

MIKE BROOKING

Copywriter

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Before becoming a writer I worked as an Assistant Photographer. This gave me an invaluable grounding in advertising and the language of communication. As a Copywriter I've worked across most sectors and in most media. I've a broad range of experience but Retail, Travel and Automotive are probably my specialist areas.

Being part of a team is important to me and I've been fortunate to work with some very talented Art Directors, Strategists, Designers and Producers. As a Group Head I've helped mentor junior Creative teams, Project and Account Managers, helped direct pitches and manage presentations. I'm also, so I'm told, fun to work with.

2013-2020 **AMVBBDO** Senior Creative

2009-2013 **FREELANCE** Leo Burnett/ McCann Erickson
Cheil Worldwide/ Havas London/ DDB Qatar
Partners Andrews Aldridge/ TBWA

2001-2008 **HDM/ SOUK** Head of Copy

1999-2001 **FREELANCE** DDB London

1995-1998 **OGILVY & MATHER** Creative Group Head

1994 **COLLETT DICKENSON PEARCE** Senior Writer

1988-93 **BMPDDB** Creative Group Head

DAVIDSON PEARCE
GRIERSON COCKMAN CRAIG & DRUIFF
YOUNG & RUBICAM

AWARDS INCLUDE New York TV & Film, D&AD, Campaign Press

EXPERIENCE BY SECTOR/ BRAND

Retail: Marks & Spencer/ Argos/ Sainsbury's/ BT/ Samsung
Currys PC World/ Asda/ Flybe/ Sky Marketing/ Dixons

Destinations: Tourism of India/ Kenya/ Yorkshire Tourist Board
Guernsey Tourism/ Isle of Man/ Malta Tourist Office/ Cayman
Islands/ Jersey Tourism/ North East England Tourism/ Flanders
Western France/ Ontario & Toronto

Cruise/Ferry lines: Fred Olsen/ Cunard/ Hebridean Cruises
SeaFrance/ Swan Hellenic/ Virgin Cruises/ Ideal Cruising

Holiday operators: Cosmos holidays/ Haven Holidays

Hotels: St James' Court/ Sofitel St James/ Sol Hotels

Airlines: American Airlines/ Emirates/ Continental Airlines
Flybe/ Qatar Airways

Automotive: Budget Car rental/ Honda/ Lincoln Cars/ Opel
Europe/ Peugeot Fleet/ Volkswagen/ Chrysler Jeep/ Nissan
The Caravan Club/ Mercedes-Benz/ Ford of Europe

Leisure & Home: Pentel pens/ Mafu Fly Spray/ Daily Mirror
Brillo/ Felix cat food/ Glade air freshener/ Roberts Radio
Warner Village Cinemas/ Ercol furniture/ Vanish liquid
Harpic toilet cleaner/ Renting-on-Line/ Fisons Lawn Care

Foods: Heinz Beans & Soups/ Knorr Soups/ Discovery Foods
Bonne Maman jams/ Monini Olive Oil/ Aoste Hams/ Doritos

Drinks: Smirnoff Vodka/ Martell Cognac/ Bombay Sapphire
Cossack Vodka/ Grand Marnier/ Waitrose Wines/ / Guinness

Tech: Verisure Alarms/ Smart Energy meters/ Jersey Telecom
Beko Appliances/ Samsung/ Toshiba

B2B: Alcan Aluminium/ British Gypsum/ Shell Deep Water
GEC Reliance/ Konica U-Bix/ Mobil Oil/ The Economist

Utilities: British Rail/ Southern Gas/ Safestore/ British Gas

Finance: Derbyshire Building Society/ Royal Bank of Scotland

Pharma/ Healthcare: Zest soap/ Asilone/ Tena Men/ Karvol
Esporta Health Clubs/ Nicorette/ Kotex NatWest/ Investec

Government/ COI: Family Credit/ DoE/ DTI/ MAFF/ Met Police

Charities: London Association for the Blind/ The Wildlife Trusts
Dentaid/ British Heart Foundation

Hair & Beauty: Wella Hair Care/ Clairol/ Coty perfumes