

## HOWARD BEAUCHAMP

Cd + Ad = Brand Builder

Born in London England.

Studied at Epsom University for the Creative Arts / UK.

Studied at the school of Communication Arts / London UK

where Howard learned his craft from the best in the biz.



Paul Arden World Wide Creative Director of Saatchi & Saatchi, Mark Reddy of BMP DDB London. Early on Howard was lucky enough to work at TBWA London, then skipped across the pond to the hottest shop in Toronto, Chiat Day Mojo, and was hired by Marty Cooke, Creator of the Reebok, "Let UBU" campaign.

Howard's work has also appeared on the spine of a magazine in Canada for Volvo and a first for automotive category. Along the way picking up gold for his Salvation Army Campaign "Invisible" in 2007 at the PDN awards. That campaign was recognized as being the best campaign ever created for "The Salvation Army" in getting donations. He was asked to be one of the judges for the advertising section of the PDN awards for 2008, and 2010. A great honor.

Howard's work has also been showcased in the Oscars of the advertising award shows. Picking up a Gold Lion at Cannes, Gold One show Gold Pencil, plus multiple Gold Art Directors Awards, Communication Arts, New York Festivals, London International, and Graphis to name a few. Howard's work has taken brands from #5 in the marketplace to #1, and he was the creator behind Sprint Canada's "RED IS SMARTER" campaign that exceeded client expectations by migrating users of other carriers to over 300%.

He is most proud of his son, Noah. Next, the Salvation Army work that has been very well received, but most importantly worked to help those in need.

The list of accomplishments continues to grow in 2020.