

JAMES RICHARDSON
CREATIVE COPY / BRAND STRATEGY
CONTACT / WHATSAPP: +447428883434
EMAIL: JMSRCHRDSDN1@GMAIL.COM
FOLIO: JAMESRICHARDSON.ONLINE

PROFILE

Award-winning creative copywriter and brand strategist shaping campaigns, brands and voices in sport, tech, FMCG and beyond. From brand foundations and tone of voice systems, to big-idea campaigns and content that goes places. I bring fresh energy to every brief — harnessing AI to streamline workflows and unlock more time for bold, human ideas.

RECENT HIGHLIGHTS

Rolex/Hogarth Worldwide — Captured the energy and emotion of the moment of victory across global TV, print, and social campaigns for Rolex sports ambassadors.

Kickbase/Studio zur Strassen — Consulted on a full rebrand, creating a bold new vision, mission and tagline: 'Live. Breathe. Football.' Positioned the brand to shape the future of the fan experience.

Nike House of Innovation Paris/Accept & Proceed — Created in-store and OOH concepts inspired by Nike's Move to Zero initiative. Showcased sustainable innovation, powered by purpose.

Trait/Studio zur Strassen — Rebranded a digital training app around personal traits, not performance metrics. Voice, naming and concepts designed to engage athletes on their own terms.

Nike Blok 70/Accept & Proceed — Contributed copy and concepts for Nike's basketball court built from 20,000 up-cycled sneakers — a bold statement of sustainable design and community regeneration.

Endel/Universal Music/BCGX — Developed copy, naming and comms for a new digital wellness app with BCGX and Universal Music — fusing innovation, accessibility and wellbeing.

Ford/VMLY&R — Global email ad campaign to launch the new Ranger and Mustang Mach-E. Headline-driven copy that balanced Ford's legacy with innovation: 'Ranger Raptor: Same DNA. Different Beast.'

PROFESSIONAL EXPERIENCE

Hogarth Worldwide, London (2023–2024)

Senior Copywriter

Client: Rolex

- Captured the energy and emotion of the *moment of victory* across global TV, print, and social for all Rolex sports ambassadors.
- Created copy for all Rolex sports testimonies, maximising engagement across formats and markets.
- Partnered with production teams worldwide to deliver best-in-class creative under tight timelines.

Studio zur Strassen, Munich (2024)

Consultant Copywriter

Client: Kickbase

- Consulted on a full rebrand, developing a bold new vision, mission, and tagline: “*Live. Breathe. Football.*”
- Positioned the brand to shape the future of the fan experience, ensuring longevity and clarity in messaging.
- Produced a launch film, web content, and social activations that brought the rebrand to life for a new generation of fans.

Accept & Proceed, London (2019–2023)

Senior Copywriter / Brand Strategist

Worked across major global clients including Nike, SoundCloud, Chelsea FC, ECB, Arrival and Rapha.

- Developed concepts, campaigns, and brand identities across film, OOH, digital, and experiential.
- Created tone of voice systems and launch content for new products and initiatives.
- Highlights: Nike *House of Innovation Paris* campaign; Nike *Blok 70* sustainable basketball court; Nike internal design language film.

Ogilvy, London (2015–2016 & 2019)

Senior Copywriter

BT & BT Sport; Post Office; British Airways.

- Built campaigns, digital comms, and branded content across consumer and sport verticals.
- Defined a new tone of voice for the Post Office, making messaging more human and direct.
- Contributed to major product launches and broadcast creative.

Additional client work across tech, finance, FMCG and pharma available