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Profile

I am an extremely experienced Creative consultant who has previously held the position of Creative director at Saatchi's, Ogilvy Healthcare, APL, CKT and CDP.

I am famously quick. Not every time, but more often than not.

Long gestation periods very seldom result in first class ideas.

Years of experience and passion for the job mean I always think beyond the brief in hand.

I work locally, regionally and internationally, creating work for all channels.

Experience

Founder, Creative Freelance Limited, London/Global - 2000 - Present

When I left CDP I took the conscious decision not to work within an agency structure on a full-time basis. My brief to recruitment agencies was that I wished to be part of a dynamic team, preferably within a marketing company. That opportunity failed to present itself, so instead I took on freelance projects with agencies and gradually over the years also directly with clients. I have formed good relationships with my clients and most have stayed with me over the duration of my freelance status. On numerous occasions I have been appointed as a 'caretaker' Creative director (usually over a 6 month period) to fill in while a permanent replacement is found. I have done this for Ogilvy Action (working with their Shanghai office), Team Detroit (working on Ford), Ogilvy Healthworld (GSK & Pfizer), The Digital consultancy (BAT) and Saatchi Masius as their head of art (Heathrow). I have also worked directly with Boots, GNC, Fashion targets breast cancer, Bloomsbury publishing, Airparks and Holiday Extras.

Executive Creative Director, CDP Dentsu; London - 1997-2000

I was approached by CDP (owned by Dentsu) to be its Executive Creative Director. My initial brief was to transform the agency's *two* demoralised creative departments. One was supposedly creating the agencies 'shop window' work while the others remit was to handle retail work. They were both demoralised after having had eight Creative directors within six years. I tried to implement a looser structure rather than the traditional rigid team structure, encouraging people to experiment by working with other people -

not just within the department, but bringing in other freelance creatives from alternative creative disciplines such as fashion designers, sound engineers, TV writers. It caused disruption within the department, but lifted it out of a decade of inertia resulting in the agency having work accepted into D&ad and Hamlet being nominated for a D&ad silver. We won major accounts (Canon cameras, McEwans lager, The Early Learning centre, Bloomberg TV) and increased billings with existing business on new projects for Honda Europe, Haymarket publishing and The COI.

Deputy Creative Director, SPL Lintas; London - 1993-1997

I joined the board of Still Price Lintas (which evolved into Ammirati Puris Lintas). Initially I was appointed as Creative Director for Van den Bergh foods. My portfolio of brands included Pepperami, Flora, Ragu pasta sauce and Batchelors cup a soups. I also won pitches for P&O Cruises, The Economist magazine and BBC radio four accounts. I enjoyed my time at the agency and the experience I gained working on high profile FMCG accounts. My work on the Economist was accepted by Cannes and won the Epica pro prize, my creative group won a D&ad silver for work on the Shelter account.

Founder, Cowan Kemsley Taylor; London - 1990-1993

I launched Cowan Kemsley Taylor with a group of colleagues from Saatchi. In our first year we won blue chip business such as BHS, Reckitts and Conde Nast. Unfortunately these wins were not enough for the agency to survive due to economic recession and a significant bad debt. Before the agency was sold we won a D&ad silver for our Drum cider account.

Joint Creative Director, Saatchi & Saatchi; London - 1983-1990

I started my career at Saatchi and Saatchi as a junior Art Director. After a year or so I began to win D&ad awards for accounts such as the NSPCC and the National Maritime museum. I began to progress through the creative ranks and became a creative group head, winning accounts such as the International Red Cross, Ansell's breweries and the Solid fuel advisory council. The latter resulted in the now famous 'Furry friends' commercial that went on to win many awards (including D&ad) and is still voted by the public as one of their all time favourite ads. After six years I was promoted to the board and given the title of joint Creative Director.

Awards

D&AD

Silver for Best Public Service Advertisement
Silver for Best Mixed Media Campaign.
Silver for Best Charity Advertisement
Silver for Best 30 Second Commercial

Campaign Press

2 Gold and 5 Silvers

Creative Circle

2 Golds for best household TV

Cannes

Gold for Household Durables

Silver for Non-Alcoholic Drinks

Epica

Pro Prize

Gold (for home furnishings)

Skills

Photoshop, InDesign, Premier Pro, Wordpress, Illustrator

References

I have worked with Saatchi Masius for seven years on a freelance basis and on occasion taking 6 month contracts with them.

"The special thing about Adrian is his ability to come up with a fresh, new, fully formed campaign before lunch."

Surrey Garland, Executive Creative Director, Saatchi Masius

Similarly I was contracted by Ogilvy Healthworld for six months to oversee their creative department and lead the agency as they searched for a full-time international Executive creative director.

"I worked with Adrian when he was in charge of Ogilvy Healthworld Advertising. Despite healthcare advertising being a minefield of regulations and constraints, his ability to get to the get through to the nub of the brief and produce memorable ideas that worked across media made him one of the standout creatives I have worked with. He was also very comfortable in front of clients and happy to make adjustments to work in real-time which often saved a huge amount of time and a good way to get clients to understand the creative issues."

Julian Greene, Client Services Director Healthcircle Advertising

I was introduced to Andy Johnson at GSK and have worked with him on a number of international creative briefs.

"I worked with Adrian for about a year and in that time always found him full of fresh ideas and responsive to addressing issues. This made the work both cutting edge and usable."

He has a strong creative track record and always found new ways of coming at an issue or challenge that we gave him."

Andy Johnson, VP and Global Business Leader at GSK

Another of my clients, Fashion Targets breast cancer has contracted me for the past three years. Working closely with their Marketing director Natalie Legg, I have created and overseen the production of their campaigns.

"Working with Adrian Kemsley has ensured we have been able to devise a truly creative campaign which puts the cause firmly back into the heart of Fashion Targets Breast Cancer"

Kath Abrahams, director of engagement and income generation

I have worked closely with WWP's Detroit office on a number of occasions, again overseeing their creative department while they searched for a new Creative director for Ford.

"Adrian likes to ask difficult questions; I like that, it forces you to confront the difficult issues. When you see the work you get to ask yourself questions like 'what if?' and 'why not?'. He pushes you - great creative minds do that."

Paul Venn, Global President, Team Detroit

Marco Pagni the Executive vice president of Walgreens Boots Alliance has introduced me to his Marketing teams and I have subsequently completed international projects for them. He will vouch for my contributions in creating an international marketing toolkit.

For the past 5 years I have worked for Holiday Extras merchandising their holiday services such as airport parking, lounges and hotels, holiday currency and insurance products. This has involved creating multichannel concepts including national TV and radio.

"I really can't speak highly enough about him, he's professional, exciting and he's made a huge difference to our business. I'm delighted with what we've achieved under his guidance; things like content for SEO, PPC landing pages, emails and how we present our products for sale. We'll definitely be using him a lot in the future".

Matthew Pack, CEO Holiday Extras

Contact details are available upon request.

Account experience**Pharmaceuticals**

Pfizer (Champix)
Boots (Solei)
GSK (Benlysta / Imigran) Boehringer Ingelheim (Tomtovoc)
Azur (Prialt)
Bayer
Prevenar
Asprin (Global Campaign)
Astellas (Quintenza)

Holiday / Transport / Travel

British Airways
Going Places
Holiday Extras
Irish Ferries
Airparks
JAL
P&O Cruises
Virgin Airways

House / Garden

Dupont
Interflora
Kiddie Group
Levers
Phone Point
Polycell
Proctor & Gamble
Reckitt & Colman (Lemsip, Dettol)
Solid Fuel Advisory Council
Tefal
Gas Central heating

Media / Entertainment

BBC (Radio 4 / Radio 5 live / BBC Publishing)
Bloomberg
Canon (Cameras / Business machines)
Capital Radio
Goodmans Stereo
IMAX Cinemas
MGM
National Maritime Museum
Panasonic
Royal Historic Palaces (Tower of London /
TDK
United Racecourses
Yamaha Organs
ITN
Radio Authority

Tiscali broadband

Publications

Springer & Jacoby (Auto Express)
Fabbri Partworks
OK Magazine
Bloomsbury Publishing
The Economist Europe
Code Nast (Vanity Fair)
Haymarket (What Car? / Autosport / Stuff Magazine / The Net)

Retail stores

BHS
Courts
Dixons
Wickes
GNC
Early Learning Centre
Kwik Fit
Littlewoods
Maples
R M Williams
M & S
Wickes

Automotive

Honda (Cars /Bikes)
Ford Lincoln
Rover cars

Business / Financial

American Express
Citi Bank
Morgan Stanley
Credit Suisse
Dresner
Swiftcover.com
Merril Lynch
COI Business Link
Fisons
Guardian Royal Exchange
Lombard Financial Services
Northern & Shell
Standard & Chartered Bank
Switchcard Services

Alcoholic drinks

Ansells Bitter
Country Manor
McEwan's lager / Newcastle Brown Ale / Theakstons)

Miller Beer
Swan Lager
Tetlev Bitter
Whyte & Mackay Whiskey

Beauty / Toiletries

Biore
Solei
Elida Gibbs
Estee Lauder
Smith & Nephew
Wella

Charity / Public services

Action for the Blind
The Red Cross
Action Aid
The NSPCC
The YTS
Greenpeace
COI Business link
The YTS
Campaign for Sunday training
The National trust

Computers

Accolade Computers
Atari Games
Canon Business Machines
IBM

Food / Non alcoholic drinks

Birds Eye Walls (Magnum ice cream)
Brooke Bond Oxo Foods (Typhoo Tea)
Ginsters Pasties
Glenrych Pilchards
Lipovitan
ABF (Ryvita / Blue Dragon)
Schweppes
Van Den Berg Foods (Flora / Batchelors / Mushy Peas / Ragu past sauces /
Batchelors cup a soup / Peperami

Tobacco

Gallahar (Silk cut / Hamlet / Benson & Hedges)
BAT (Kent / 555 / John Player / Nicoventures / Mobi)
Philip Morris

Corporate

BNFL

Pfizer
Heathrow