charity credentials
London has always been seen as the hub to Europe.

Our experience working with brands from other countries means we know how to help them enter both the UK market and Europe.

It’s a complicated market and the UK consumer is unique, so understanding their psychology and culture is essential to effective marketing. You cannot just import a campaign from another country.

We orchestrate consumer research, media strategy, brand strategy, translation and advise on all aspects from packaging to advertising.

Our alliances with a top 20 media agency means we can extend campaigns across a vast variety of platforms across Europe from digital to outdoor to TV.

We also work with business consultancies who can advise on tax, finance, legal services, regulations and even property and staffing.
We deliver results through intelligent creativity.

Innovation & IDEAS built upon Insight & Intelligence
Creative Orchestra was established by former Saatchi & Saatchi board Creative Director Chris Arnold and BLAC Creative Director Victoria Gallardo. Supported by Paul Arnold, a former planner at Greys and ex Saatchi & Saatchi. Recently Nigel Rayner, ex WWAV Rapp Collins and Saatchi & Saatchi’s regional network, has joined the management team as Client Services Director.

Together we have all worked at both major agencies (Saatchi, Greys, WWAV Rapp Collins, JWT, McCann’s, BBDO) and smaller agencies, across all media and mediums.

We have also worked across a diverse range of markets and brands, from blue chip to entrepreneurial start-ups.

We are a ‘brand marketing & advertising agency’, working with brands delivering everything from branding, reframing, NPD, through to advertising thinking and execution. Our heart is in the brand.
We are an independent agency known for our ‘intelligent creativity’ because we believe in three key factors that makes for successful work:

• Insight – understanding the consumer (especially the female consumer)
• Strategy – intelligent thinking
• Creativity – clever ideas that cut through and engage

We have delivered successful cross media campaigns for a broad range of brands since launch, including – Ikea, Diageo, King of Shaves, Total Greek Yoghurt, WWF Wildlife Mobile, AOL, Clear Channel, Huffington Post, Trinity Mirror, Firefox and many more.

Our approach:

“If you follow conventional thinking, all you’ll ever be is conventional.”

These words are from a former client, Simon Woodroffe of Yo Sushi!, and it’s a mantra we believe in.

We like to take an open minded, honest approach - no bull or hiding behind jargon. We tell it as it is and will tell you what you need to hear, which may not always be what you want to hear.

As an independent agency we have no hidden financial agendas, or media bias, so you’ll always get an honest approach that is right for your brand, not one based on what is right for ours.

Our approach is seeing every relationship as a business partnership. Our business is helping your business raise brand values, awareness and sell more.

But along the way, our strategic insight driven approach and creativity, adds extra value to all our clients business.
A brief view of our work, which spans all media channels and mediums, speaks for itself. From postcards to posters, teacups to TV, we always look at the whole picture, not the one off execution.

But behind it all is another level of creativity – the strategic thinking, which is built upon consumer and market insights.

Additionally, we also use a number of consumer psychology based tools – AardVark is based on NLP and developed in association with a top management consultancy – to improve communication effectiveness.
METHODOLOGY

THE 4i’s / Four stages that guarantee a better outcome.

INTERROGATION
Market intelligence, consumer insight, product understanding, brand positioning and values.

INVESTIGATION
Strategy – looking at different positioning and strategies, research.

INNOVATION
Creativity – inspiration, ideas, execution.

IMPLEMENTATION
We deliver 360° campaigns across all media and mediums. We also orchestrate all third parties.

(The 4i’s was originally developed by Saatchi & Saatchi, when Chris Arnold was Board Director there.)
SOCIAL ISSUE MARKETING

A MOVE FROM GUILT AND AWARENESS TO HELP AND EDUCATION

Guilt

Awareness

Support

Approaches old & new

Education
CUSTOMER CENTRIC APPROACH

UNDERSTANDING THE COMPLEX WAY PEOPLE THINK, INTERACT AND INFLUENCES

- Insights through research
- Economics: social issues, regulations
- Influencers: Technology, Social media, WOM, Media
- Behavioural Economics + Ecological Economics, Peer pressure
ADVERTISING TO ADVERTAINMENT

THE CHANGING WAY WE COMMUNICATE

Entertainment TV, video, film...

Advertising

Social, PR, WOM
AREAS OF EXPERTISE

ADAPTING PSYCHOLOGY TO MARKETING

- AardVarK (uses NLP – developed in association with top management consultancy, BDO Stoy Hayward).
- EMMOTIVATIONS (Enneagrams – developed in association with Finding Clarity).
- BEHAVIOURAL ECONOMICS.
AREAS OF EXPERTISE

EXPERTS IN MARKETING TO MILLENNIALS

What is a Millennial? They are in fact a complex group of many types but there are some common factors and behaviours. Although digitally native they are also surprisingly big consumers of traditional media as well, and almost all use Adblockers.

Our own Millennial team wrote the 147 page report, THE CONTENT INSIGHT GUIDE TO MILLENNIALS & STUDENTS, as part of a big research project to support our work in this area. A fascinating insight into where they get their influences from, how and what they share and much more. What’s hot, what’s not.

Engaging with Millennials can be different from how you traditionally engage with other consumers. Tone, language and attitude are very key. They don’t like boring. But by contrast, it’s not about wrapping a message in images of beach parties with a rap soundtrack (so 80’s) or giving away a pair of Beats headphones!
AREAS OF EXPERTISE

EXPERTS IN MARKETING TO STUDENTS.

With 7m students in the UK, there really is no one typical type. Understanding how they think, feel and behave is essential if you are marketing to them.

They are also an important audience for brands who want to engage them early as the majority will go on to well paid jobs.

We work with NUS Digital and are developing a new platform to link students with the NUS.

We have also worked with a number of clients targeting students, including Diageo WWF, Contiki, FPA and Nurishment Active.

This document was written by a former head of Sheffield NUS, using NUS research and other sources.
AREAS OF EXPERTISE

- EXPERTS IN UNDERSTANDING THE DIFFERENT WAYS MEN AND WOMEN BUY – we wrote the book on it!
- DIVERSITY – mix of different skills and cultures.
- DIVERSITY – 50:50 male:female creative department… and a female creative director.
AREAS OF EXPERTISE

EXPERTS IN ETHICAL MARKETING AND UNDERSTANDING NEW CONSUMERS.

Chris Arnold wrote the No:1 book on the subject, and is also writer of the weekly column on Brand Republic – Arnold on Ethical.
AREAS OF EXPERTISE

UTILISING TECHNOLOGY, NFC & PROXIMITY MOBILE MARKETING

Creative Orchestra have set up the UK’s first specialist division providing expert advice to clients in the application of NFC and other Proximity Mobile Marketing technologies (like iBeacon).

Off-mobile is now an essential part of a total mobile and marketing strategy.

88.5% of retail spend occurs where consumers shop, drink, eat, have fun and socialise.

As the UK’s leading thought leaders in this field, we have been advising a range of clients on how to use NFC and a wide range of media and mediums to engage consumers with their brands via mobile.

We can also advise on data analytics and on-mobile strategies through our partners.
BECAUSE WE ARE A TRULY INTEGRATED AGENCY, WE ARE MEDIA NEUTRAL – WE DON’T HAVE A VESTED FINANCIAL INTEREST IN ANY MEDIA CHANNEL.

Therefore, we will always give you a strategy, which is the right one to deliver the most effective campaign, not the right one for our bottom line.
THE TEAM / Key players

CHRIS ARNOLD
Creative Strategy
Saatchi & Saatchi Board Director, founder Feel, BLAC. Former chairman DMA Agency Council & Creative Council.

VICTORIA GALLARDO
Creative Director
McCann's, Contrapunto BBDO, Creative Director of Scholtz & Friends, Feel & BLAC.

PAUL ARNOLD
Head of Planning
Saatchi & Saatchi, Grey Advertising.
Over a period of over 5 years we helped FPA “become the envy of the sexual health industry” (to quote the CEP Anne Weyman) and produced award-winning campaigns that were more effective than ones from the COI.

Our Cerne Abbas Giant PR stunt gained world-wide publicity. Our coins and nappy campaigns in universities across the UK had a higher recall than similar COI campaigns. Our innovative media planning was also copied by the COI.

The work from FPA wasn’t just about fun creative – though humour does help you get under the radar – but was carefully targeted at consumer types.
We have created and managed a number of campaigns targeting students in colleges & universities.

Our coin and nappy campaigns were both a first and created a higher awareness than COI government campaigns spending many times the budget.

Coin campaign – coins were placed (label side down) onto floors of 97 university bars.

Nappy campaign – nappies were sent to new students in halls of resident during fresher’s week across 24 London campuses.

Naked Man Postcard – this was distributed through Boomerang Media to University bars nationwide.
This is the approach we’ve adopted for all of our Family Planning’s sexual health campaigns. Promoting condoms in the evening in bars, to the morning after pill, the morning after on the tube.

Mr Stiffy - we took this fun campaign to bars and clubs nightly during national condom and distributing free condoms from our ‘ice cream van’ style bikes.
Sexual health campaigns to youth are probably one of the most complicated areas to deal with. However, we have a lot of experience having worked with numerous sexual health charities and brands including FPA, IPPF, Cool Condoms and Femidom.

We were also responsible for Brook’s rebranding.

We heavily research a variety of executions and approaches to youth. The ‘Cock & Pussy’ route scored highly, being seen as approachable, in tune with youth and influential.

The light heated approach was liked over a doom and gloom approach - youth don’t like negative messaging.

There were 10 segments the organisation wanted to highlight, each one required a carefully written and illustrated poster.

The posters have been greatly praised by both youth groups and those in sexual health sector as “fresh and engaging”.
BROOK / LET’S TALK ABOUT STUFF

Pregnancy choices

Decisions about pregnancy can be easy or hard, but you have the right to unbiased, accurate information to help you make the decision that's right for you.

Find out more at: www.letstalkstuff.org

THE CAMERA adds 10 INCHES

Who came first?

Don't tell me this isn't yourself! What am I meant to do with it?

Respect & Self-Esteem

Self-respect and respect for your partner are essential elements of a rewarding relationship.

It's important to set realistic expectations within your relationship. Embracing who you are and respecting your partner will help you to be confident and enjoy your relationship.

Find out more at: www.letstalkstuff.org
Unheard of in the UK, COOL is one of the biggest brands of condoms in the Baltic regions – Estonia, Latvia, Lithuania. But the company felt its brand was out of date and didn’t connect with its audience. It was also facing aggressive competition from Durex and discounted Russian brands.

Extensive research into the key audiences – young 18-25 –looked at all aspects of what defined their life. We created a series of style-books that covered graphics, music, film, TV, fashion, places they spent time in and social trends. This helped us define a new image for the COOL brand.

REFRAMING THE BRAND

We reframed the brand from the bedside cabinet to the vanity cabinet, making it a fashionable life accessory.

The brand was launched with a series of COOL brand elements – an over labeled beer, T-shirts, a CD, fly posters and was even sold in chiller cabinets in a select few fashion shops – all to establish it more as a fashionable brand than a functional condom brand.

Sales rocketed as soon as the fashionable new packs hit the shelves, without the need to discount or use promotional offers. Advertising was via fly posters.
Diageo, as part of their drink responsibly CSR activity, wanted to influence college students to become more aware of the danger of irresponsible alcohol consumption.

From previous experience working with students, the last way to do this was to lecture or use fear. Instead we used fun and clever creativity to engage them. From floor vinyls and wonky mirrors in bar toilets that generated a lot of chat, to bread stick eating contests and bar game competitions, the campaign was all about using fun to get people talking about the issue of over drinking.

The campaign ran UK wide across a selected number of colleges. The feedback from both students and the NUS was praised for showing an understanding of students and for its innovative approach. The campaign was also adopted independently, by colleges in Ireland.
We want to help everyone have a great night out.

Drinking too much during a night out, and not pacing yourself, can be the difference between KO’D and OK.

2017 campaign was a big success, engaging over a million students.
So this year we have gone further. More videos, print, digital and more social media collateral, plus event and competition ideas.

This is just a starting point, we encouraged Student Unions to get creative and adapt ideas to their own campus and students – everyone is different.
POSTERS

We have created 6 posters covering eating, staying hydrated, pacing yourself, looking after your friends, staying in control and a factual one about alcohol units (both EU and UK versions available).

PRESS ADS

We have created two half-page ads to be used in programmes or magazines – Burgerman and Team.
NO ONE WANTS TO BE THE AFTERLIFE OF THE PARTY
PACE YOURSELF AND BE THE LIFE OF THE PARTY

To have a great night out you really don’t need to drink a lot.
And if you don’t want to drink at all, that’s fine too.

DRINK RESPONSIBLY. PACE YOURSELF. STAY YOURSELF.
Watch the zombies in action at www.stay-yourself.eu
We have created some fun animated videos. Check out the adventures of Burgerman and Zombies.

Discover how you can enjoy more time with friends, from eating before a night out and staying hydrated to looking after your mates.
We have created a lot of images you can use with social media posts. Or encourage students to create memes.

DIGITAL BANNERS

SOCIAL MEDIA ICONS

WEBSITE

www.stay-yourself.eu
Come as a Zombie but don't leave as one!

ZOMBIE WALK EVENT

JOINTHE WORLD’S BIGGEST ZOMBIE NIGHT PARTY, FRIDAY MARCH 2ND, 2018.
To bring to life what a donation can do we sent their high end donors a ‘Farm in a Box’. Complete with seeds, mini tools and a plastic animal.

Donors were encouraged to plant the seeds (beans) and watch as they grew over a week.

A week after the initial DM was sent a reminder was sent.

We created the idea, the look and feel and managed print.

It was highly successful, generating a 3:1 ROI.
Unlike any share offer done before, the use of emotive advertising, and well targeted marketing & PR, helped Traidcraft generate £3.25 million of funds (£2.25m more than City experts had predicted).

CHANGING the fortune of others...
How do you take on the power of the supermarkets and win?

Supermarkets were offering discounts on fruit, but instead of the discount being paid by the supermarket, it was passed down the supply chain…

By empowering the customer to challenge the supermarkets, the WHO PAYS? campaign forced them to come clean and swallow the discount themselves.

Within a week of launch we had signed up 44,000 supporters via a mock loyalty card and Sainsbury’s was publicly declaring that all discounts were being paid by them.
It created a sea change within food retailing. But more importantly, it improved the lives of thousands of workers.
Have you ever thought about **who** picked it off the tree?

**Who pays?**

Help end poverty and exploitation of supermarket supply chain workers.
CHANGING THE GAME

After we helped The Stroke Association win the very valuable BAe charity of the year deal, Age Concern asked us to work with them on similar briefs. This viral was just one of several impactful ideas we produced.

AardVarK is a unique NLP based tool that helps charities improve their pitch performance. It helped The Stroke Association win charity of the year for BAe and got Age Concern shortlisted.
This powerful commercial & viral highlights the shocking facts revealed in the Girls Attitude Survey.

The campaign even featured in a full page article in the Sun.
Once extinct, you can only imagine - it was the vivid imagination of kids that captured the minds of urban adults, and raised awareness of one of the RSPB’s most significant integrated ad campaigns over the last 10 years.
I think an albatross is...

Samuel, age 10, Class 10b

ONCE EXTINCT, YOU CAN ONLY IMAGINE.

10,000 albatrosses die needlessly each year because of longline fishing. These majestic birds preen for life and rise only once a day. When one parent is caught and drowned on a longline, its partner may never know where it went. It is an almost certain death. Right now the RSPB has people on fishing boats showing how simple changes to fishing methods can save these remarkable birds. See more people on those boats before the albatross goes the way of the dodo - alive only in our imagination.

To find out how you can help prevent the extinction of the albatross, visit www.onceextinct.com

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I think an albatross is...

by Isabel, age 10

ONCE EXTINCT, YOU CAN ONLY IMAGINE.

100,000 albatrosses die needlessly each year because of longline fishing. These majestic birds pair for life and raise only one chick at a time. When one parent is caught and drowned on a fishing line, its partner may never mate again and the chick is almost certainly doomed.

Right now, the RSPB has people on fishing boats showing how simple changes to fishing methods can save this remarkable bird. We need more people on those boats before the albatross goes the way of the dodo – alive only in a vivid imagination.

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I think an albatross is.....

By Christian Age 8.

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Once extinct, you can only imagine.

I think an albatross is...

NAME: Eleanor Stanley
CLASS: Class 6b

Dear Mr Sample

Re: Once extinct, you can only imagine...

I have seen an albatross. It’s always in the picture, but the wings can reach 11 feet across. Often they lie on a rock all day and only fly when they’re not static, or at sea.

The death of an albatross is particularly tragic. I imagine that approximately 100,000 of these incredible creatures die each year. A lot of them die from the damage caused by the oil. At least, not yet. However, unless we act now, it could be.

What’s the problem? Fishermen around the world are using longline fishing methods. First, they attach lines that can stretch to 30 kilometers! The albatrosses get caught and drown, unless we’re lucky to share with the children.

The letter came from the school, not the charity.
A media first - an interactive screen that allows people to use their mobiles to determine the outcome.
WOULD YOU KNOW WHAT TO DO?

A powerful and direct poster campaign designed to motivate parents into taking that first aid course they keep planning to do, but always put off. It generated an estimated potential income of £5m.
ST. JOHN AMBULANCE / FIRST AID CAMPAIGN

Would you know what to do if this were a real child?

If something happens, would you know what to do? How would you feel if your child were hurt? First aid can save lives and can prevent permanent injuries. St. John Ambulance is the UK’s leading first aid and training provider. Our courses are available locally to you, at convenient places and times. So there’s no excuse for not doing it. And as you never know when an emergency may occur, it pays to be prepared.

Don’t leave it till you need it.

St John Ambulance

To learn more about our first aid courses, contact your local centre:
08700 10 49 50
www.firstaidcourses.org.uk
The issue of immigration and racism has been a hot topic for many years.

Stage 1: JCWI wanted to readdress the balance by educating the public about the true nature and value of immigrants. They wanted to reframe immigration as a positive factor and highlight that most immigrants were hard working, ordinary people who contributed to the economy and society.
Stage 2: We used famous characters (Paddington) and celebrities from actors and musicians to footballers. Research showed that celebrities were considered differently and that by highlighting those that were immigrants (or of immigrant decedent) it changes attitudes more dramatically.
Football was seen as one of the sports with the greatest diversity and influence (especially upon those most likely to be judgmental) so we worked with the top clubs to assemble a top immigrant team, whilst highlighting the positive attitude of immigrant players like Papiss Cisseé.

Cinema commercial and social media film.

Music by Nitin Sawhney.

WATCH THE VIDEO
Stage 3: Was to highlight everyday things like beer, gin & tonic, fish & chips, and objects that were considered British but were in fact born in a different nation.
I AM AN IMMIGRANT

I HAVE BEEN ADDING FLAVOUR TO PEOPLE’S SNACK TIMES FOR YEARS

NAME: CHEESE & ONION CRISPS
COUNTRY OF ORIGIN: IRELAND
OCCUPATION: SNACK

NOXENOPHOBIA.ORG

I AM AN IMMIGRANT

NAME: FISH & CHIPS
COUNTRY OF ORIGIN: JEWISH
OCCUPATION: FOOD

I HAVE BEEN MAKING FAMILIES HAPPY FOR DECADES

NOXENOPHOBIA.ORG

I AM AN IMMIGRANT

NAME: G&T
COUNTRY OF ORIGIN: INDIA
OCCUPATION: SPIRIT AND MIXER

I HAVE BEEN REFRESHING PEOPLE IN SUMMER FOR DECADES

NOXENOPHOBIA.ORG
A 360°, media neutral approach
MEDIA NEUTRALITY

From T-shirts to TV, postcards to poster, direct mail to digital, ambient to an app - we work across all mediums and media channels, and utilise different marketing disciplines, to deliver what works best for the brand and sales.

And sometimes that also requires repackaging the product or NPD.

And as our name suggests, we can orchestrate it all, co-ordinating all partners and suppliers to make your life easier and less stressful.
SOME OF THE MANY BRANDS WE HAVE WORKED WITH
CREATIVE PR STUNTS & AMBIENT MEDIA
CREATING A BUZZ FOR BRANDS

www.creativeorchestra.com
NATIONAL ASTHMA CAMPAIGN / ‘Glue poster’

To demonstrate how polluted our air is, this poster site was painted in glue. After just two weeks the pollution revealed the headline.
WHO SAYS SIZE DOESN’T MATTER?

As part of ‘National Condom Awareness Week’ we placed a 21ft condom on this national monument, the Cerne Abbas Giant. We got world wide publicity.
M.E. Costs the UK £3.5bn a year. Just 1% of that could find a cure.

The campaign gained national coverage - TV, radio & press - and the outcome was that the government gave funds to research a cure for M.E.
HOW DO YOU BEAT A MASSIVE BUDGET AND A COUNTRY OF 1.35BN?
AND YOU ONLY HAVE £36 TO SELL A MESSAGE OF JUSTICE TO WOMEN?

THINK SMALL TO THINK BIG

This small space ad in Big Issue generated over 2000 calls.

It gained masses of nationwide TV, radio and press coverage.

Won numerous awards and is now in the DMA hall of fame as the most successful ad, on a small budget, of all time.
PR STUNT - £5 POSTER - a poster covered in over 1500 of fivers

The poster achieved massive PR coverage, including TV. It helped sell property and raised interest in the Elephant.
OAKMAYNE / PR coverage, including TV every hour from 8am to 7pm

Gotting it away
Run down to the Walworth Road, by the Elephant and Castle, bright and early tomorrow morning and choose one of 300 £5 notes. They are being given away by Oakmayne, the property developer behind the first of the new buildings that are supposed to revitalise the run-down, graffiti-splashed area of south London. Oakmayne is covering a disused billboard with the notes and will start handing them out at 8am. It is also giving £1,000 to 24 Mungo's, a local home town charity. A financial Times photographer will be there to record the happy faces of those grabbing the Queen's faces.

Cash free-for-wall

Stunt giving away fivers turns into unruly stampede

BY SARAH HILLS
MONEY might not grow on trees - but cash certainly seemed to sprout from a wall yesterday.
A promotional stunt involving the public taking a £5 note from a 15m (46ft) high 'money tree' turned into a frenzied stampede as greedy passers-by grabbed handfuls of cash.

Catherine Sekwela was happy to stay in the queue and walk away with the note. 'It will pay for my lunch,' said the 47-year-old from Orpington, Kent.
The stunt was organised by real estate developer Oakmayne Properties, which has invested £85million building offices and flats in the area.
Spokesman Neil Campbell said: 'The idea was that, if people want to get their hands on real money, they should invest in the Elephant.'
TESTIMONIALS

creative orchestra
advertising & brand marketing

www.creativeorchestra.com
“Their creativity have made us the envy of the Sexual Health sector.”

Anne Weyman, CEO, FPA

“A truly insightful and methodical piece of market research and brand retuning from Creative Orchestra has helped fine tune the brand. The rebrand is already a proven winner.”

Mark Taylor, Founder Mr Filbert’s Fine Foods
“To most clients, most agencies look the same and do the same. It’s often the approach that differentiates them. Creative Orchestra certainly have a different way of looking at things, and a way that delivers exceptional results.”

Will King, King of Shaves

“Working with Chris, Victoria and the team is always refreshing. They really understand what the YO! Brand is all about, and are not afraid to challenge conventional thinking and push us to better, creative solutions. Very smart, creative people.”

Simon Woodroffe, YO! Sushi
“It is their dedication to each brief that is a key point of differentiation for Creative Orchestra; like hosting impromptu focus groups with our core target to ensure that concepts will resonate and achieve cut-through. Being as protective about our brand as we are, such that when a pre-existing set of instructions detract from our offering they suggest re-writing them in our tone.

I never felt that I was being given rehashed ideas and when our corporate demands strongly impacted on the project, they always managed to adapt and deliver solutions on brief, on time and on budget.

I would have no hesitation recommending Creative Orchestra to any other brand who values innovation, insights and impact.”

Fraser Rattray, Trade & Product Marketing Manager, AOL
“It is the work that Creative Orchestra has done that has been key to our success and helped us double sales in an aggressive market.”

Nigel Amos, MD, FAGE UK

“FAGE UK began working with Creative Orchestra in 2009 when their creative ideas challenged our brand concept and led to a completely different advertising approach for the brand.

They are passionate about their work, delivering 100% every time.

What makes Creative Orchestra different is the strategic thinking to the brief, approaching the creative development from a consumer’s emotional perspective, leading to innovative creative which push the norm and engages consumers.”

Emma Wilson, Marketing Director, FAGE UK

Doug Stewart, Founder, Green Energy UK

“Creative Orchestra have consistently delivered first rate thinking and great ideas. We have worked with them across a number of direct and partner briefs and they have always been professional, resourceful and delivered within the restrictions of very tight briefs. An excellent, imaginative and trustworthy team.”

Mark Baird, Diageo
“Creative Orchestra brought fresh thinking to a communication and planning problem that we had, and managed the solution with both flair and precision. Chris and his team have been a pleasure to work with throughout the project – proactive, passionate, and rigorous - and I wouldn’t hesitate to recommend them to other clients.”

Paul Evans, Marketing and Planning Director, Clear Channel International
Now Head of Media at Vodafone