

CREATIVE TALKS OVERVIEW

Creative lectures typically run for 45 minutes followed by a Q&A session. Although the focus can be specific, the talk usually portrays how brands use innovation to increase awareness and sales.

The AV presentation uses a combination of visual images and videos from international brands and a selection of case studies commissioned from the consultancy.

Creative talks are ideal for marketing and MBA courses, corporate groups, SME gatherings and network meetings.



From the feel good, home grown message of the Happy Pear to the internationally recognised brand of FedEx, each lecture features real contrasts and success stories.

CREATIVE TALKS TYPICAL CONTENT

Overview

Just what is innovation? Thought provoking and amusing examples through visual and video presentation.

From Big Budgets to Guerrilla Marketing

From innovative campaigns that don't break the bank, to those whose brand protection comes at any cost.

Brands

The importance of clear and consistent branding for companies. Trust building and new market roll-outs.

Case Studies

From international campaigns, where winning and retaining customer loyalty is key, to start-up case studies on tight budgets.

Creative

Just how do people get that big idea for their next business idea? Risk takers and success stories.

Closing and Summary

Invited feedback and discussion of lecture. Q&A and conclusions.

Follow Up

Summary of lecture through visual examples and overview notes.

CREDENTIALS

PHILIP DARLING OVERVIEW

Philip has been working within the Irish and UK communications industry for over thirty years and is the creative director of Darling.ie, an agency that specialises in brand generation and promotion, for businesses and products. Services range from consultancy and direction to the visualisation and implementation of marketing collateral.

His strength is understanding client's marketing requirements, creation of message and the consistent application across mediums of choice. Having run and sold a successful design agency, lectured on a number of MBA courses and hosted innovation workshops, he brings real business insight and creativity to his clients.

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, AVAFX, Bidy Gonzales, Brand Edge, Broadly Speaking, British Airways, Biotrin, Carers Association, Caragh Nurseries, Chester Beatty Library, Clear Ink, Coca Cola, Contemporary Music Centre, Enable Ireland, Ernst & Young, Facebook, FGS, Gearoid Hardy & Associates, GSK, Heineken, Hennessy Aviation, Heritage Council, Institute of Taxation, J&J, Kavanagh Fennell, KMCS, Megazyme, Bank of America Merrill Lynch, Merck, Mileeven, Microsoft, Monart, Music Network, NAMA, National Museum & Library, National Tailoring Academy, National Truck Rental, Nualight, O2, OSi, RDS, Rotunda Private Clinics, RTE, Roche, Sainsburys, Trinity College, UCD Wexford Strawberries and Xerox.

TESTIMONIALS

"It's crucial that we use design partners who can deliver to a consistently high standard for our clients - that's why we recommend Philip's design consultancy services. He delivers the brief each and every time. Our clients are happy, so we're happy."

Naoimh Murphy | Purcell Masterson

"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

"I worked with Philip for approximately 3 years during my time at Text 100 Dublin - primarily on my client Xerox Europe. To it very bluntly - Philip as a creative designer is the standard that I have judged all designers that I have worked with since."

Cian MacEochaidh | Tribeca Public Relations