMPAIGNS

24 B2B
48 B2C That I'll admit to!
Case studies at alistairross.com

34 PITCH WINS



44 AWARDS

Not including the Mickey Mouse ones.

19 DIFFERENT CAMPAIGNS

No one-trick-pony here.



CLIENT EXPERIENCE



21 COUNTRIES VISITED

Shooting in most. Shot at in Afghanistan.

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STRATEGIC WRITER | ART DIRECTOR | DESIGNER | FILM DIRECTOR | ILLUSTRATOR



ALISTAIR ROSS, CREATIVE PARTNER.

A few creative career headlines to reflect the diversity of output that a LogicLogicMagic® approach can bring.

2 MINUTE VERSION

Over 20 years I've worked with 100+ brands creating a diverse and relevant creative portfolio. Examples include:



A GLOBALLY TRENDING SOCIAL MEDIA CAMPAIGN
which cost virtually nothing.



A LIVE MULTIMEDIA BROADCAST CAMPAIGN FROM MOUNT EVEREST
shortlisted for a Titanium Lion.



36 CONTENT FILMS DIRECTED AND EDITED IN 20 DAYS ACROSS FIVE COUNTRIES.



FOUR ORIGINAL SONGS WRITTEN AND RECORDED
for three different brands.



A NEW AIRLINE LAUNCHED IN KAZAKHSTAN
IN JUST EIGHT WEEKS FROM briefing to painted aircraft and integrated campaign launch.



AN ORIGINAL CHILDREN'S STORY; WRITTEN, ILLUSTRATED
and published in three months.



CREATING A VR INTERACTIVE WORLD
TO SHOWCASE ADVOCACY driving B2B sales growth.



A GLOBAL SHOPPER TOOLKIT FOR THE LONDON OLYMPIC GAMES
utilised across 65 countries.



VOTED ONE OF LURZER'S ARCHIVE TOP 100 ILLUSTRATORS



USING AI EMOTION RECOGNITION COMBINED WITH FILM
for a global analytics brand.



A BUSINESS IDEA FOR A NATIONAL INSTITUTION THAT WOULD REVITALISE LOCAL COMMUNITIES



IMPROVED
THREE CREATIVE DEPARTMENTS BY GROWING, RATHER THAN BUYING IN KNOWN TALENT

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ALISTAIR ROSS, CREATIVE PARTNER.

Career Story

Creative Partner. Maker. Competitor. Leader.

I am a maker; the proof in creative currency exists in over seventy two creative B2C & B2B campaigns from local to global. An award-winning creative hybrid, with strong strategic grounding, I've managed to thrive in eight diverse agencies, following my personal LogicLogicMagic® creative mantra - a fusion of technology, psychology and creativity. For the past 15 years as a Creative Director/ECD, I've inspired my teams to do the same, whilst remaining hands-on and leading by example. Lowe was the agency that imprinted my award-winning creative and strategic standards with its 'positive dissatisfaction' culture and fanatical focus on the work. My desire to make great creative stories remains as strong today as it was when I started. Experience though has made me quicker, sharper and more creative across both consumer and business audiences.

I am a competitor; it's in my blood. The second child of two, I've always had to compete. After rowing and winning medals for Great Britain, I combined this competitive experience with my creative passions, fuelling a twenty five year creative career to date. It's no surprise I love pitching as it plays to my inherent competitive nature. Rowing also made me a natural team player, but I'll always ensure that I more than justify my individual place on the team, whether it be management or sporting.

I am a leader; by example, rather than by appointment. Leaders sit within teams, not apart from them. I have led the creative output of five agencies, always leaving it in a far better place than when I arrived. Time spent with the armed forces showed me that leadership is a fusion of inspiration, perspiration, communication, collaboration and humour. I continue to mentor several creatives from my previous agencies.

Creative Director April 2017 - December 2019.

April Six is a global technology-focused B2B agency. I was recruited to take the agency up a few leagues creatively, but joined to learn as much as I could about the world's fastest growing technology brands. In 2018 the agency won its first ever creative B2B Marketing category awards, repeating the achievement in 2019. In just under three years I helped move the AprilSix UK office from a formulaic email driven demand-gen agency, into one that delivered creative, effective global B2B campaign stories across all media. Working here, I saw the space for a more creatively led, independent agency with B2C standards of creativity for B2B clients. Fewer clients, deeper relationships, better work. So my 2020 goal is to either find it, build it, or try something else!

Pitch Wins: Fuji Xerox, Lenovo, Dropbox, Vodafone, SEMRush, Lectra

Creative Director January 2017 - April 2017

KISS, a Cambridge-based agency focused primarily on technology clients, wanted to grow a secondary office in London, and improve their overall creative output. In three months I sharpened the KISS positioning from 'The Art of Simplicity' to 'Keep It Successfully Simple: Clarify the complex. Make the memorable. Optimise the outlay.' A thirteen word elevator pitch that encompasses strategy, creativity and delivery, successfully simply. Split between the Cambridge and London offices I lead six successful pitches before being headhunted to run the April Six UK creative agency.

Pitch Wins: Treatt, Evolutio, Vivacity, Bayer, CIM & Itsu Cambridge.

Storyteller & Illustrator October 2016 - January 2017

For years I have wanted to bring to life this semi-autobiographical tale. I took a three months sabbatical to write the story and complete the 30 watercolour illustrations that bring "Taming the Alphabet" to life. The story has received five star reviews and is currently available through Amazon: <http://bit.ly/tamethealphabet>

Creative Partner. May 2013 - October 2016.

Transformation opportunity with creative autonomy and the chance to work with industry oracle Dave Trott. Responsible for twenty creatives and designers. Recruited and mentoring junior teams whilst instilling a sense of strategic creative rigour across the rest of the agency. The Gate previously had little film and television experience. So I helped create a strong reel of diverse, effective work on very tight production budgets. Striking a deal to outsource TV production to Gramercy Park Studios gave us premier league production talent without the internal overheads. In 2015 The Gate was voted the most recommended agency by its clients in The Drum satisfaction survey. *(continued overleaf)*

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- ◆ B2C campaigns
- ◆ Integrated marketing
- ◆ B2B campaigns
- ◆ Creative direction
- ◆ Creative strategy
- ◆ Thought leadership
- ◆ Branding
- ◆ Social campaigns
- ◆ Concept development
- ◆ Art directing
- ◆ Copywriting
- ◆ Scriptwriting
- ◆ Graphic design
- ◆ Film directing
- ◆ Film editing
- ◆ Illustration
- ◆ Mentoring
- ◆ Pitching

Creatively we pushed the boundaries with our financial services clients whilst working with many challenger brands. Our belief was that creativity could level the playing field between the 'little guy' and the 'big guy'. Money might talk but creativity can sing, dance and create magic. We even convinced Harry Styles to cut his hair for one of our clients.

Pitch Wins: Honey Monster, Harvest Chewee, PDSA, Chiltern Railways, Castle Trust, Qazaq Air, Close Brothers, Capital Spreads, Ecclesiastical Insurance, Retirement Advantage, Franklin Templeton, Little Princess Trust.



Executive Creative Director. April 2012 - May 2013.

Promoted to ECD, I lead the creative output of the London office, hiring Steven Bennett-Day as Digital Creative Director and supporting Jo Wallace in her role as Creative Director on the pan-European Nivea business. I was also a member of the DraftFCB European Creative Council.

DraftFCB had a broad integrated channel output encompassing advertising, digital, CRM and retail channels. In 2012 we were awarded at Creative Circle, Kinsale Sharks, BTAA and D&AD (Sported & Oreo) for the first time in DraftFCB London's history.



Creative Director. January 2010 - March 2012.

In a supporting role to ECD Mark Fiddes, consolidating the previous creative director and digital creative director roles. The brief was simple - make the work better across the diverse channel offering: advertising/direct/retail/CRM. Over 18 months, I overhauled the creative department, recruiting talented young teams and instilling the rigour I had learned at Lowe across the Oreo, Nivea for Men, Post Office, Sported and Jamaican Tourist Board brands in particular. My digital knowledge was also enhanced by completing the Swedish Hyperisland course. In 2012 I chaired the jury at the MAA Best Awards.

Pitch Wins: Department of Health (Health Visitor Recruitment), Coca Cola (Olympic Shopper Marketing), Department for Education (Teaching Agency CRM), Valspar Paints, Nivea & Nivea for Men global advertising account, Sported, Diner's Club.



Integrated Creative Director (contract) July 2009 - December 2009.

Joined on a six month contract in a supporting role to Steve and Darren Bailes, freeing them up to concentrate on new business and key accounts. I headed up the O2 and Texaco accounts across advertising, digital, direct and retail channels. I also supported the agency new business drive, winning the advertising pitch for Totaljobs.com with the line: 'It's not luck, it's totaljobs.com'.

VCCP was Marketing's Agency of the Year in 2009. With four or five teams working into me, it gave me the taste to run my own department - something I realised would not be possible by staying at VCCP. An opportune phone call about a role at DraftFCB convinced me to move agencies for a role with more responsibility.

Pitch Wins: Totaljobs.com



Creative Director, British Army & Pernod Ricard. July 2005 - July 2009.

Hired to jointly head up the British Army account, I co-wrote and art directed six award winning integrated campaigns, which were recognised at Creative Circle, Revolution Awards, Marketing Society, British Television Advertising & Cannes. During this time we took the Army recruitment campaign firmly into the digital space, including the ambitious live Army on Everest campaign, which was short-listed for the Titanium at Cannes.

The final campaign "Send your message to The Best" involved a month long filming expedition to Bosnia, Kosovo, Sierra Leone, Ghana and Afghanistan. Myself, a producer and cameraman took our lives into our hands to move the advertising more into journalism to bring a back some moving and harrowing stories. Life-changing.

On Pernod Ricard I headed up the Stolichnaya, Ballantines and Beefeater accounts and created the pitch winning global campaign for The Glenlivet.

Pitch Wins: Quorn, The Glenlivet, Stoli Blakberri.



Junior to Midweight to Senior Art Director. November 1999 - July 2005.

Lowe was the agency that instilled my personal creative standards. Here I learned about creating big ideas and the unrelenting craft of an art director from Charles Inge, Damon Collins, Vince Squibb & Ed Morris.

(Continued overleaf)

Surrounded by creative geniuses, hopefully some of it rubbed off. Campaigns for Stella Artois, Reebok, Heineken, Weetabix and Piz Buin were recognised at Creative Circle, Cannes, The Aerial Awards and D&AD - simply what was expected for everyone there. Lowe Lintas was Campaign's Agency of the Year in 2000. Only the lure of heading up the British Army account convinced me to leave.

Ammirati Puris Lintas Copywriter. May 1998 - November 1999.

Armed with a portfolio I had written and art directed myself, I was hired to work with senior Art Director Fraser Adamson. Call it bravery. Call it foolishness on his part. He saw something and I am forever grateful. It was my break into the London advertising scene. Four months later we were both sent to Buenos Aires to sort out a major assignment for Unilever - the Rexona business across Brazil, Chile, Argentina and Mexico.

Graphic Designer. September 1995 - April 1998

After graduating, I quickly established a small client base through family contacts including companies such as Old Mutual and Rockwell Industries. Living at home and with little overheads I was able to undercut established design companies. Not great business, but a great way to learn. In the evenings I would travel to London to get crits on my advertising portfolio from industry experts.

EDUCATION

Edinburgh College of Art. BA (Hons) Visual Communication. 1992 -1995.

A broad creative course with a strong emphasis on conceptual thinking. In 2005 I earned my first entry into the D&AD annual, with a student award.

Berkshire College of Art & Design. Foundation Course.

September 1991 - June 1992.

Abingdon School. September 1986 - July 1991

A-levels: English, Biology, Geography & Art. 12 G.C.S.E.s

INTERESTS:

Rowing (Great Britain Team 1991 & 92), swimming, coaching rugby, archery, treehouse design & construction, and film-making, when I have the spare time. More likely keeping my two sons entertained and inspired.

CREATIVE AWARDS

Reebok "Undersides"

- In Book - D&AD 2003
- Silver - Creative Circle 2003

Stella Artois "Glasses"

- In Book - D&AD 2004
- Bronze - One Show 2004

Heineken "Her Vows"

- Silver - Radio - Creative Circle 2004

Weetabix "Noah's Park"

- Aerial Award 2004

Stella Artois "Lost Souls"

- In Book - D&AD 2005
- Bronze - Cannes Lions 2005
- Silver - Web game - Campaign Digital Awards

British Army Officer "Qualities"

- Silver - Integrated Campaign - Creative Circle 2006

British Army Infantry "Forward as One"

- Gold DMA Awards 2005
- Gold - Acquisition Marketing. Campaign Digital Awards.
- Gold - Interactive. Campaign Digital Awards.
- Newspaper Marketing Award.

British Army "Everest West Ridge Expedition"

- Finalist Titanium Lion Cannes 2006
- Gold - Acquisition Marketing. Campaign Digital Awards.
- Gold - Interactive. Campaign Digital Awards.
- Best Consumer Marketing Comms - PR Week Awards.
- Campaign of the Year - PR Week Awards.
- Newspaper Marketing Award.

British Army "To be continued..."

- Gold - Acquisition Marketing.
- Gold - Interactive. Campaign Digital Awards. 2007

British Army "Send your Message"

- Bronze - BTAA Awards 2008

Post Office "Travel Money"

- Silver - DMA Awards 2010

Spotted "Cross the Line"

- In Book - D&AD 2012
- Gold - Creative Circle Awards 2012
- Silver - Kinsale Shark Awards 2012
- Commendation - Campaign Big Awards 2012
- Best Writing - MAA Best Awards 2012
- Merit - MAA Best Awards 2012

Spotted "In Court. On Court"

- In Book - D&AD 2013
- Best Writing - MAA Best Awards 2013
- Bronze - Creative Circle 2013
- Bronze - Kinsale Shark Awards 2013

Oreo "Explanation"

- Gold - BTAA Craft Awards 2013

Little Princess Trust "Hair to Spare"

- Best Social Media Campaign - The Majors 2016

Lenovo - It's the business

- B2B Marketing 2018 Bronze - Best Use of Creative
- B2B Marketing 2018 Silver - Best Channel Initiative
- B2B Marketing 2019 Silver - Best Channel Initiative