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Portfolio
www.howardcre8s.com

Objective

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 2022. Freelance for various clients.

Initiated and developed strategic concepting and art direction skills, based on the brief, creating insightful messaging from strategic concepting to design.

Nevoa Inc - Co-op Branding / Website Design.

Designed and developed new corporate website for Nevoa Inc. The new site design inspiration comes from the product. The only patented, hospital-grade surface disinfecting system approved for fogging EPA-registered Hypochlorous acid (HOCl). The design uses animated custom type design to showcase the brand USP. All backgrounds and images work was also apart of the design challenge so all imagery had a consistent look and feel for the brand. Worked on strategic concept DM work to create branded content for Nevoa. This branded messaging is targeted at hospitals across the US to promote the Nevoa disinfecting system as the most effective in market for patient and family peace of mind.

Thor industries / Aero Presentation Design

To design a presentation deck of design improvements for a new improved RV from Thor. The deck included title page design as well as content design using the brand color palette.

1010 Mission Logo Design / Brand Identity.

The new logo design for 1010 Mission visually communicates restaurant as: • **Contemporary** • **Hip** • **Upscale** • **Minimalistic** • **Welcoming**. The new logo design delivers on all of the above and the restaurant opens in July 2021, fingers crossed.

Bloom Roasters Coffee Logo Design & Website Design.

The new logo design for Bloom Roasters Coffee is currently being developed.

AGENCY EXPERIENCE.

Crispin Porter Bogusky – ACD, Toronto Euro RSCG Head of Art Toronto
Publicis, Geoffrey B Roche & Partners, Chiat Day Mojo TBWA / UK

ACCOUNTS WORKED ON.

Pharma: Nevoa Inc. Amarin. Vascepa. Plegridy, Bayer Aspirin. Taboo Resorts & Spa. Brandman University USA. Sheraton Hotels. Labatts. Canadian Airlines. Lincoln Continental. Nissan. Volvo Cars. Salvation Army. Mercedes Benz. Sun Life Financial. Infiniti Automobiles. Working.com. ABC Literacy. SCA/Tena. Panasonic Security Cameras. Toshiba Computers, Kodak Eastman. Smirnoff Vodka, Nikon Cameras. Life Savers. O2 Spa Bar. Procter & Gamble. Wonder Bread, Scotia Bank. Remi-America / Cointreau, Presidents Choice Organics, E-Post, Sprint Canada, Manon Chocolates. The Bradford Steakhouse, B2B Launch/



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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



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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