



Danny Claridge

Advertising and marketing Creative Director, not ready to retire

Now looking for a full or part time position where his considerable experience will make a difference

Career History

Independent Consultant CD	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 successful and 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 in integrated marketing and advertising, with 4 years as Joint Creative Director of Promotional Campaigns, a leading marketing communications company, he joined the upcoming creative agency 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. Danny is one of the few creatives who are equally at home working in any media channel, so he was therefore a strong influence on Triangle's multidisciplinary approach, which was the catalyst for the agency's meteoric rise to the forefront of its sector.

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'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 in his sixties, 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 more than half his age. He believes in leading from the back and has always been 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.

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, a new fledgling agency, 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 Walkers Crisps Brit Trips campaign.

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 progressed, Danny 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 suited to the flexibility offered by freelancing. Accepting and understanding this decision, The Big Kick still called on Danny's unique skillset from time to time. So, Danny still played a key role in the development of their retail offering and continued the work he did on Tesco for a year or so afterwards. Danny's contribution made The Big Kick a centre of creative excellence much envied by its competitors.

Now...

But, after 8 years as a freelance creative consultant in London, then a move to King's Lynn in Norfolk, Danny has missed the excitement and challenges of working in an agency as part of a team, so he is looking for a role as a creative thought leader or director in a small agency, where his talents will help nurture and develop a creative department and enable the company to grow. Ideally, this would be in the Norfolk area, no further south than Cambridge or Bury St Edmunds and out to Norwich. Danny doesn't mind trips into London or other cities as part of the role.

Skills

To be clear, Danny is not a Mac operator, visualiser, designer, website builder or social media whizz. He is an original, creative thinker, creative strategist and an ideas machine. His art direction and copywriting skills are his best creative assets. He can lead insight development and help build brand architecture. He can run and manage whole creative departments, motivating and inspiring creatives at all levels, and ensure creative work is of the highest quality, meeting all the objectives and always on brand.

Danny can create, develop and orchestrate original and distinctive ad campaigns, integrated communications, in-store shopper campaigns, on pack promotions, experiential marketing, retail communications, 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 creative teams, do creative brief gatekeeping, liaise with account teams and help write and prepare presentations or pitches. He works mainly with a pencil (to scribble with), pen (to write with), and a PC/PowerPoint. But his creative intuition and love of wordplay is the sharpest tool in his box.

Contact: Danny Claridge

Mobile: 07774810029

Email: danny@dannyclaridge.com

Home office: 7, Victoria Close, King's Lynn, Norfolk PE30 3FF

Work archive: www.dannyclaridge.com

LinkedIn: <https://www.linkedin.com/in/dannyclaridge>

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 TWITTEY

20th June 2007

Initials Marketing Ltd
Century House •
100 Oxford Street
London, W1N 9FB
020 7636 2027 •
020 7436 9236 •
www.initialsmarketing.co.uk •

TO WHOM IT MAY CONCERN



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

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

