

HOWARD GREEN
CREATIVE DIRECTOR | SENIOR COPYWRITER | THE WAYBACK VR CO-FOUNDER

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Big ideas are Howard's bag along with executions as cunning as a fox who's just been appointed Professor of Cunning at Oxford. Whether writing or CDing, he believes work should always be either useful or entertaining(or both). As well as insightful, relevant and memorable.

Whilst his work has been recognised by D&AD, Cannes, Campaign BIG, Creative Circle, PETA, and The BFI National Archive amongst others, he's still gutted his family couldn't afford the 'e' on the end of Green.

EMPLOYMENT

2020-Present - Freelance Creative Director | Senior Copywriter

Freelancing my way around town helping out the fine folks at various places including:
BBH, Atomic London, St Luke's, M+C Saatchi, VCCP, Neverland, Forever Beta, PUMA, Nonsense London, Brands2Life

Brand experience:

Homebase, Corgi, NERF, Pret, Dole, LNER Trains, DoH, Cancer Research UK, Sky Sports, AXA, DRAX, Dept for International Trade, GREAT, DiT

2017-2020 - CHI, Creative Director

I was the CD on RBS and Coutts. Responsible for the day to day running of the accounts, reviewing creative work and presenting to the clients. As well as still working and writing on other briefs as a creative.

My work was pivotal in helping win a £35M pitch for NatWest where the clients loved the work, bought it, made it, ran it. Dream pitch.

Brand experience:

NatWest, British Gas, Argos, McVitie's, Samsung, Toyota.

2014-2017 - GREY, Senior Creative

Joined Grey during the Nils Leonard golden period. Had a right laugh. Made work for: Volvo, HSBC, Vodafone, Braun, Duracell, Birdseye, amongst others.

2012-2014 - KesselsKramer, Senior Creative

The tiny London office of the famous Dutch agency.
Just 12 of us (and a bunch of mice) in a Shoreditch basement. I was the lead and only writer on many accounts including quirky Dutch hotel chain CitizenM.
Wrote loads. Learnt loads.

Brand experience:

Archer's, citizenM Hotels, Gymbox, Metro, Oxjam,
Red Stripe Lager, The Singleton Whisky, Talisker Whisky,
J&B, KBC Bank

2011-2012 - The Red Brick Road, Senior Creative

A brief, but enjoyable stint in a lovely independent agency.

Brand experience:

Magners, Suzuki, Credit Expert, Tesco, VW Commercial Vehicles

2002-2011 - Saatchi & Saatchi, Creative | Senior Creative

My first job. Originally hired by David Droga, I was fortunate enough to work for and learn from some iconic ECDs: Tony Granger, Kate Stanners and my creative hero, the late, great Paul Silburn (RIP).

Brand experience:

ARMY, Archer's, Ariel, Asda, Axa, Babybel, Cadbury,
Carlsberg, Childline, Comet, Club 18-30, Crest,
Green Giant, Guinness, Labour, Lloyds TSB, NSPCC,
Pampers, San Miguel, Sony Ericsson, Tetley's,
T-Mobile, Toyota, VISA, Wall's.

AWARDS

Cannes | Silver, 6 Finalists

D&AD | Pencil (wood), Side Hustle Award

Campaign | BIG Silver, Poster Silver

Creative Circle | 3 Silvers, 2 Bronzes, 2 Finalists

Eurobest | Bronze, Finalist

2 BTAA finalist, Kinsale finalist, Epica finalist, One Show finalist

Other

UK Challenge Dementia Prize

SXSW Finalist

'Shots' Best Use of Emerging Tech

Art Of Creativity (BFI & Academy Award associated) GOLD

AICP, APA Idea Grand Prix

PETA Compassionate Advertiser Award