



Cell:772 333 0364
E:London.43@hotmail.com

Portfolio
www.howardcre8s.com

Objective

Creating work that talks to the heart and Touches the soul.
A Track record of creating award and sales-winning campaigns, with insightful creative solutions in traditional and non-traditional mediums, including social platforms. A creator of advertising campaigns and design solutions that make a difference. Creating work that talks to the heart for clients.

A Reputation for successful interaction with clients, adding engaging thinking to products and services. Recognized for strong breaking the ice leadership, motivating agency team members and inspiring others along the way.

Experience

Present Freelance for various clients.

Initiates and develop strategic concepts, and art direction design skills, as well as help develop the brief to be as single minded as possible for the best outcome.

2023 - 2014

Past Freelance Clients

BBDO MN , The Blue Agency, Le Café Carla, Bayley- Hay Realtors, Nevoa Inc, 1010 Mission, Polish Branding, Indigenous Media Freedom Alliance
DDB, Elite Health And Wellness Mira Franchise Inc, Luxury Yacht Group, Euro RSCG, Y&R, Nevoa Inc, OH & Partners,

AGENCIES

2005 -2014 - Creative Director

Freelance for various clients

Schifino Lee & Partners , & BARR , BBDO MN,

2005 -2009 - Associate Creative Director

Crispin Porter Bogusky

2003 -2005 - Head of Art

Euro RSCG

1999 -2003 - Snr Art Director

Publicis Toronto

1995 -1998- Snr Art Director

Bensimon Byrne Toronto

1992 - 1994 - Art Director / London UK

TBWA UK



Cell: 772 333 0304
E: London.43@hotmail.com

Portfolio
www.howardcre8s.com

EDUCATION

BA/Epsom University for the Creative Arts / UK.

AWARDS:

Gold Lion . Cannes Print . Panasonic print single .
Gold One Show Pencil Print . Panasonic print Single .
Communication Arts . Panasonic print Single .
One show Finalist Print Salvation Army Campaign
Gold International Print Campaign . Valderma
Gold Art Directors . Labatt .5 - T.V. Campaign
Gold Art Directors . Labatt .5 - T.V. single
Gold Art Directors Print / Wonder Bread Campaign
Gold Art Directors Print / Wonder Bread Single Communication Arts Print /
Panasonic Security Cameras Awards:
Graphis Poster “ Pick “
Graphis Advertising “ Nuggets “ by Manon .
Graphis Poster “ Volvo Advertising “
New York Festivals Poster “ Volvo Advertising “
New York Festivals Poster “ Lozenge “ Awards:
London International Festivals Poster “ Volvo advertising” Awards:
London International Festivals Poster “ Lozenge “
Canadian Advertising Hall of Fame for Labatt . 5 Skier TV 30

JUDGED SHOWS:

PDN Awards . Canadian Marketing Awards . LIA . New York Festivals Clios .

INTERESTS:

Life . My Son . Art . Interior Design . Working Out . Photography
Type Design . Anything New That Creates An Emotion.

COMPUTER SKILLS:CS6:

InDesign . Photoshop . Illustrator . After Effects . Wix, Slack, Google Slides



Cell:772 333 0364
E:London.43@hotmail.com

Portfolio
www.howardcre8s.com

CLIENT REFERENCES.

I'm proud to share some of the client feedback from successful work building brands.

What the client's said.

Salvation Army Donation / Brand Campaign.

The Salvation Army first used the "We See What Most Don't" Campaign in 2006. This advertising creative was meant to starkly convey that often times people living on the streets appear invisible to us as we quickly pass by. By revealing this through ghost-like characters, huddling to keep warm on streets and on park benches, we were able to remind people that The Salvation Army is there to help people even when no one else notices them. As well, the opportunity was taken to educate the public about a few quick facts: 1. The Salvation Army served 1.4 million meals last year, 2. The Salvation Army helped 10,000 people dealing with an addiction last year and 3. The Salvation Army provided one third of all shelter beds in Canada last year. . The TV commercial was done so that the vulnerable mother and daughter were in the initial shot but were not noticed until the mother moved slightly about 10 or 12 seconds into the spot. The voice over at the end asked people to open their eyes and give. All of this along with the haunting music made a huge impression and was very well received. Fundraising income increased 10% that first Christmas.

This campaign was created with care and painstaking precision. Our desire to reflect the characters as invisible but not too ghost-like or washed out required a great deal of finesse and talent. We believe that this was achieved with excellence, and the reality of the campaign was even better than we could have imagined in our initial discussions when the vision was suggested by our advertising agency. We appreciated the desire of our ad agency to get it right and do whatever it takes to make it right. They involved us throughout the process to ensure that there were no surprises or disappointment with the end product. Overall, it was one of the best campaigns we have ever used.

Graham Moore

Assistant Chief Secretary for Organizational Development
at The Salvation Army in Canada

Sherry Powell

Director of Marketing & Communications

The Florida Orchestra

"The creative direction from Howard on our 'Disconnect' TV spot was really driven by the need to put classical music in a new light. The message comes through loud and clear; a Florida Orchestra concert experience is a refreshing change from our hectic busy lives. It has captured peoples' attention... and imagination."

Brian Kroening

BBDO Minneapolis

SVP, ECD

I would gladly refer Howard Beauchamp as Art Director/ Creative Director. Howard has great strategic skills combined with wicked craft. He can also present work brilliantly. My experiences with Howard have been both delightful and successful. He's a consummate pro who can both lead and create brilliant work.

Sincerely,
Brian Kroening