

KEEP CREATIVE!

Senior Creative Leadership. Zero Agency Friction.

Creative Director • Content Specialist • Brand Marketing Strategist

Solving complex business challenges through commercial growth,
high-impact storytelling, live experiences, and agile creative execution.

www.keepcreative.uk

The Commercial Creative Model

01

Deliver The Best Creative Format

From building brand identities and UI design, to shaping social media strategies, marketing and content platforms.

I deliver exact creative format to your specific business challenge.

02

Guide With Senior Leadership

You get direct access to Senior Creative Direction and resources without the large agency fees.

I offer BIG ideas, strategic rigour, and flexible pricing built directly for your bottom-line commercial growth.

03

Flexible And Adaptive Scalability

Seamlessly scale up or contract team size based on creative strategy and your project phase(s).

I offer total agility that maximises your ROI and eliminates overhead friction.

Award-Winning Creative Director: Offering You The Best Creative Delivery.

Expertise: Marketing Strategy / Brand Strategy / Design & Communication / Commercials / Broadcast Content & Delivery / Set Design / Content Production / Animation & Motion Graphics / Social Media / Live Shows / Podcasts / Brand Identity / Storytelling.

The Elastic Marketing & Support Leadership

Senior strategic leadership, internal framework integration, and holistic campaign output; scaled on-demand to grow your brand without costly agency overheads.



ANDREW KEEP
[Strategic Marketing & Creative Direction]

Core capability support:

01 - Brand & Growth Marketing Strategy

Market positioning / Messaging frameworks / Audience growth.

02 - Strategic Design & Communications

Visual design / Narrative communications / Brand guidelines.

03 - Content & Broadcast Production

Commercial production / Technical delivery / Airtime management.

04 - Live Experience & Set Staging

Physical sets / Experiential activations / Event environments.

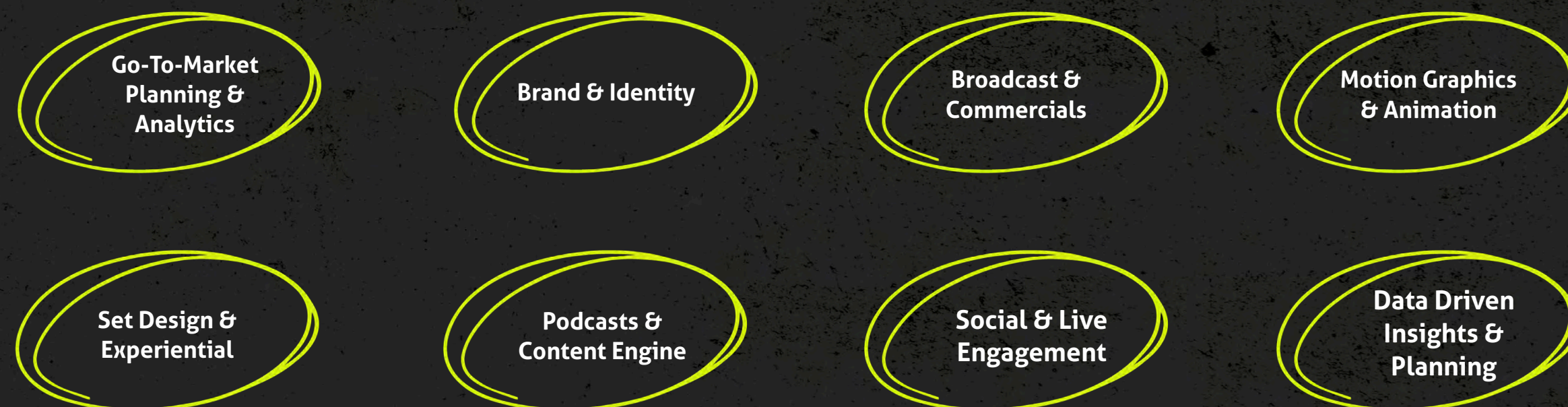
05 - Multi-Channel Content & Podcasts

Podcast production / Social campaigns / Motion graphics.

06 - Creative Leadership & Operations

Team direction / Work-flow optimisation / Talent management

Single point of strategic accountability; connecting commercial marketing KPI's directly to end-to-end creative production, broadcast media, and experiential touch-points.



Previous Clients

I bring two decades of extensive creative leadership having worked with some of the best brands in the world.

The logo for the British Broadcasting Corporation (BBC), consisting of the letters 'B', 'B', and 'C' each inside a separate square.The O2 logo, featuring a large 'O' with a subscript '2'.The sky logo, featuring the word 'sky' in a lowercase, italicized sans-serif font.The Disney logo, featuring the word 'Disney' in its signature script font.The Lacoste logo, featuring a crocodile above the word 'LACOSTE' in a bold, uppercase sans-serif font.The IMG logo, featuring the letters 'IMG' in a bold, uppercase sans-serif font.

**BRAND &
MARKETING**



A Brand New Channel to Market for Millions of Persian Speakers Around the Globe

Challenge

In 2010, Manoto TV launched with an ambitious vision to create a bold new international channel and 21st Century Brand that blended General Entertainment with trusted News content.

The brand set out to inspire a sense of freedom, creativity, and cultural connection; offering a fresh, modern perspective for a new generation of Iranian viewers. To succeed, Manoto needed a clear, unified identity and a powerful communication proposition that could translate across broadcast, digital platforms, and social media.

Creative + Strategy

As Creative Director, I led the development of a cohesive brand identity that brought together the channel's diverse content under one visual and strategic umbrella. I designed a flexible, multi-platform toolkit that aligned everything from real-time broadcast graphics to a custom streaming player, mobile app, and all social media outputs. My work ensured consistency, adaptability, and impact, creating a brand that resonated deeply with its audience and helped position Manoto as a pioneering, culturally relevant broadcaster.

'Manoto' hit 40 million global viewers, 70% among Persian speakers, solidifying its EMEA market leadership. Since its launch, Manoto has since become a constant and trusted source of news and entertainment in the region.



Universally acclaimed shows

We bring our audience the biggest global shows.

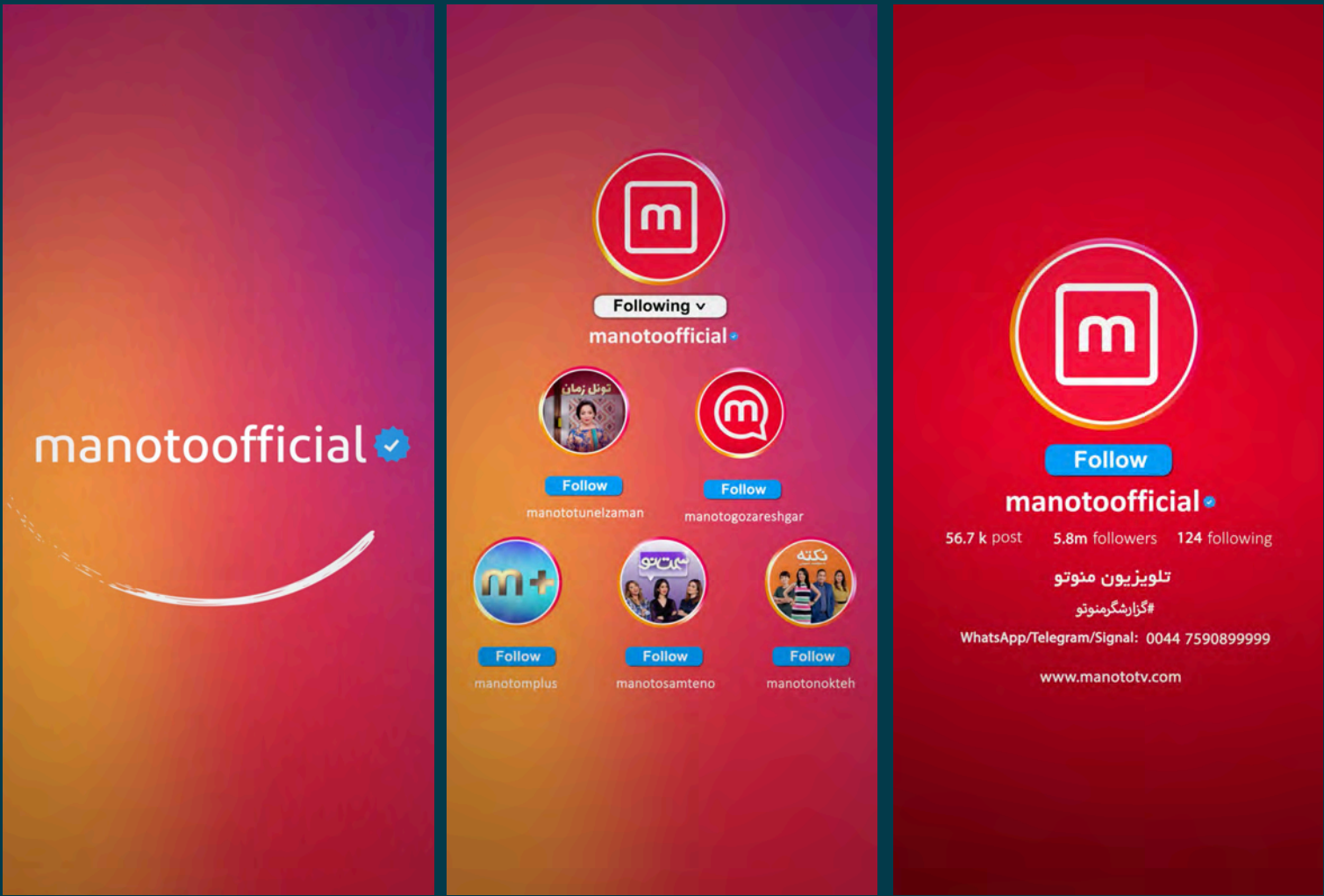
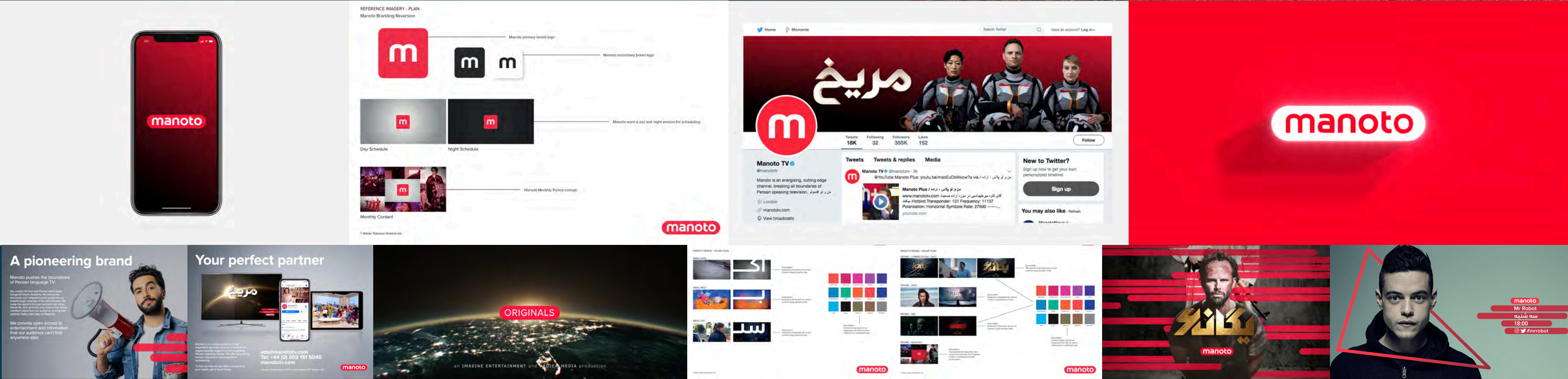
We're the only channel in the region with must-watch dramas, like Law & Order, Peaky Blinders, Downton Abbey and Mr. Robot as well as unmissable reality and factual entertainment shows like Blue Planet and America's Got Talent.

We also air live coverage of the world's most prestigious award ceremonies, including the GRAMMY Awards, the Latin GRAMMY Awards, the Golden Globes and the Billboard Music Awards.

When the world watches, so does our audience.



Branding
Marketing
Social Media
Asset Creation
Creative Planning
Strategy



LIVE EVENTS



Elysian Awards: Building an Inaugural Sell-Out Awards Show from Scratch

Challenge

As this was the inaugural year for the Elysian Awards, there was no pre-existing blueprint or established event structure to rely on. As Head of Marketing, the challenge was to create, brand, and execute a large-scale, high-profile event completely from scratch.

On a restricted budget and leading a small team, the mandate was to maximize outcomes and deliver a seamless, show-stopping performance.

Key responsibilities spanned end-to-end event strategy, sourcing and securing high-profile collaborators, attracting event sponsors, managing media teams (photographers and videographers), and creating all supporting event collateral (such as event brochures and promotional assets) to bring together an inclusive community and honour everyday unsung heroes.

Creative + Strategy

By blending data-driven execution with high-impact creative direction, I built and launched the inaugural Elysian Awards from the ground up on a restricted budget. I engineered a seamless end-to-end CRM work-flow to process nominations, authored an exclusive sponsorship deck, and rolled out a targeted social strategy that secured top-tier talent in celebrity host Jo Brand, along with key local educational partnerships.

The result was an overwhelming success: a 250-person sell-out show that delivered exceptional ROI, earned glowing community feedback, and established an enduring brand identity for years to come.



Event Strategy & Production
Brand Development & Identity
360° Marketing Campaigns
Social Media & Content Strategy
Asset Creation & Collateral Design
Budget & Financial Management

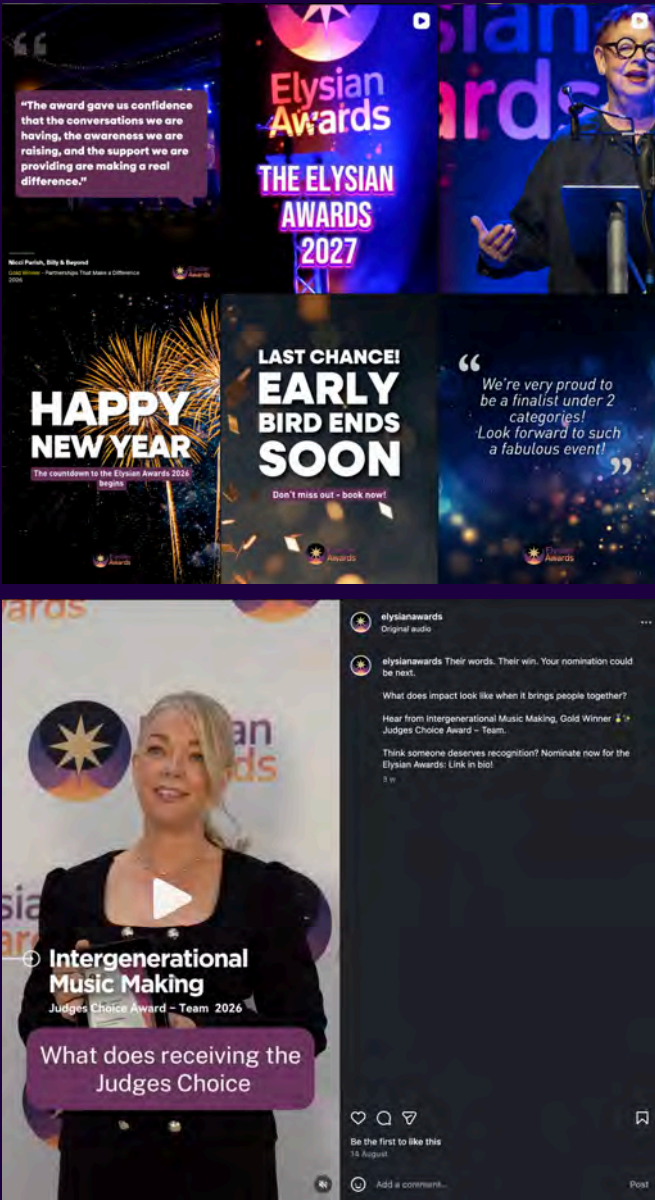
Brand



Offers + Promotions



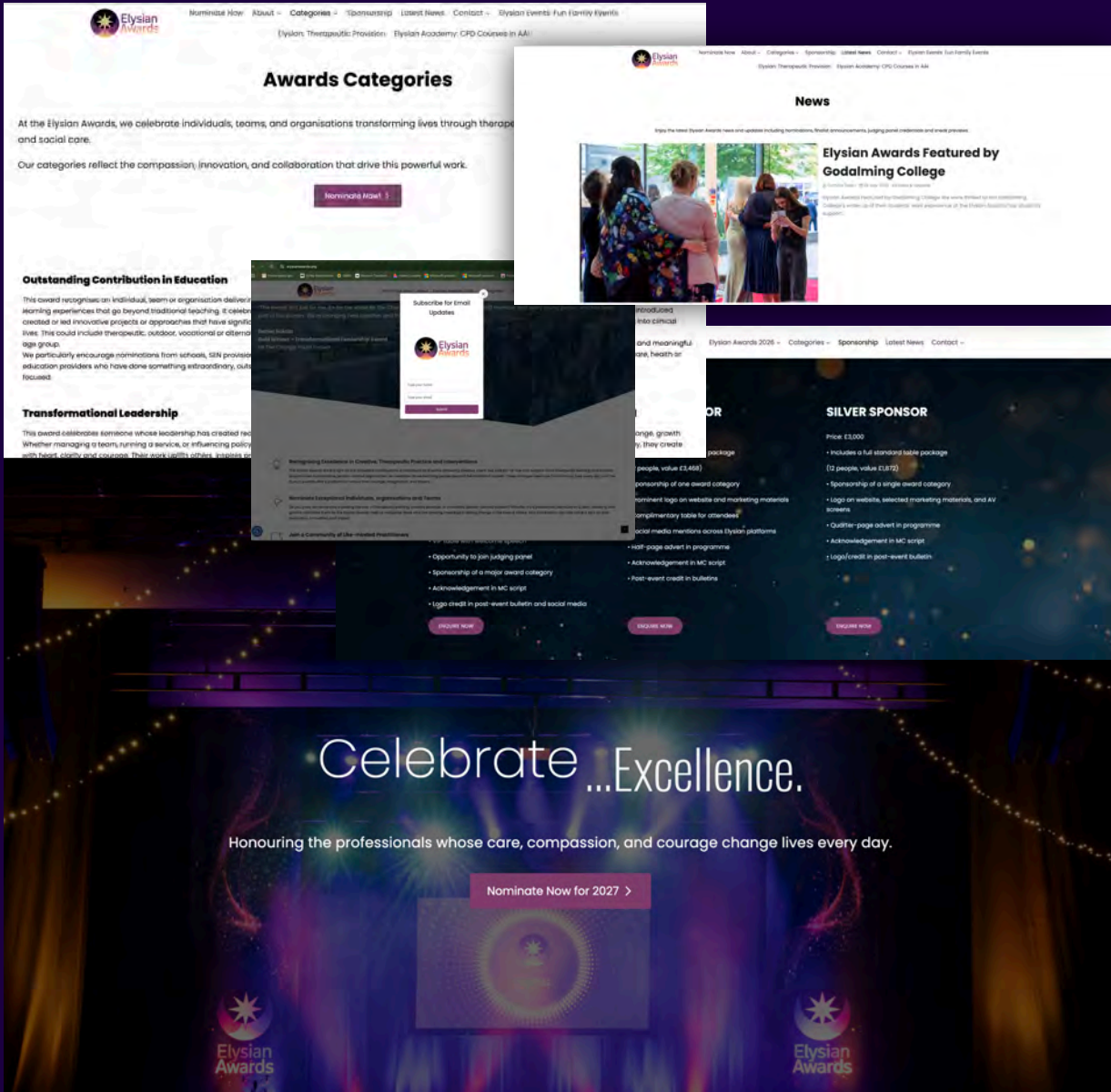
Social Media Marketing



Large Show Banners



Website Design + CRM Management



Marketing Collateral



Where Business Meets Sustainability – A Live Intimate London Event

Challenge

Establish 'Sustainability in Business', a dynamic platform designed to host tailored events that unite business leaders, alumni, students, and entrepreneurs around shared sustainability goals.

The core objective was to foster meaningful connections between businesses and emerging talent through the lens of sustainability, using engaging event formats and strategic communications.

This required creating an experience that not only informed but also inspired action; offering access to valuable data, expert insights, and opportunities for collaboration in the pursuit of sustainable innovation.

Creative + Strategy

I developed, created and executed the tailor made event, with supporting content and marketing collateral to unite environmental scientists, influential experts, and forward-thinking businesses with their brands to global audiences.

The 'Sustainability in Business' event in London incorporated sustainability into business practices through a live recorded discussion, carefully curated broadcast-style content and materials, interviews, networking opportunities, and expert insights.



SUSTAINABILITY IN BUSINESS

SUSTAINABILITY IN BUSINESS

TUESDAY 23RD JULY 2024
18:00 - 21:00

AN EXCEPTIONAL EVENING EVENT
THAT COMBINES SUSTAINABLE
BUSINESS AND SOCIAL IMPACT

1. WHAT IS IT?

'Sustainability in Business' provides customised events for business leaders, alumni, students and entrepreneurs. The goal is to connect businesses with students through sustainability, utilising engaging events and communications that offer access to data, information, and collaborative opportunities.

2. THE FORMAT

Our aim is to create a collection of specially crafted sustainability-focused events with key speakers that tackle typical business obstacles. These events will not only address common challenges but also include educational material for students, offering them an inside view of how businesses are approaching sustainability.

3. WHY?

The 'Sustainability in Business' event in London incorporates sustainability into business practices through a live recorded discussion, carefully curated broadcast-style content and materials, interviews, networking opportunities, and expert insights to create a clearer understanding.

Partners:

KEEP
CREATIVE
GROUP

Furthr.



groovy gecko.

Marketing
Social Media
Asset Creation
Event Planning
Strategy
Branding

QUESTION...

How can brands **expand** and **grow** in the modern era?

The game has changed, the traditional business rulebook has been **ripped up** and the next generation wants more from their brands, they want **value** and **purpose**.

ANSWER...

Reshape for a **regenerative** future

01. Review and measure business's environmental impact, covering the **entire lifecycle** from raw material supply to **end-of-life** considerations.

02. Adopt impact environmental economics to drive sustainable **ESG decision-making**, improve your sustainability reporting, and meet regulations.

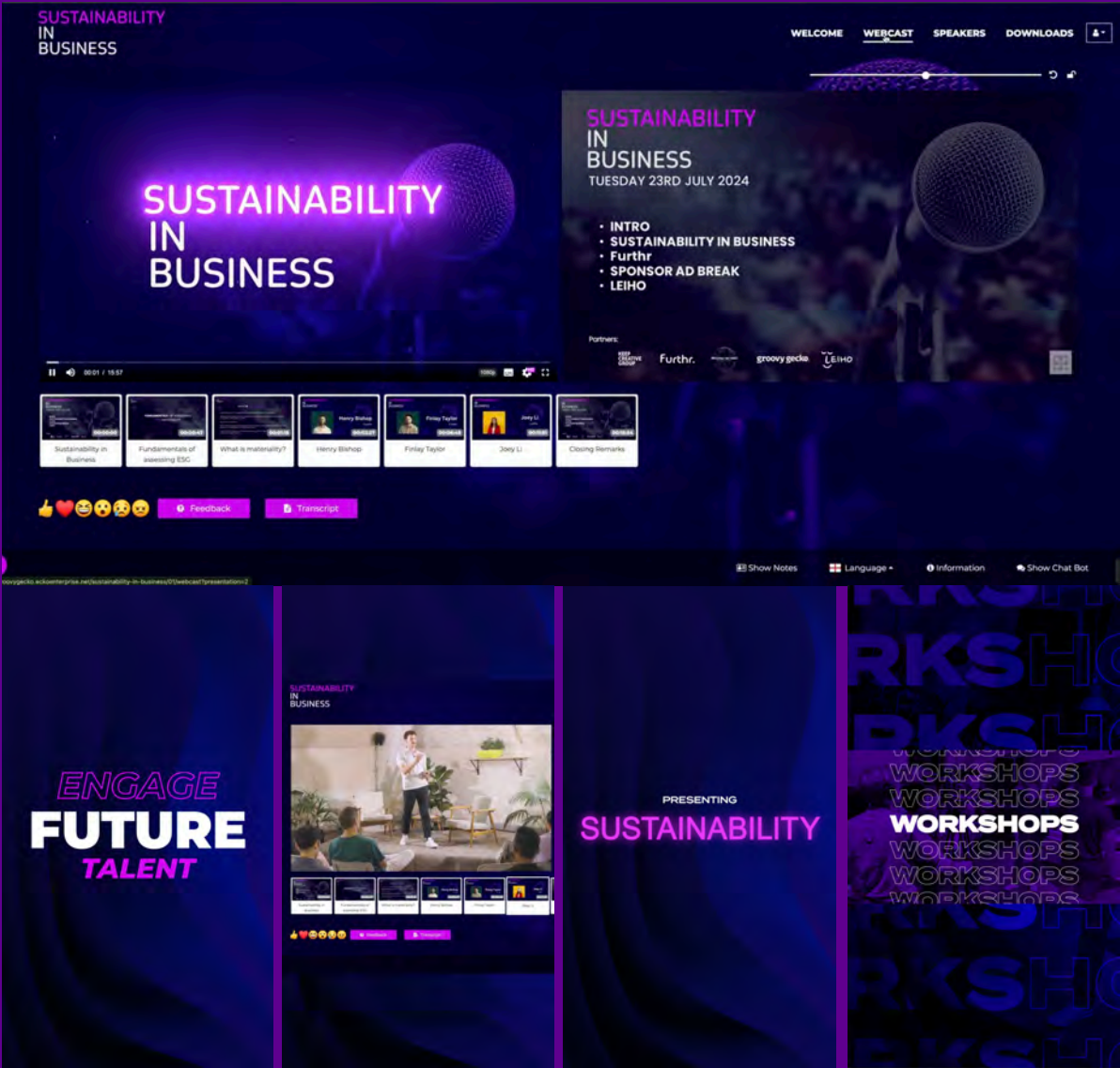
03. Harness this analysis and **scientific data** to craft clear and concise **brand communication**, driving purposeful brand engagement.

THE COMMUNICATION ISSUE

The world doesn't speak the language of "1.5 degree" or the "Paris Agreement." Only 20% of people knew the UN temperature target and less than a half have heard of the Paris Agreement.

Source: LATER IS TOO LATE GLOBAL REPORT NOVEMBER 2023
potentialenergycoalition.org

UX Design & Social Media Marketing



Marketing Collateral

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Partners:

Branding + Identity

SUSTAINABILITY IN BUSINESS

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STUDIO PRODUCTION



A Broadcast Studio Design That's Centred Around Digital Displays

Challenge

In 2019 Manoto TV embarked on an ambitious overhaul of their news, discussion and factual programming. The rebrand included moving the shows into a 5000 square foot broadcast studio with a set design that puts digital displays front and centre.

Creative + Strategy

I spearheaded comprehensive creative branding initiatives, seamlessly integrating assets with real-time broadcast graphics for live video servers, elevating the visual identity of our in-studio productions.

Additionally, I creatively directed both internal and external teams through a £2 million studio renovation project, transforming our space into a cutting-edge news broadcasting environment.

Inspired by Jack Morton's work with CNN in New York, I collaborated with them to design Manoto's new set, leveraging their recent successes with Bloomberg and 'Good Morning Britain' in the UK, supported by Scott Fleary for fabrication and Anna Valley for audio-visual installations.



**LIVE
SHOWS**



STAGE: A Bold New Platform for Persian Musical Talent

Challenge

Launch a premium live reality music competition to discover emerging Persian singing talent and connect with a young, creative, and socially engaged audience. Participants competed in four groups for a \$50,000 prize, with live performances broadcast weekly from London. Voting lines opened after each show, giving audiences the power to decide the outcome, eliminating contestants with the fewest votes.

The show needed to stand out visually and conceptually, while aligning with Manoto's reputation for broadcasting world-class music entertainment, including the GRAMMYS, Golden Globes, and Billboard Music Awards.

Creative + Strategy

I developed the programme's visual identity and overall look and feel in collaboration with the in-house production team. I creatively directed all marketing material and branded assets; including promotional campaigns, social media content, and on-air graphics. I also led the design and delivery of visual elements used within the show's broadcast interface, live voting experience, and branded content, thus ensuring cohesion across every audience touchpoint.

Additionally, I conceived and creatively directed Stage Xtra, a behind-the-scenes companion show aired during Season 2, extending the brand and deepening audience engagement. This unique extension deepened audience attraction and broadened the show's storytelling and brand reach.



MARKETING & CREATIVE STRATEGY



Elysian Academy: A High-Value Learning Hub Empowering Excellence.

Challenge

Founded by Charlotte Williams and a dedicated team with backgrounds in social care, education and therapy, Elysian arose from a shared recognition of the profound impact animals have on human well being.

As the organisation grew, the need for comprehensive training in animal assisted interventions (AAI) became clear. The primary goal was to create a bespoke training hub to drive growth and revenue by offering continuous professional development accredited CPD qualifications that empower individuals to become experts themselves.

Starting with no existing branding or e-commerce capability, the initiative required a complete strategic roadmap to develop core offerings, establish a clear marketing communications approach, build an e-commerce platform from scratch, and roll out CRM, email and social media infrastructure.

Creative + Strategy

As Head of Marketing, I built and executed the entire growth model from scratch, launching the brand identity, products, and a high converting store front within three months on a tight budget. I architected full year campaigns across Meta, Google Ads, newsletters, and social channels, supported by an automated CRM work-flow and an expertise sales strategy using stakeholder thought leadership.

I managed audience segmentation, GDPR compliance, tracking infrastructure, and multi touch attribution to optimize ad spend, delivering actionable insights to the chief executive officer and generating over fourteen thousand five hundred pounds from a zero baseline in the first two quarters.



Latmosphere: A New Creative Vision for a High-End Travel Event in Latin America

Challenge

Launch a high-impact brand activation event in Latin America on a tight time line, aimed at showcasing premium experiential and contemporary travel experiences to international travel buyers.

The objective was to position Latin America as a top-tier destination, while ensuring the event stood out from the brand's established global portfolio across Europe, North America, Africa, and Asia-Pacific.

Creative + Strategy

I developed and pitched a bold new initiative and brand concept titled 'Latmosphere', where Latin America meets creative atmosphere. This concept fused the region's deep cultural and historical richness with the vibrant energy of a modern festival, creating a unique and immersive event identity.

The strategy focused on crafting a fresh "atmosphere" around high-end travel in Latin America, designed to inspire, connect, and leave a lasting impression on both stakeholders and global attendees.



Thank You!

For over two decades, I have worked as a creative director, strategist, and marketer, delivering powerful stories and strategic ideas that move people and transform brands.

My work spans brand identities, social content strategies, and marketing. I have led everything from digital ad campaigns to full scale productions, set builds, screen graphics and live shows, always with one focus: making brands feel more human, creative, and impactful.



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