

Philip Slade 2008

An excitable creative thinker



I am a hybrid Planner and Creative Director for integrated agency **t7F London**. I instigated and led the agency's re-launch as a specialist consultancy in late 2007.

I spent 2006 as Group Creative Director of **Pulse**. Improving systems & raising standards. Key clients: **Diageo** (Smirnoff and Bushmills relaunch's) Renault and Emirates global World Cup experiential activity.

I came to The Pulse Group when **Passion** the ideas business I helped set up was merged.

During its short 12 months Passion won business from: **Direct Line**, Hed Kandi and Blackwood Distillers.

Passion was my second agency start-up. The first **Hicklin Slade & Partners** provided seven glorious years of blood, sweat and a lot of tears.

I had been Creative Director of two previous agencies; **Purchasepoint** (now Skybridge) which I hated and only lasted 18 months and IMP (now **Arc**) which I loved, I stayed for four and a half years winning loads of business and awards,

I had my first break with a small DM agency in Soho working on cars and whisky, areas I still feel passionate about today. But it was during four years at **Saatchi & Saatchi** that I really learnt how to be an art director.

I was lucky to be part of the large team that produced the **British Airways** campaign 'The World's Biggest Offer' voted promotion of the millennium. Other successes for BA included re-launching both Concorde and Club World.

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I am extremely proud of the award winning output of Hicklin Slade & Partners. We spent six years completely over-hauling the National Lottery's image and marketing programmes, which included **Camelot's** successful licence re-bid.

Global advocate programmes for **Diageo** on the likes of; **Johnnie Walker** whisky and Tanqueray Gin changed the language used to promote those brands. Two years of innovative DM for **Honda** won not only awards but also has developed into an extremely complex customer acquisition programme.

Over seven summers I have arduously studied the bright things of Europe in **Ibiza** refining trend prediction methods. I have really enjoyed working on a wide range of campaigns aimed at 'young of mind' consumers, from beer, to mobiles, to banking,

I have strong views on creative standards, which I air across both marketing and mainstream press. Including **Channel 4** News and **BBC** Radio. I've Judged awards in the UK, USA and Ireland. I was made a fellow of the RSA in 2004. I write a couple of blogs **homeslade.com** & **allthe7thfloors.blogspot.com**

Currently I sit on the board of the MCCA and have chaired their awards committee for the last five years.

One of last year's highlights was discovering my birth mother, gaining a brother and sister plus to my children's delight an uncle who owns a chocolate factory.

Hobbies: Alice (13) Jake (11)
Plus relearning the use of a skateboard
and failing to master a snowboard.
Live in Clapham. Keen on urban living.
Love London.

