

# JAMES RICHARDSON / CREATIVE COPY / BRAND STRATEGY

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## RECENT PROJECT WORK

CLIENT: TEEM, LONDON FEB/MARCH 2025

BRIEF: BRAND NAMING, PERSONALITY AND LANGUAGE FOR A NEW TRAVEL APP. COLLABORATION WITH DESIGNERS, DEVELOPERS AND FOUNDERS.

AGENCY: THIRD HORIZON, LONDON FEB/MARCH 2025

CLIENT: PLAYTOPIA, ABU DHABI

BRIEF: DEFINING BRAND PERSONALITY AND UNIQUE LANGUAGE.

FOR NEW ESPORTS RESIDENTIAL DEVELOPMENT CONCEPT IN ABU DHABI.

AGENCY: STUDIO ZUR STRASSEN, MUNICH

CLIENT: VAMO, MUNICH JAN/FEB 2025

BRIEF: NEW BRAND VISION AND MISSION. ENSURING A LEADING GERMAN ENERGY BRAND IS READY FOR ITS SHIFT TOWARDS NET ZERO.

AGENCY: STUDIO ZUR STRASSEN, MUNICH

CLIENT: TRAIT, MUNICH NOV/DEC 2024

BRIEF: NAMING, LANGUAGE AND EXECUTIONS FOR A GERMAN FITNESS APP. ENSURING NEW DESIGN AND VOICE SPEAK TO A GLOBAL AUDIENCE.

AGENCY: STUDIO ZUR STRASSEN, MUNICH

CLIENT: KICKBASE, MUNICH 2024

BRIEF: CONSULTING ON THE KICKBASE REBRAND. GETTING A VISION, MISSION AND KEY HEADLINE BRAND MESSAGE FIT FOR THE NEXT DECADE.

AGENCY: BCGX, LONDON

CLIENT: UNIVERSAL MUSIC, LONDON JULY/AUG 2024

BRIEF: NAMING AND BRAND DEVELOPMENT FOR A NEW AUDIO WELLNESS APP. WORKING WITH ONE OF THE WORLD'S BIGGEST MUSIC LABELS.

# NOTABLE ENGAGEMENTS

AGENCY: HOGARTH WORLDWIDE/WPP, LONDON 2023/2024

CLIENT: ROLEX, SWITZERLAND

BRIEF: WIN ADS ACROSS TVC, PRINT, ONLINE AND SOCIAL.

WRITING IMMEDIATE, IMPACTFUL CONTENT FOR A GLOBAL AUDIENCE.

AGENCY: VMLY&R, LONDON 2022

CLIENT: FORD, EMEA

BRIEF: CREATING LAUNCH CAMPAIGN MESSAGING FOR NEW RANGER AND

MUSTANG MACH E. CLEAR, ENGAGING, PLAYFUL HEADLINE CONTENT.

AGENCY: ACCEPT & PROCEED, LONDON 2021

CLIENT: NIKE HOUSE OF INNOVATION, PARIS

BRIEF: BRAND ACTIVATIONS IN NEW PARIS STORE. HEADLINE CONCEPT AND

MESSAGING ONLINE, IN-STORE AND ACROSS THE CITY.

AGENCY: ACCEPT & PROCEED, LONDON 2020

CLIENT: NIKE, GLOBAL

BRIEF: WORK WITH NIKE TO DELIVER AN ANIMATED FILM PIECE.

CREATED TO LAUNCH THE NEW IN-HOUSE NIKE DESIGN LANGUAGE.

AGENCY: EPAM, LONDON 2020/2021

CLIENT: BT, UK

BRIEF: BUILD THE NEW BT BUSINESS WEBSITE AND DIGITAL APP.

WORKING WITH UX/UI AND BT TO DELIVER ALL NEW CONTENT.

AGENCY: FORPEOPLE, LONDON 2019

CLIENT: TRENITALIA/SCOTRAIL

BRIEF: NAMING THE NEW WEST COAST MAINLINE. DEVELOPING ALL TOP

LINE MESSAGING FOR THE NEW AVANTI WEST COAST BRAND.

AGENCY: FORPEOPLE, LONDON 2018

CLIENT: IHG HOTELS GROUP

BRIEF: NAMING AND TONE OF VOICE FOR NEW AVID HOTEL BRAND IN USA.

EVERYTHING FROM IN-ROOM MESSAGING TO HEADLINE OOH BRANDING.