

# BRIAN@GALLOWAYCREATE.COM

Creative thinking, strategy, branding, graphic design, copy, photography and filmmaking for : advertising, outdoor, tv, radio, websites, blogs, brochures, direct marketing and collateral.

Above and below-the-line. Current channels include : web 2 and 3, blog, viral/biral content, wordpress plus analogue.

Brian Galloway works as a creative consultant and if needed, puts a team together specifically for the project. Which can include media buying, webmasters, writers with specific skill sets in financial, healthcare etc.

**relevant creativity**

**[www.gallowaycreate.com](http://www.gallowaycreate.com)**

**07973 386 904**

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Brian Galloway is set up to offer big agency thinking without big agency excesses.

So far this has been a successful formula.

We made a habit of taking on established agencies and winning. For example, to win the 2m Fox Kids Network account, we beat JWT, O&M and Delaney Fletcher.

We won every pitch entered.

Clients worked on : Medicentre, Young's Brewery, Freemans, Harper Collins, Children in Crisis, Unisys, Breezefree, Acer, TAP Air Portugal, Portuguese Tourist Office, qxl.com

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## Things we think about...

- 1 Our success is measured by our clients' sales graphs rather than our awards haul.
- 2 Clients should have open access to the creative brains who work on their business.
- 3 That, tv, posters, press, brochures, web sites, shelf-talkers, fliers, exhibition designs, they are all as important as each other.
- 4 We never forget whose money it is we're spending.
- 5 That creativity alone is not enough, it has to be relevant and based on sound strategic thinking.
- 6 In approaching opportunities using lateral thinking and not regurgitating old strategies.
- 7 And get to the heart of the communication problem by overcoming:  
PERCEPTIONS AND PREJUDICES  
TO GET TO THE TRUTH

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Interested in the offering?

Please call Brian Galloway on 07973 386 904

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