

Brian Galloway Creative Consultant has worked in large international ad agencies such as O&M, Creative Business and DMB&B, amongst others. Initially as an Art Director, to Group Head, then on to Creative Director. With Y&R he was a roving Creative Director, setting up and running embryonic creative departments in Eastern Europe.

Client's worked on included... American Express, Diners Club, Whiskas, Twix, Mars Bar, Hoover, Nokia, Pal, TAP Air Portugal, Portuguese Tourism, PepsiCo and Motorola.

He worked on all aspects of a campaign from the creative point of view, but very aware of the strategic and commercial nature of the work. This was later to prove successful when he started his own agency, Galloway & Co.

In the late 90's he started his own agency, Galloway & Co., where they won every pitch entered and soon grew to billing £3m with clients such as Unisys, Youngs Brewery, MediCentre, Fox Kids TV, Acer Laptops, QXL.com, amongst others.

He ran the agency for 7 years and then moved on to do what he is really good at... He has always got straight down to the 'nitty gritty' of a communications problem, seeing it in practical and bottom line terms, his own pay-off line has always been...

Relevant Creativity

With this in mind, he now does creative consultancy, bringing to bear, his experience to a project.

Strategy: Brand development, fitting the work to the client's business.

Conquering perceptions and prejudices. Making sure that it fits with the client, their hopes and needs.

Concept: Being creative, but relevant. Bold, colourful, edgy, contemporary, now, but also subtle, not regurgitating old strategies, forward thinking, lateral thinking: looking at everything from brochures to blogs. Web 2, ramping up to Web 3.

Production: On time and on budget, easy to say, but essential. Time-lines and budget-lines are an important part of what he does.

Completion: On time, on budget. Then, if needed; tracking, research. He works with several companies such as media, above and below, researchers, copywriters, web techs etc.

Future: Creative work that has a medium to long-term view and will keep the client's business fresh and able to compete. Not short term-ism.

How I work

Cound and Co. a medium sized estate agency approached me to create a new identity. Initial designs ranged from freshening up existing logo through to a very graphic approach.

From Advertising, DM pieces, Brochures, Stationery, Point of Sale Boards, Web Site, Car Liveries, etc I created every aspect from planning, designing, copywriting (headlines and copy platform), graphics, artwork/production and a recent addition to my skill set: photography and filmmaking with 5D2.

This means that all elements have cohesion from written to visual.

When tasked to create web sites, I use my advertising, marketing and communication skills to create sites that communicate the brand values and work as marketing tools. I then work alongside a web developer to make sure the functionality enhances the offering.

Creative strategies, Viral and Biral content for web 2, such as Facebook, YouTube are part of my expanding skill set in on-line.

Concept to Completion using Relevant Creativity

For further information please contact :

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Time line

To 1978 : O & M, Art Director

Worked on American Express, Diners Club,

To 1981 : Creative Business and Saward Baker, Art Director

Worked on National Dairy Council, Brillo, Kaliber, Moss Bros,

To 1994 : DMB&B, Art Director and Grasshopper, Creative Director

Worked on Whiskas, Twix, Mars Bar, Hoover, Nokia, Pal, TAP Air Portugal, Portuguese Tourism

To 1996 : Young & Rubicam, International Creative Director in Poland, Hungary and Russia, creation and management of creative departments. Worked on PepsiCo, Aegon, Lays, Cigarette npd, Motorola

To 2007 : Galloway & Co. Agency Owner and Creative Director

Worked on Unisys, Youngs Brewery, MediCentre, Fox Kids TV, Acer Laptops, QXL.com

To present : GallowayCreate Creative Consultant

Working on freelance, projects for Cound & Co, Breezefree, Access Self Storage and others.