

Chris Bann

Award-winning, through the line Creative Conceptual Copywriter

- Creative Direction
- Concepts
- User Experience
- Brand Development
- Copywriting
- Creative Strategy

B2C, B2B, corporate, HR and internal comms – across Print, TV, Film, Online, Mobile and Social

Check me out at www.chrisbanncopywriter.com

December 2016 — Present. Freelance Creative Conceptual Copywriter

Since becoming a hired gun, I've created TV idents for Plymouth Gin. Comms around Clean Cold Power's nitrogen-fuelled engine. High-end residential development brochures. Radio for startup Hoppy and More Than insurance. Everything for Unsmoke Your World (a movement inspiring smokers to switch to smoke-free alternatives). Corporate comms for FSoft, Amex, the Pru and Manulife. Stints in-house at Eurostar. Copy and campaigns for councils across the UK. And a whole lot more.

July 2011 — December 2016. TAG Design & Interactive

I was taken on as Hewlett Packard's principle wordsmith, and quickly saw my role expand to become EMEA brand guardian. By the time I left, I was the Integrated team's Head of Copy, and well-used to dealing with large budgets and global nuances. Along the way, I created TV and outdoor campaigns for MBNA and Google. Won The Dorchester Hotel Group. And crafted comms for the likes of Citibank, World Remit, Aviva, Gucci, Sony, Amazon and EE.

May 2007 — July 2011. TCS (now Penna)

I hooked up with TCS as a Senior Writer because I wanted more responsibility. I won pitches, including Orange. I was on a dozen HR communications awards' shortlists. And took home three RAD trophies and a TARGETjobs gong. As well as beefing up my digital chops, I honed the way I get clients like Aviva, RAC, Britvic and Macmillan Cancer Research excited about the work.

December 2004 — May 2007. Work Communications (now ThirtyThree)

My first creative job was, not surprisingly, as a Junior Writer. I created all kinds of HR communications, from multi-channel graduate campaigns for the Environment Agency to brochures for Applied Biosystems; TfL websites to one-off ads for JP Morgan. It was a good grounding: I worked on big pitches and with all kinds of clients – while gaining a deep understanding of pretty much every industry imaginable.

Earlier history

London College of Music and Media

University as a mature Advertising and Media Studies student was a bit weird. One lecturer would wax lyrical about a Nike advert; the next would say marketing was the work of the devil. It was productive though, and I came out with a 2.1.

I started out in finance

Which is why I instinctively appreciate commercial pressures and the way clients think. But my time at full service agency Ammirati Puris Lintas put an end to that path. I fell in love with advertising and creativity, sponged as much as I could off the teams there, and went to Uni to develop my concepts and writing. I've never looked back.