

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

Why?

Deliver The Best Creative Format

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

I deliver exact creative format to your specific business challenge.

What?

Guide With Senior Leadership

Direct access to Senior Creative Direction without agency bloat.

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

How?

Flexible And Adaptive Scalability

Seamlessly scale up or contract team size based on creative strategy and project phase.

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]

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

Core capability support:

Capability 01

Core Marketing & Brand Strategy

Capability 02

Design & Strategic Communications

Capability 04

Set Design & Live Show Staging

Capability 05

Content Engine: Podcasts & Social

Capability 06

Leadership & Agile Operations



Unique Experience

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

KEEP
CREATIVE!

BBC



THE BODY SHOP

O₂

sky[®]

BUCHANAN'S[®]



Disney



LACOSTE

IMG



**BRAND &
MARKETING**



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

Challenge

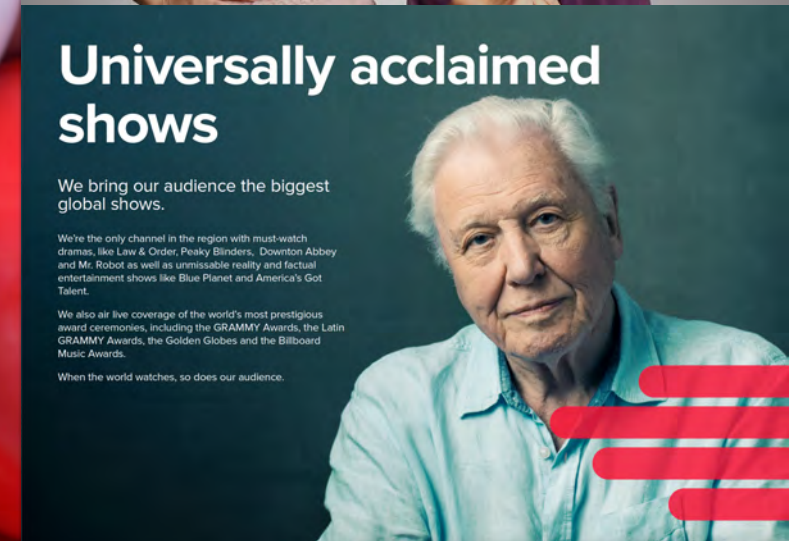
In 2010, Manoto TV launched with an ambitious vision to create a bold new international channel and 21st Century Brand that blended General Entertainment with trusted News content.

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.

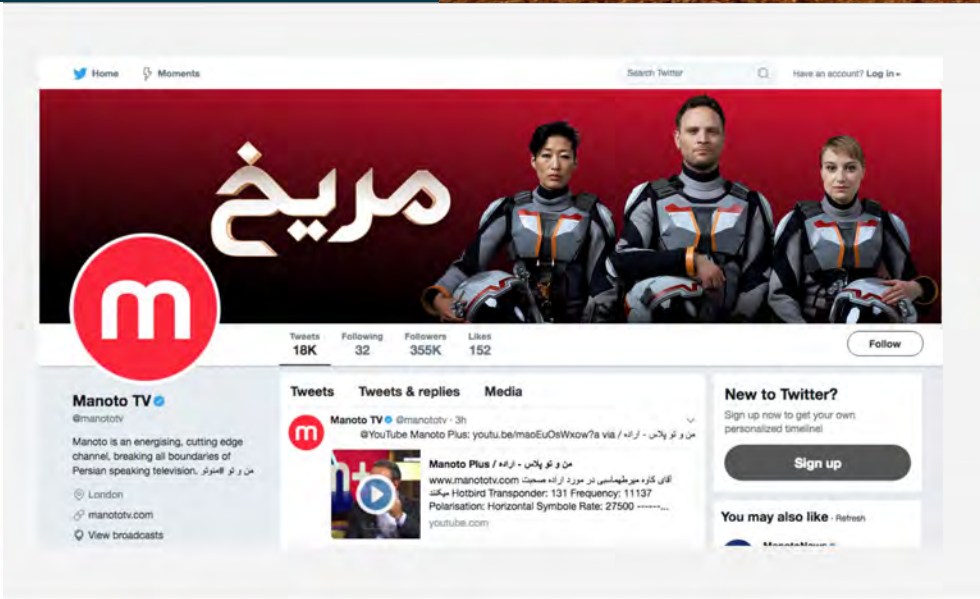
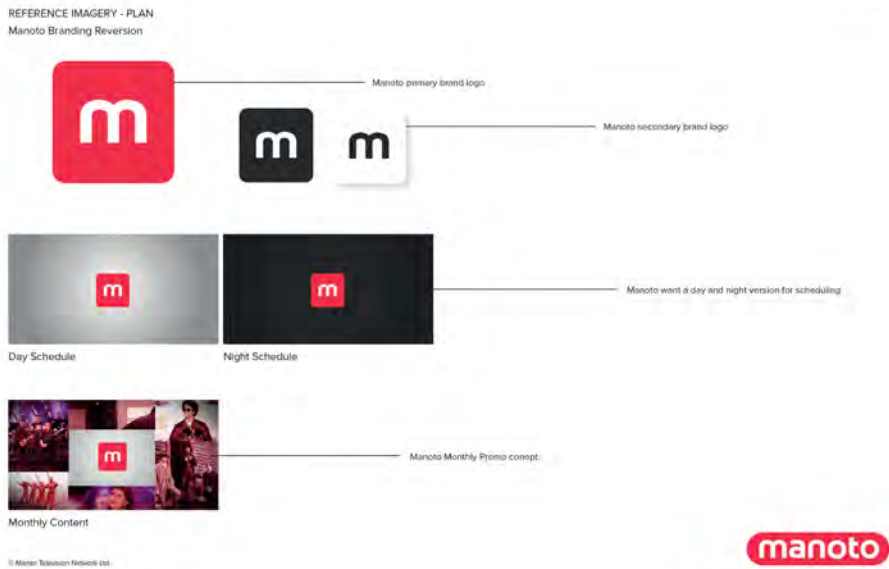
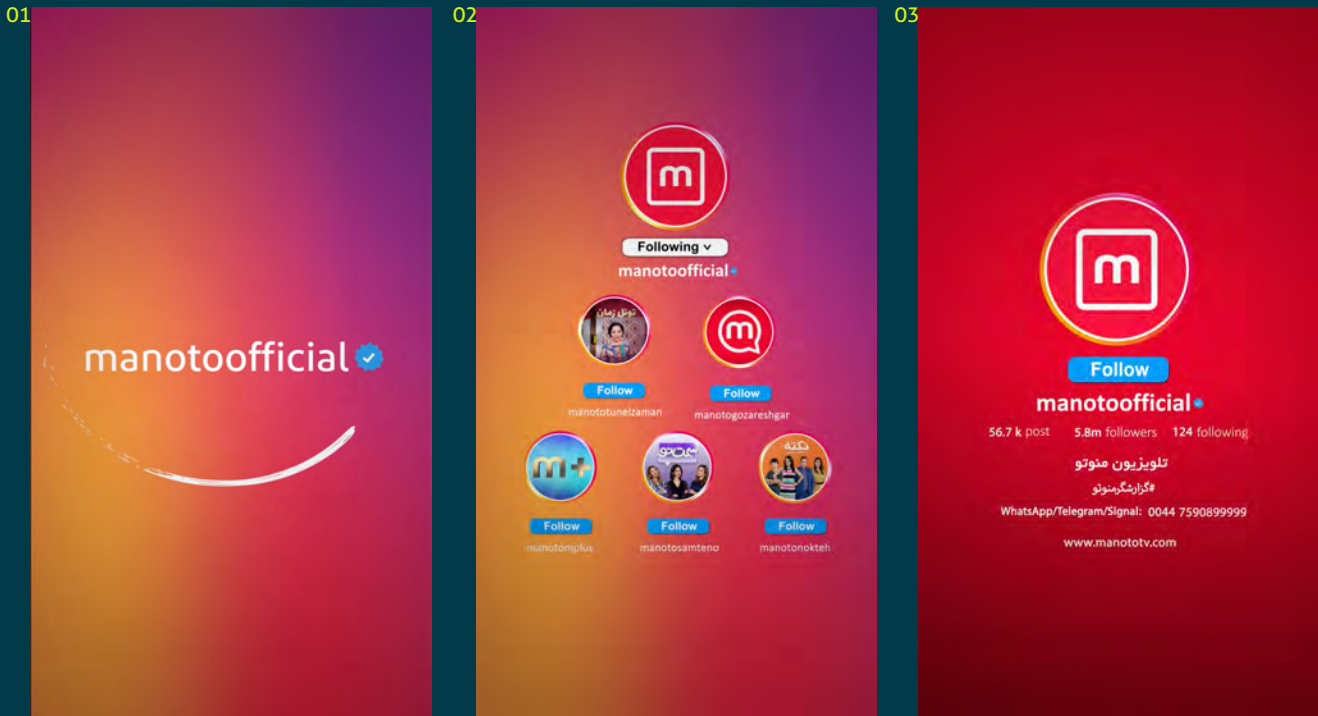
Creative + Strategy

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.



Branding
Marketing
Social Media
Asset Creation
Creative Planning
Strategy



manoto

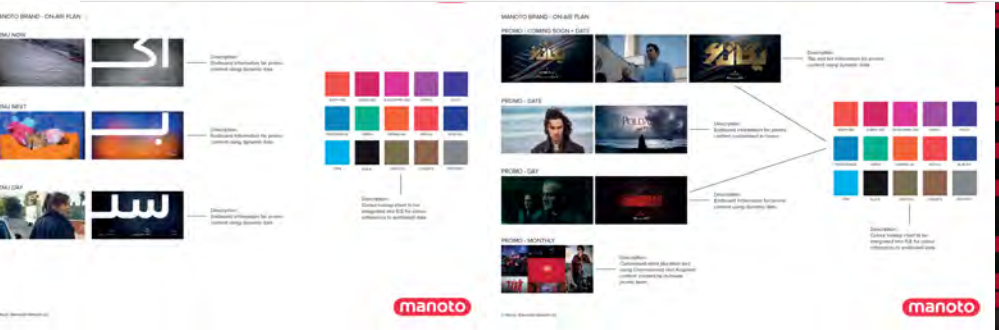
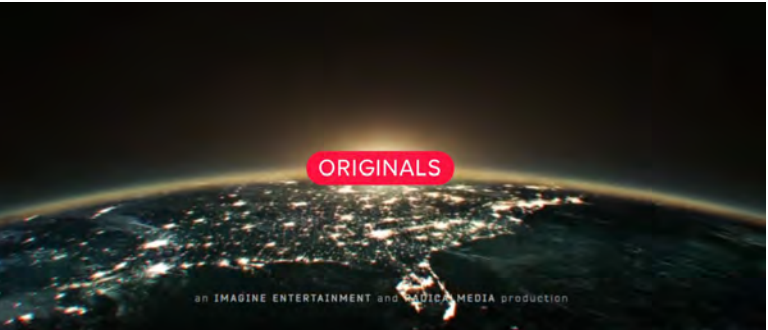
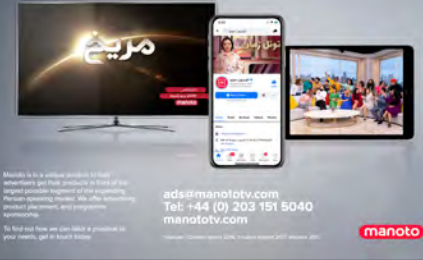
A pioneering brand

Manoto pushes the boundaries of Persian language TV.

We provide open access to entertainment and information that our audience can't find anywhere else.



Your perfect partner



LIVE EVENTS



Where Business Meets Sustainability – A Live 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

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:



Marketing
Social Media
Asset Creation
Event Planning
Strategy
Branding

Planning + Strategy

01

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**.

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02

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.

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03

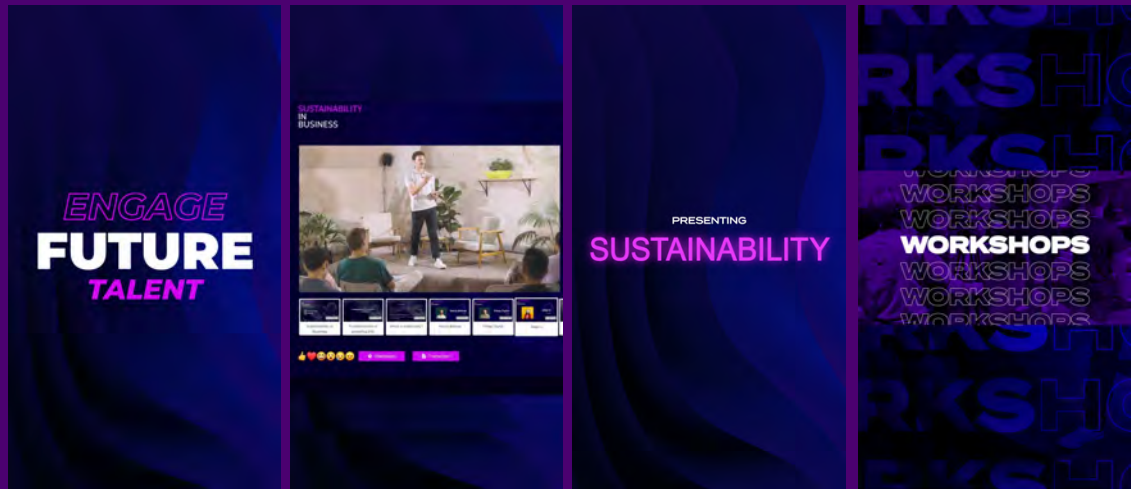
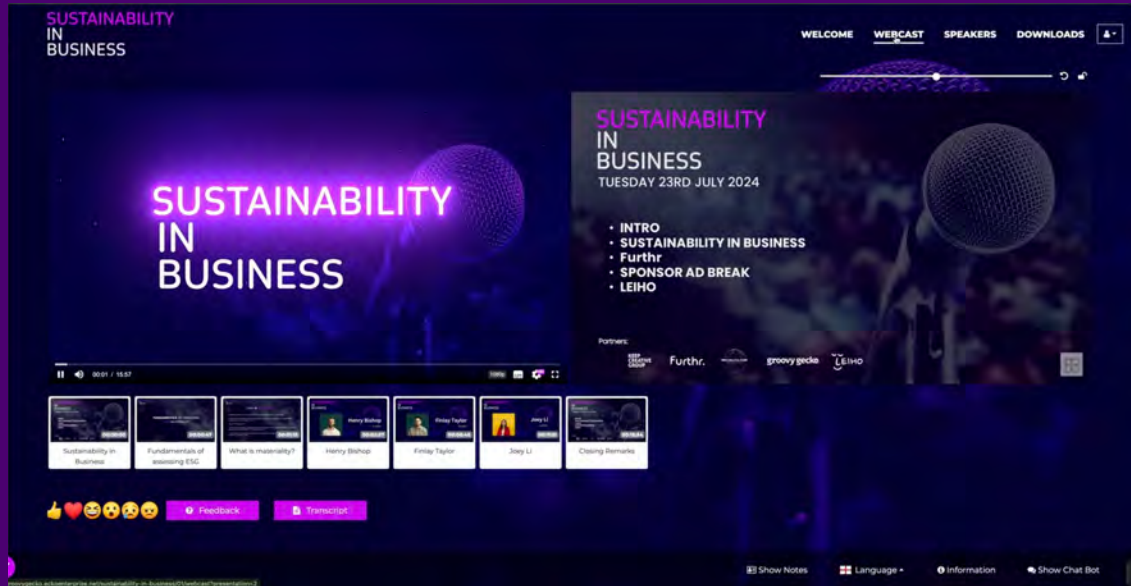
THE COMMUNICATION ISSUE

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 potentiaenergycoalition.org

KEEP CREATIVE GROUP

Interface Design & Social Media Marketing



Marketing Collateral

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Partners:

KEEP CREATIVE GROUP Furthr. IMPACTING THE YOUNG groovy gecko

Branding + Identity

SUSTAINABILITY IN BUSINESS

SUSTAINABILITY IN BUSINESS

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

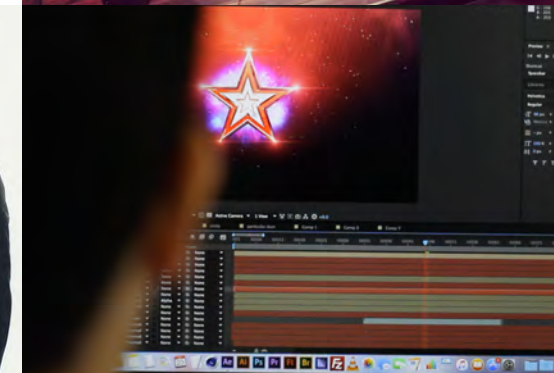
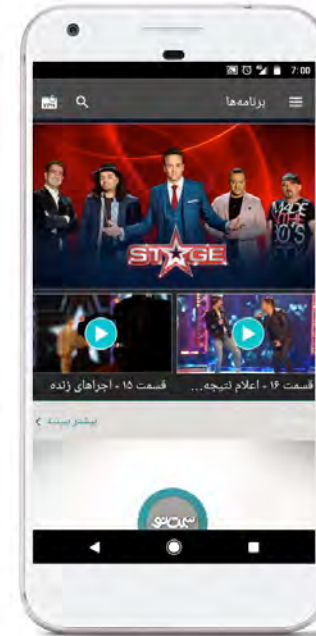
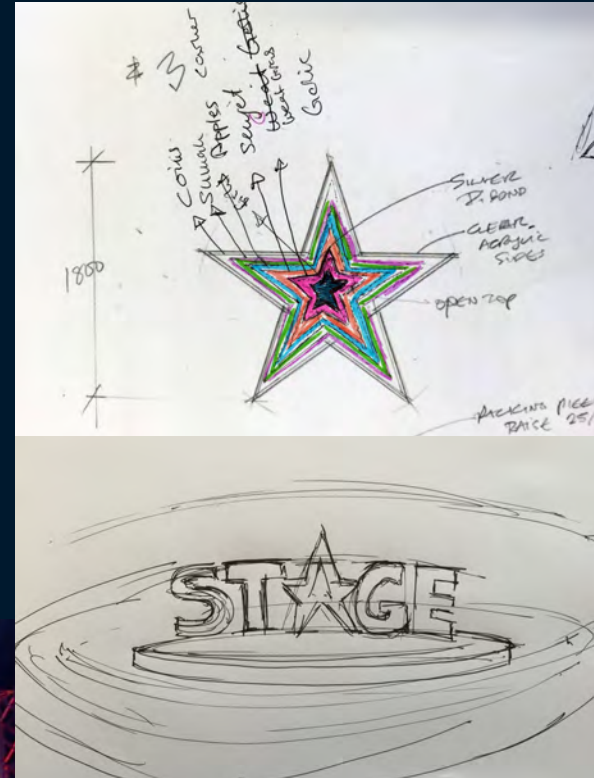
I developed the programme's visual identity and overall look and feel in collaboration with the in-house production team. I creatively directed all marketing material and branded assets; including promotional campaigns, social media content, and on-air graphics. I also led the design and delivery of 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.

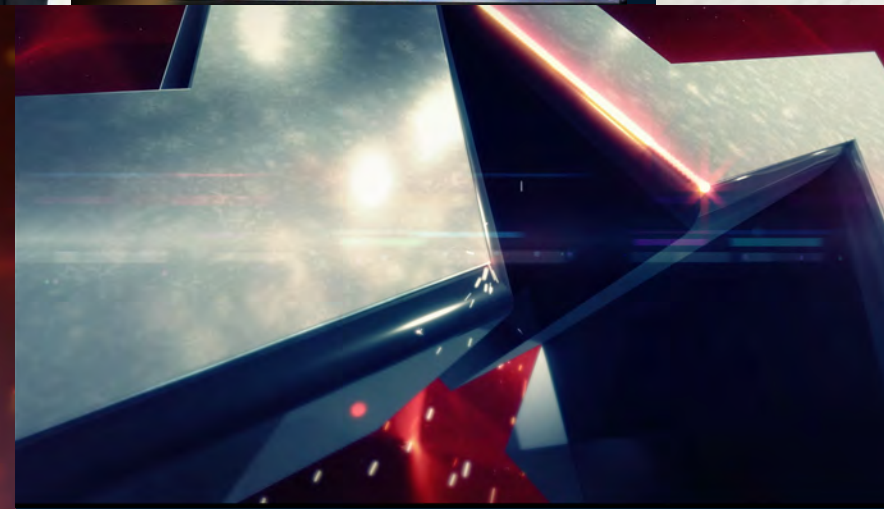
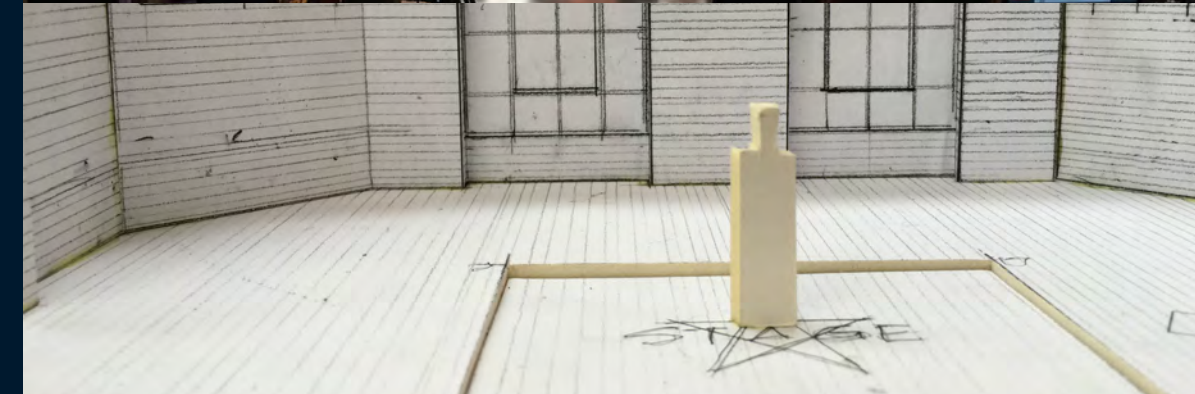
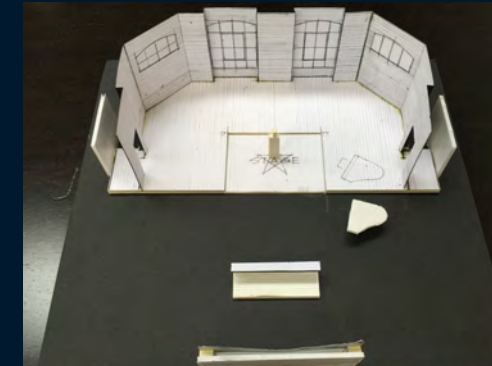


Branding
Social Media
Asset Creation
Live Event
Strategy
Marketing
Production

Branding + Show Identity



Auditions + Set Design



CREATIVE STRATEGY



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

Challenge

Launch a high-impact event in Latin America on a tight timeline, 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!

I'm a creative director, marketer, strategist, and storyteller with over 20 years of experience delivering ideas that move people and brands.

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

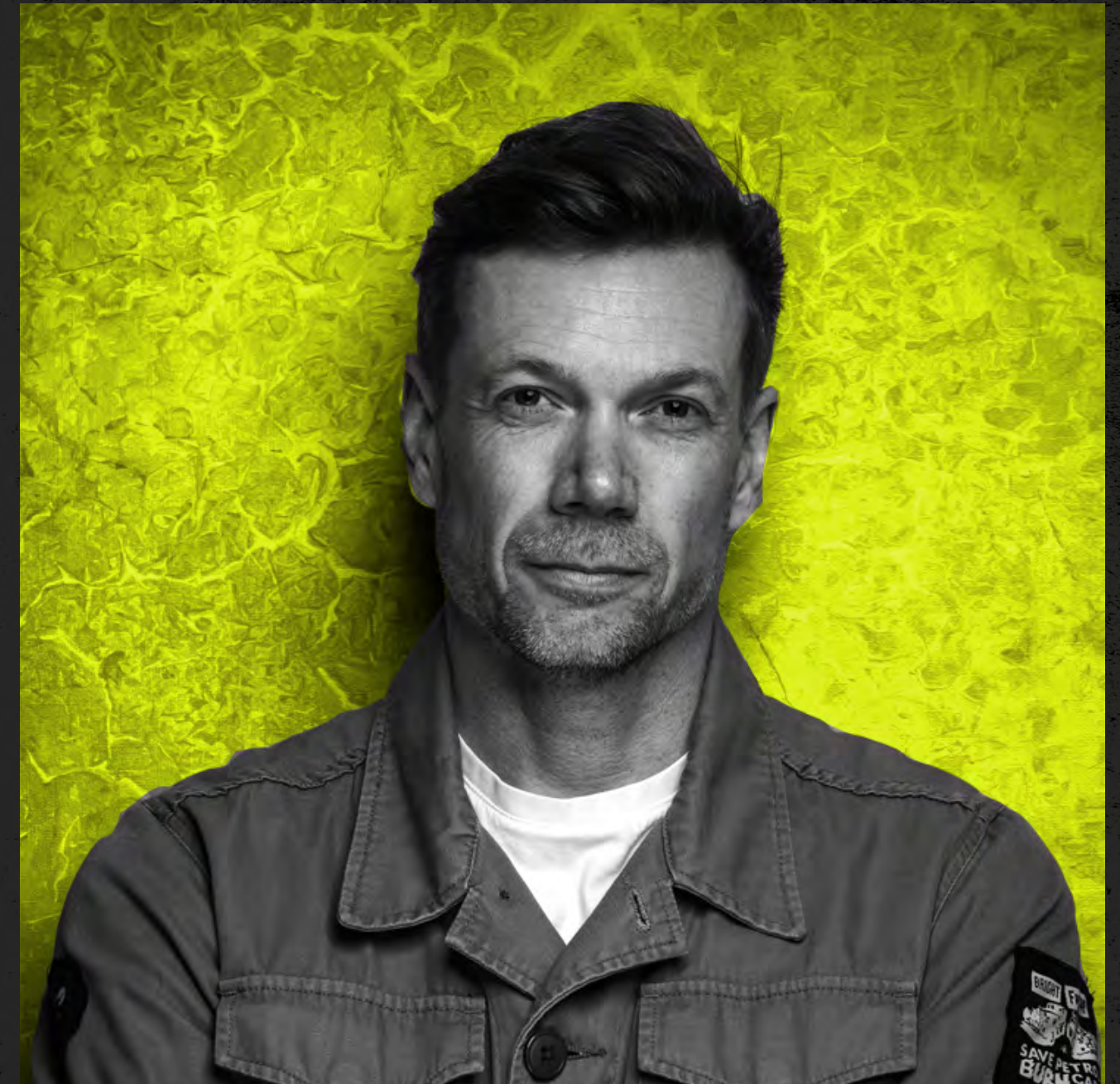
I've led everything from digital campaigns to full-scale productions, set builds to screen graphics, always with one focus: making brands feel more human, more creative, and more impactful.



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www.keepcreative.uk



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