

CREDENTIALS



"Philip knows where creativity fits into business strategy. He listens to clients; understands their objectives and translates these into creative, viable concepts and plans. Philip is a pleasure to work with and understands how to consult effectively with business owners and professionals."

Áine Maguire | Persuasion Organisational Consulting

With over three decades in the media communications sector, Philip offers a unique creative mentoring service to his clients.

Drawing on his business and visionary skills, he has worked most recently with clients as diverse as:

- Mark and Chappell (*building their international brand in the petcare arena*)
- Shelia Morley (*creating her millinery storyline, brand and imagery*)
- Royal Dublin Society (*promoting the membership drive*)

In essence, Philip is the bridge builder between client and producer, curating projects from conception to completion. Marrying business acumen with creativity, Philip can deliver on message and meet objectives from conception to completion.

Having run and sold a successful design agency, lectured on a number of MBA courses and hosted innovation workshops, his calm and knowing style coupled with real world experience has brought numerous commissions and projects to successful completion.

When you have need for real creative and visionary input to your project at embryonic stage, or need a safe pair of hands to guide it through its production stages, Philip Darling's unique skills and insight, can be an important asset.

SKILLS

Consultancy and Innovation Workshops | Brainstorming Conceptual Work | Project Management
Client Briefing | Art Direction and Planning of Photography and Video | Branding Design and Roll Out:
Packaging, Literature, Promotions, Exhibition, Advertising, Digital, Web and Video.

CLIENT EXPERIENCE

A&L Goodbody, Barry Group, Beechwod Dental, Bidy Gonzales, Brand Edge, Broadly Speaking, British Airways, Biotrin, Caragh Nurseries, Chester Beatty Library, Clear Ink, Coca Cola, Contemporary Music Centre, Enable Ireland, EY, Facebook, FGS, Family Carers Ireland, Gearoid Hardy & Associates, Glen of the Downs Golf Club, GSK, Heineken, Hennessy Aviation, Heritage Council, Institute of Taxation, J&J, KMCS, Megazyme, Bank of America Merrill Lynch, M50 Van and Truck Centre, Merck, Mileeven, Microsoft, Monart, Music Network, NAMA, National Museum & Library, National Tailoring Academy, National Truck Rental, Nualight, OSi, Profile Lighting, RDS, Rotunda Private Clinics, RTE, Roche, Sainsburys, Three, Trinity College, UCD, Waitrose, Wexford Strawberries and Xerox.