

CREATIVE PORTFOLIO

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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.



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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.



BRAND DESIGN + CONTENT PRODUCTION

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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.



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

Challenge

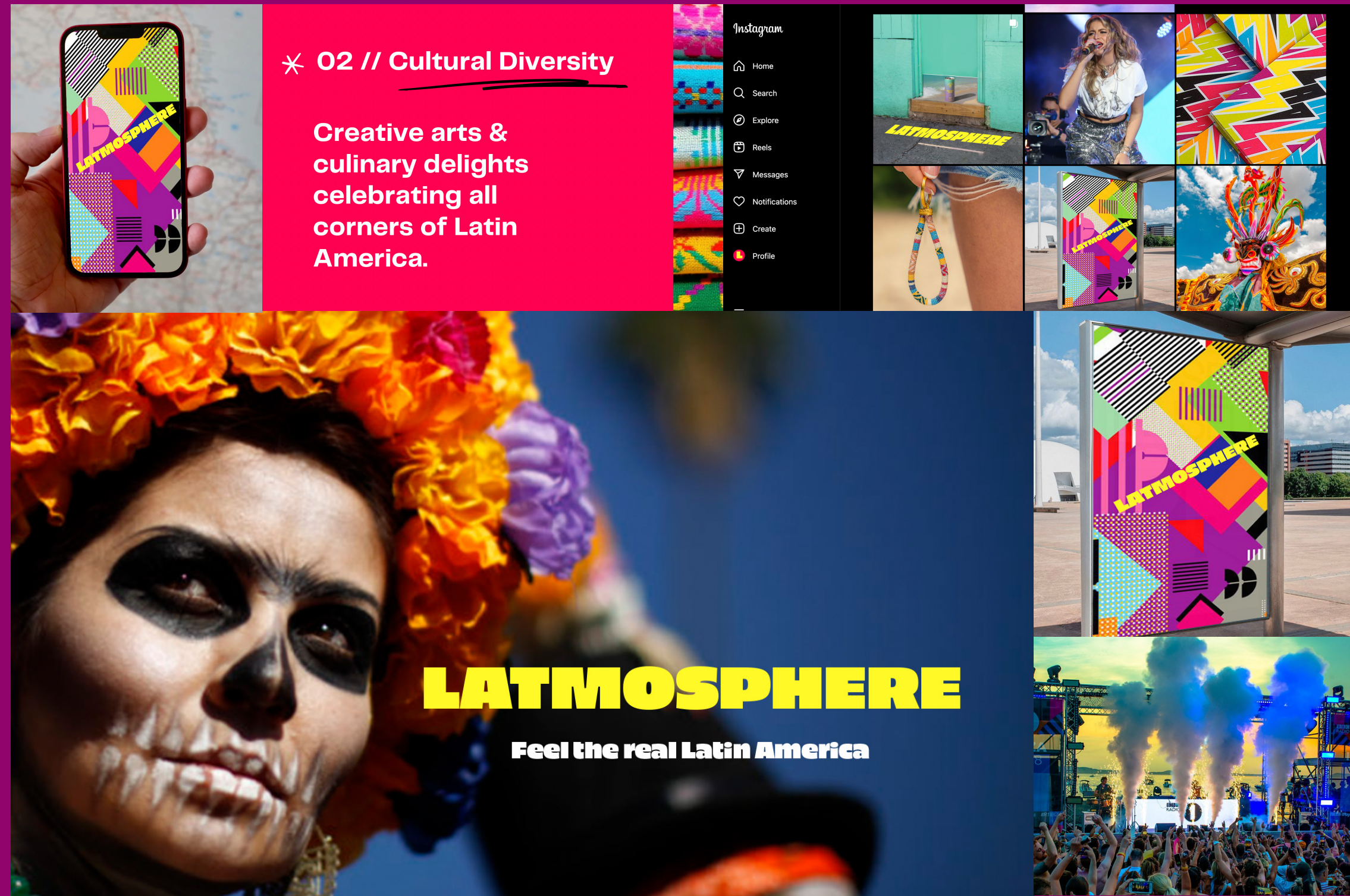
Launch a high-impact event in Latin America on a tight timeline, aimed at showcasing premium experiential and contemporary travel experiences to international travel buyers.

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.



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Making Brands Feel More Human, More creative, and More Impactful

BRAND MARKETING

SET DESIGN

UI DESIGN

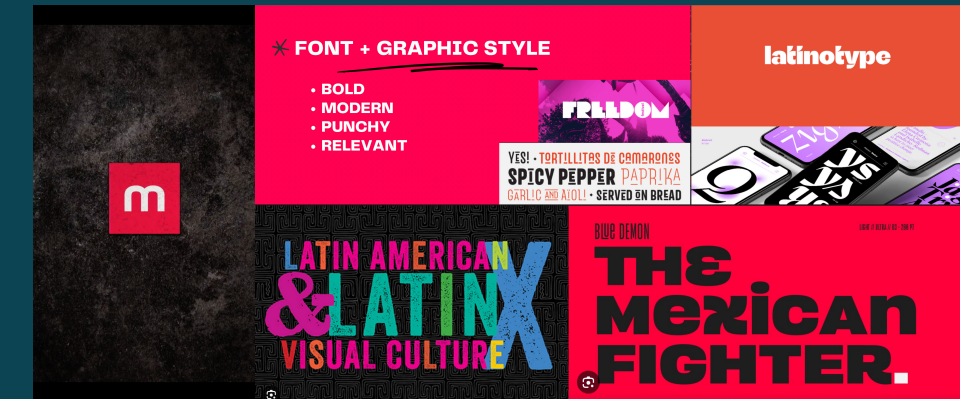
SOCIAL CONTENT + STRATEGY

VIDEO-ON-DEMAND INTERFACE DESIGN

SET DESIGN + PRODUCTION

CREATIVE DIRECTION + ART DIRECTION

IDEAS, STRATEGY & DELIVERY



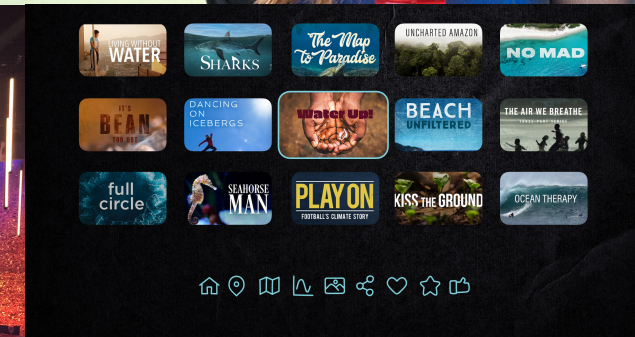
Universally acclaimed shows

We bring our audience the biggest global shows.

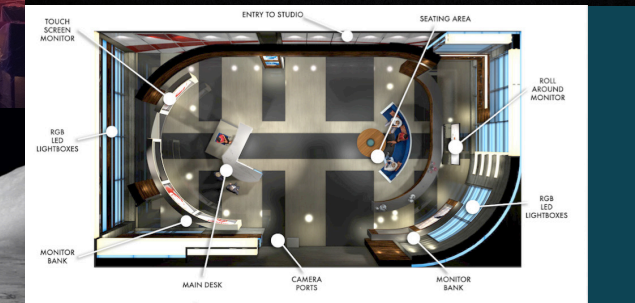
We're the only channel in the region with must-watch dramas, like *Law & Order*, *Peaky Blinders*, *Downton Abbey* and *Mr. Robot* as well as unmissable reality and factual entertainment shows like *Blue Planet* and *America's Got Talent*.

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.



To prove effectiveness, the final deliverables from this work in India will be tested, validated and refined in remote parts of Colombia where culture and language are vastly different.



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I'm a creative designer, 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 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.

Get in touch if you'd like to discuss your ideas and work on collaborative projects.

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