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CREATIVE ETHOS



Inspire myself and those around me to be the best they can.

Lead by example - never ask anyone to do anything you wouldn't do yourself.

Apply a light touch where possible so creatives are given their head to get their ideas through.

What's the first line of your sales pitch - clients may not be as passionate about an idea so don't lose one by not giving it a chance in the meeting.

Stay creatively excited - look at, read, watch and listen to lots of things to keep the passion for creativity.

Brilliance doesn't mean brilliant - a brilliant concept is nothing unless you are prepared to put in the hard graft to make it happen.

Open your mind to possibility - I love those 'what if' moments where a stupid thought might just be genius

TECH SKILLS

Microsoft Office
Abobe Illustrator
Abode Indesign
Abobe Photoshop
Adobe XD
Midjourney AI
Slack

I am an Executive Creative Director with far reaching experience of the creative needs of marketing and the many areas it covers. During my career I have worked in sales promotion (activation), direct mail, brand advertising, trade marketing, digital marketing, website design, events, outdoor, radio, video and TV. I also had a period working in the show business industry but that's another conversation.

I have worked abroad, been part of small start ups, big global network agencies, been involved with merging agencies and creative resource, set up creative departments, run production departments and also worked on my own. I've also sat on a number of awards panels. So, whatever the creative landscape, I'm happy. And although I've been on many boards and management teams involved in the commercial and structural side of agencies, I still love doing the work. I'm a hands-on person and don't think that will ever change. That's why I've become very interested in the new AI possibilities becoming available to us creatives and have used image AI platforms quite extensively.

EXPERIENCE

On-going
Creative Director/Designer/Copywriter/Partner,
Nest Marketing, Surrey

Nest is my own brand which i started many years ago as an entity I could use for freelance or any consultancy projects.

15 Years (current)
Executive Creative Director, BPL Marketing, London

I am one of three partners in BPL who took the business over from the previous owners. The original business had been set up as a production partner for the launch of Three handling digital and print assets. When we took it over, we changed it into a full service creative agency with a conventional structure and a wider range of skill sets. Three is still a client at BPL. We brought in The Guardian, Land Rover, Racing TV, Travelex, The Royal British Legion, Mars, Bauer, Air Astana, Robert Dyas, The Jockey Club and Unilever. We grew the agency from 6 people to 30 at its largest. I have overall control of the creative and production output and recruited every single creative into permanent roles instead of the freelance resource they had relied on.

I work closely with the designers, copywriter, artworkers and video animators on every aspect of creative output. I am very experienced at art directing photoshoots, animators and film/video and briefing retouchers. During this time we have created and produced many TV commercials and radio spots so have an in-depth knowledge of the process building up many contacts in this sector.

I am client facing and have close working relationships with many of the clients presenting ideas and getting under the skin of their businesses and challenges.

In my board role, I am involved in all aspects of the agency and fully comprehend the legal obligations of a business including understanding accounts, cash flow, employment law and corporation tax.

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9 Months

Executive Creative Director, Dialogue 141, London

Dialogue was a WPP agency aligned to Ogilvy. I had been asked to work with them in their Hampton Court office after they were acquired. Their client list was very solid FMCG such as Duracell and Gillette. This involved a lot of activation, in-store POS and trade marketing. As part of a further reorg, WPP merged Dialogue with 141 and I became overall ECD of the merged business which was relocated to Paddington. A key part of this role was merging the two creative departments which involved a lot of identifying skill sets and personalities whilst trying to make everyone feel as one. This was the third time I had been involved in a merger so I was able to lean on past experiences. Plus I'd worked closely with them so I knew their skills and abilities well and was able to transition them over without too much trouble.

4 Years

Executive Creative Director, Ogilvy Action, London

Being part of a large global network, the issue of client conflict can be quite a big thing. So, Ogilvy had two agency brands which had different client lists. The account teams were separated but the creative resource I headed up was a shared one between 141 and Ogilvy Action. So, I was ECD for both agencies and carried two business cards. Within Action, we handled the activation side of some of the biggest Ogilvy network clients such as BAT, Ford, BP, Kodak and HSBC. Most of the projects on these client were quite large and therefore slow which I personally found quite frustrating. It also opened my eyes to the working of the network structure which doesn't really allow for a 'fleet-footed' operation I had been used to.

I was involved in WPP's initiative to create groups across their agency network for certain clients so I was part of Team Ford and Team HSBC which involved weekly meetings reviewing work together and sharing knowledge and experience on these clients.

My role involved discussion with planners on brief and strategic approach. Briefing into creative teams then reviewing and directing creative response. Then finally client presentation and involvement with production of the ideas selected. As we had a large production resource internally, I was quite involved with them as I enjoyed this side of the role.

I was also part of the senior management team (not the full Board). We were responsible for the on-going function of the agency including resource, culture and office environment. As part of this, I went on many WPP courses dealing with employment law dealing with redundancy, recruitment and reviews.

4 Years

Executive Creative Director, 141 worldwide, London

I arrived at 141 following the sale of Tarantula London to WPP. It was clear they wanted to merge the two agencies together and they saw the Tarantula management team as the people to move the merged business forward. So, I started as Deputy Executive CD reporting to the ECD who has been there quite a while. When another agency start up happened within the network, he moved to head that agency up creatively and I took over the role of ECD at 141.

For the first year the ex Tarantula clients and staff worked solely on their accounts but then we started to mix resource to gain different skills and opinions for all the clients. I believe it made it more interesting for the creatives as they were exposed to different clients, taken out of their comfort zone in some cases and allowed a bit more creative freedom than maybe they'd had before. This was also an extremely successful period for industry awards. During my tenure at 141, we won over 15 industry awards across different sectors.



I also completely changed the structure of the 30 strong creative department which had a very flat structure. I instigated creative groups and promoted some of the senior guys into Group Head roles giving them recognition and status which I felt was missing.

I also changed the traffic and production area bringing them under my control for the first time and also took responsibility for the 13 person artwork studio.

6.5 Years

Creative Partner, Tarantula Group, London

Tarantula was my first experience of starting a business from scratch. I was one of 5 partners who had worked together in other agencies and decided to do our own thing. We started in a very modest way working out of shared office space in Chiswick and all of us were very involved in all aspects of the business from the creative to the financial side.

In the 6 and a half years we ran Tarantula, we created a number of individual Tarantula brands operating in different global regions: Tarantula London, Tarantula Copenhagen, Tarantula Moscow, Tarantula Shanghai, Tarantula Almaty & Tarantula Guangzhou. The expansion into different countries was driven by our client, British American Tobacco who we worked for in the majority of the offices.

I had overall creative control although a lot of the creative thinking was done in London where I was based then sent to local offices for localisation. Trade marketing was a big part of what we offered especially in Russia and China so I visited both on a regular basis to see local markets and build relationships with the clients.

During this period, we also acquired a few smaller companies in the UK to gain access to a couple of big clients such as Coca Cola. We went on to work with Coca Cola for 6 years handling promotions and trade marketing.

I also became heavily involved in the betting and horse racing sector so have a wide knowledge of the technical aspects of both as well as understanding consumer mindsets in these areas. I was part of a syndicate with a few clients and colleagues owning a number of horses - none of which made us rich!

Our client list consisted of brands such as Cadburys, The Guardian, Andrex, Coca Cola, Racing UK, Carling, Sainsburys, Homebase and Coral.

1.5 Years

Creative Director, Dynamo Marketing, Hammersmith

I was head hunted for this role which was only supposed to be a short term arrangement. At the time, that appealed to me as I knew I was going to be involved with the Tarantula start up when everything was in place.

Dynamo was a 50 person creative agency which primarily focused on brand and trade marketing. Their client list included Bacardi, Fisher Price, Coca Cola & Schweppes and Sky TV.

I was brought in as their previous Creative Director had left 6 months previously and the board felt they were a bit rudderless creatively. A board director had taken on the role but was clearly not suited to it and didn't really inspire the 15 person department. So, I introduced some new ways of working which the team appreciated as well as encouraged the board to be more bullish in new business which they'd been holding back on due to the lack of a CD. This period of new business pitches went extremely well with us bringing in over £400k of new billings.

Although I was totally transparent with them about my plans, they offered me a board position with the possibility of equity. I believe they saw the success in the new business area and also that the general vibe in the creative department was much happier than when I arrived.



7 Years

Creative Director, USP/CSP, London

This was my first experience of being involved with agencies merging however, when I joined, USP was a small independent agency in Shepherd's Bush. I made the decision to join them as it was an opportunity to learn more about the running of an agency and the business side. As it was board position, I could build my knowledge outside of just the creative workings.

The agency was focused on sales promotion and trade marketing and had a strong client list given their small size. Clients included Tetley Tea, QuickBrew, Castlemaine XXXX, Carlsberg, and Special Brew.

I replaced the former Creative Director who was one of the founders who emigrated. I did all of the conceptual work myself and brought in a few specialists such as artworkers and visualisers to work with me.

After about 3 years, the remaining partners decided to merge USP with a company called Creative Sales which was a bigger and more well known agency in the SP sector. The new entity became CSP. I became Creative Director of the new agency and had to start building a permanent department rather than relying on freelance which both companies did. After a year, I had 3 art directors, 2 artworkers, a copywriter and a visualiser in the new department.

The new client list expanded to include Cadburys which became an important client for the agency producing some of their biggest promotional campaigns. I led the creative on all of these which included on-pack, trade pos, trade presentations, events and even TV ads to promote the campaigns.

CSP was acquired a small media PLC which meant another location move and possible changes to structure and resource so I decided that was a good point to move on.

1 Year

Creative Director, Triangle Pacific, Hong Kong

My first adventure working abroad! The agency I started at, Marketing Triangle, was owned by ex Y&R people who had contacts all over the world. As the ad and marketing sector was doing well and growing rapidly at this time, they decided to expand and choose a partnership with Dentsu to set up an agency in Hong Kong. The agency was based there but they targeted clients across the whole of the Pacific region so I did a lot of business travel whilst there.

I had been working on some of the accounts from London but it was decided they needed a Creative Director out there to drive things forward creatively so I was offered the role.

Having come from a very fast moving London agency, it was a bit of a culture shock. When working abroad, it's very important to adjust to local ways of doing things as well as being respectful of local culture. I had no creative department so I did all of the ideas, copy and art direction myself then used local studios to create artwork in dual language English/Chinese.

I worked on some interesting accounts such as Schweppes, Standard Chartered Bank, Donzi Speedboats and a big local water brand. Although the ways of working and the clients were challenging, I enjoyed my time there as it challenged me and it really opened my eyes on how to apply my creative skills.



4 Years

Creative Executive (Art Director), Marketing Triangle, London

This was my first job after finishing my design degree. I went to Triangle on 4 weeks work experience and ended staying 4 years. At the time, it was one of the biggest sales promotion agencies in London and proved to be an amazing place to go for a first job. I learnt so much from the people there and was exposed to some huge projects and big clients. The client list included Imperial Tobacco, Cadburys, Fisher Price, Nat West Bank, Golden Wonder, Coca Cola & Schweppes.

My initial role in the 20 person creative department was very much as a junior given basic tasks to start with. There was no macs then so we hand drew all ideas, briefed visualisers and presented from foam boards. All artwork was done from traditional type setting by the specialist studio they owned and it sparked my interest in production techniques which I have to this day.

In time, I was promoted to become a Group Head taking responsibility for 4 other people. My role included trafficking briefs to my team, reviewing them with the CD, offering opinions on suggested improvements and writing my own review notes on the team for the CD to use in his formal performance reviews. This was also the first time I was expected to have direct client contact. I would attend client meetings when possible to talk through creative work and hear feedback direct. It gave me a great perspective about the sort of things that are important to clients - hasn't really changed much over the years!

I was promoted to Deputy Creative Director to support the CD who was becoming solely focussed on new business. So, in effect, i was running the rest of the client

EDUCATION

3 Years

**SIAD Degree in Graphic Design (Society Of Industrial Artists & Designers)
Richmond-upon-Thames College**

2 Years

**SIAD Foundation Course with A levels
Richmond-upon-Thames College**

INTERESTS

I have loved all kinds of music since I was a teenager and still a regular concert goer. Also an avid theatre goer enjoying all types of theatre from drama to musicals.

Although I love all sports, I have been a season ticket holder at Chelsea FC for over 20 years and still go to every home game with my son.

As i'm sitting at a desk, i love to do manual things which have a creative element. So like DIY and carpentry.

Also go into cycling 5 years ago so bought a stupid expensive bike and head out most Sundays with a group of friends.

