



Danny ©laridge

Creative Director
Concepts
Copy

Career History

Founder, Creative Director	Present	Danny Claridge Ltd	Creative Direction
Executive Creative Director/Partner	2005 – 2011	The Big Kick	Marketing & Promotions
Creative Director/Scriptwriter	2004 – 2005	USP Content	Radio & Webcasting
Creative Director/Board Director	1980 – 2004	Triangle Communications	Integrated Comms
Joint Creative Director	1976 – 1980	Promotional Campaigns Ltd	Sales Promotion
Writer/Art Director	1976 – 1976	Art Attack, Chrysalis Records	Sleeve design & publicity
Writer/Art Director/Designer	1975 – 1976	Smith Bundy & Partners	Direct marketing
Art Director/Visualiser	1974 – 1975	Carreras Rothmans	In house Creative Dept
Designer	1973 – 1974	Royal Sovereign Group	Catalogue Design
Junior Designer	1972 – 1973	UK Advertising	Entertainment publicity
Runner	1972 – 1972	Russell James and Associates	Entertainment publicity

Danny is one of the UK's most talented creative directors of marketing and advertising communications, with over four decades experience and a strong creative planning and copywriting bias.

The Triangle years – growing and growing

His early experience includes advertising agency, direct marketing, and clientside creative roles. After cutting his teeth below the line with 4 years as Joint Creative Director of Promotional Campaigns, he joined Triangle Communications in 1980, providing a special cutting edge to the agency's creative reputation, as Creative Director. He stayed for a mammoth 24 years – possibly a record-breaking length of service for that creative role!

Danny helped build Triangle to become one of the most feared and revered leading players, winning Agency of the Year in 2002 and achieving top honours in the 2004 Marketing Week Client Reputation Survey. He wrote and directed over fifty of Triangle's 100 award-winning, through-the-line campaigns recognised under his direction, helping to establish a creative style and reputation for the agency.

As a Board Director and shareholder, Danny played an active role in managing the business, with particular emphasis on improving the creative process and achieving consistent quality. He was also the architect of one of the industry's most successful creative student work placement schemes that, over the years, grew new talent including many Creative Directors and senior creatives now working in the business. Danny forged relationships with three specialist Universities, sitting on the curriculum committees, running workshops and helping to influence the course work for the mutual benefit of the industry and students.

Danny is one of the few creatives who are equally at home working in any media channel, above, below or through the line, and was therefore a strong influence on Triangle's multidisciplinary approach.

Danny's Creative Direction style relies on empowering and motivating creatives by offering them full ownership of projects, ensuring that recognition and praise are an integral part of the guidance and support his unique experience brings to every brief. He sees himself as an architect rather than an autocrat, an environmental health officer with responsibility for creating precisely the right conditions under which truly original thought can flourish.

Having been surrounded by young creatives his entire career, even though he's just turned sixty Danny is often told he looks and acts much younger. He knows what makes creative people tick and is easily able to relate to, and provide the wisdom behind, the creative thinking of those half his age. He believes in leading from the back and was always regarded by his creative departments as a peer. He has an open management style and the confidence to be generous, honest and true to those around him. This bond of trust makes it easier for him to offer constructive criticism when it is required.

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In 2004, he extended his role to include Creative Planning Director of Triangle, reflecting the growing importance of insight-driven creativity. Danny's experience in many markets and strong writing ability lent themselves to this pivotal role, working with the Planning department, ad agency planners and clients, translating marketing briefs into creative ones, and developing strong platforms that inform creative thinking and execution.

The Big Kick - putting them on the map

Following the acquisition of Triangle by Publicis Groupe, and a corporate restructure in October 2004, Danny was made redundant, along with other senior partners and subsequently joined The Big Kick in 2005, as Creative Director, with a brief to put them on the map. His first major campaign for the agency won the ISP Grand Prix, and Campaign of the Year, amongst other gold, silver and bronze awards. The Big Kick were then nominated for Marketing Agency of the Year, every year after Danny joined. In 2006 The Big Kick won The Golden Globe Award for best International Sales Promotion and 2 Golds, 2 silvers and a bronze

Danny continued to help develop the creative function and brought gravitas and creativity to what was then a small company, allowing them to win business from clients in new sectors, like Becks, Stella Artois, Nestle and Heinz, adding to their first class client list. The Big Kick soon became known for punching above its weight and for the quality of its creative thinking, winning awards and pitches against agencies three times its size.

In March 2009 Danny played a part in buying the agency from its founder, Debbie Simmons, teaming up with the agency management. In that same year, Danny kept his foot on the gas, and The Big Kick kept all its existing clients, won a few new clients, and 4 ISP Awards, including a Gold for Brit Trips.

In 2010 The Big Kick won another clutch of ISP and MAA Awards and added Nescafe, Kit Kat, McCain, Budweiser and others to its client list, as well as a ground-breaking promotion for Walkers - "Win a tenner if it rains", which has had the industry and the consumers talking.

As 2011 has progressed, Danny has also played a key role in winning work from Tesco, developing local marketing initiatives for product sectors like Banking, International Calling Cards, Online shopping and Home Maintenance Services.

Despite all the successes, or indeed, because of them, after a great deal of thought and consideration, Danny decided his life, health and future would be better and far more suited to the flexibility offered by freelancing. Accepting and understanding this decision, The Big Kick still want to call on Danny's unique skillset from time to time. So Danny will be playing a key role in the development of their retail offering and continuing the work he has done on Tesco.

Danny's contribution has made The Big Kick a centre of creative excellence much envied by its competitors.

Skills

Danny can create, develop and orchestrate original and distinctive ad campaigns, integrated communications, on pack promotions, experiential marketing, retail communication, traffic builders, direct marketing, loyalty schemes and radio ads. He is an expert at managing all manner of messages in all sorts of communication channels, from written ideas, copy platforms and scribbles, through to directing the finished artwork, photography, filming, printing or publishing. He can direct visualisers, designers, artworkers, photographers, musicians, editors, film crews, manage whole creative departments, do creative brief gatekeeping, liaise with account teams and help write and prepare presentations or pitches in Powerpoint. As a freelancer, he can work remotely or on site as required.

He works mainly with a pencil (to scribble with), pen (to write with), and a PC/PowerPoint (for getting broad concepts across) and the internet (for research and picture references). He can provide examples of the different ways he works up ideas, upon request.

Danny Claridge

Creative Director
Concepts
Copy

Awards since 1993

- 3 GRAND PRIX
- 2 CAMPAIGN OF THE YEAR
- 29 ISP/IPM GOLD
- 23 MCCA/MAA BEST
- 12 SILVER
- 11 BRONZE
- 14 MERIT
- 6 HIGHLY COMMENDED
- 3 PLATINUM
- 1 WORLD WINNER
- 1 GOLDEN GLOBE



Some of the milestones...

WRITTEN BY DON SHAW ILLUSTRATED BY NICK PRICE

CRACK THE *Cadbury's* **creme egg mystery**
in your local shops now.

First ever 'detox' promotion

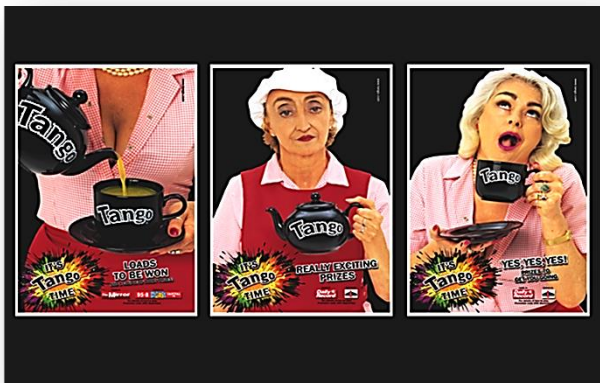
WATCH CORONATION ST.
WIN £25,000 PLUS MILLIONS OF PRIZES

First ever watch and win

First ever dog in a pot!

First ever text and win

First ever text and win



First ever on pack promotion, not actually on the pack, by using canning and bottling times as entry device



First ever online £1million prize - there for the asking



1 million people said they preferred Branston Beans to Heinz



Complete issue takeover, photo spreads and a chocolate buffet for chocaholic celebrity's wedding



Extreme flavour portraits and a nationwide search for the face that described the indescribable taste



Highly desirable prize, high perceived number of winning opportunities, and the chance to develop entry strategies, plus text-you-back dynamic messaging made this a winner



Beginning a brand journey back to naturals



A compelling message in a bottle



Their first ever on and off trade, integrated advertising, promotions and sponsorship campaign – using the TV idents as a number generator, for in pub or at home matchplay



Guerrilla activity hijacking World Cup fever for a non sponsor



Continuing the journey to naturals by highlighting the role of nature in growing the product

These are the historical milestones. To see my most recent work, visit my work archive at www.dannyclaridge.com

INITIALS •

it's the characters that make the difference

CHAIRMAN

TO WHOM IT MAY CONCERN - DANNY CLARIDGE

My long-standing business partner, Danny Claridge, has asked me to provide a reference. I worked with Danny for almost 25 years at the Triangle Group.

Danny joined the agency in the very early days and quickly became an essential part of the senior team as Group Creative Director.

He is, without question, one of the most talented creatives in the industry. I was often in awe of his ability to grasp a problem, define a strategy and produce outstanding creative in any communication channel – print, broadcast, on-line etc. He can turn a brief round faster than anyone I know and I have worked with literally hundreds of creatives over the years.

He is a brilliant writer but can also visualise his work. He reminds of that saying 'no man is an island' well, actually, Danny is, he literally doesn't need anyone else and can do it all by himself! He will develop the business strategy, write the communications strategy then produce the creative.

I often described Danny to colleagues at Triangle as our secret Exocet missile – once you hit that button he would almost always hit the target.

There were many, many occasions when I left Danny at 8 or 9 o'clock in the evening struggling with a brief only to come in the next morning to find the A-Z of a campaign, worked out in detail and ready to go to presentation visuals.

If you want an outstanding creative talent, forget the age (and currently the size!) you will find no better creative mind in London than Danny Claridge. One of my regrets is that when I started the new agency, Danny wasn't in a position to join and I guess we have both benefited from the break in our business relationship.

Danny also has the ability to nurture young talent and many of the industry's current Creative Directors were nurtured by him. He's a team player and works well within a structured environment.

I have no hesitation in recommending one of the best creatives in the industry and I'm sure he will go on to produce more award-winning, successful work in the next stage of his career.



KEVIN TWITNEY

20th June 2007

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TO WHOM IT MAY CONCERN

triangle

INSPIRED THINKING

Danny Claridge

I was one of the founding partners of Triangle, which was formed in 1975. Danny Claridge joined our business in 1979 when the company was a small but rapidly growing sales promotion agency. He quickly developed a reputation for creating unusual solutions to client briefs which contributed to the agency's growing reputation.

As Triangle broadened its remit into a full service marketing communications agency, Danny's creative abilities matured beyond the original sales promotion remit to encompass advertising, data driven marketing, event marketing and more recently, digital marketing. He is, in short, that rare talent of a complete creative marketing professional, able to interpret even the sketchiest of briefs and produce innovative and effective work.

Danny is also a Creative who cares passionately about his work; enough to question strategies, to contest opinions and to challenge perceptions. He enjoys the stimulus of like-minded thinkers, and can share his knowledge and talent with young, aspiring people. His portfolio must be without question one of the most impressive in the industry. It certainly encompasses a wide range of award-winning campaigns in many different product sectors.

Over many years, Danny has realised the full potential of his talent by focusing uncompromisingly on the creative product. He can develop strategies, write copy, create TV and radio scripts often at breakneck speed, and present to clients in a clear and compelling way. Danny was one of a handful of colleagues who made a very special contribution to the reputation of what became one of the most successful and highly regarded businesses of its generation.

Finally on a personal note, Danny and I worked productively together for some 25 years, through a rollercoaster ride of highs and lows, triumphs and disasters, sharing a mutual respect which continues to this day. As such, it was a special relationship I have always valued.

Roger Hyslop

Founding Partner



TO WHOM IT MAY CONCERN

“Danny is just the best creative director I have ever worked with. I trust him implicitly to produce the goods time after time. And he's great to work with too - not too proud to take on board other people's ideas and help build them. I'm always excited when settling down to a creative review with Danny as I know there'll be a gem of an idea in there.”

Barbara Holgate - Triangle Board Director and Founding Partner of The Big Kick

“Danny is an outstanding creative director. The Big Kick has gone from strength to strength under his creative direction.
We were lucky he decided to join us”

Debbie Simmons, Owner, The Big Kick

“I have worked in conjunction with Danny at The Big Kick on a number of campaigns for both Walkers and Birds Eye. I have always found them a great agency to work with, eager to share ideas, keen to understand or share the core creative idea, proactive and not at all ‘precious’ creatively. As Creative Director, Danny Claridge has a real knack for getting under the skin of an above the line idea and translating it in a seamless way below and through the line”.

Peter Souter, Head of Creative, Abbott Mead Vickers

“Danny has incredible skills, experience and expertise. Danny is, as I have said many times, a unique talent! I would like to thank Danny for all his incredible contributions in making The Big Kick a centre of creative excellence much envied by our competitors. He will be a hard act to follow.”

Ally Mitchell, CEO, The Big Kick