

Mark Bown Works

Thirty years of building brand love,  
resolving inconsistent campaign madness,  
convincing celebrities to become co-owners,  
winning the same business multiple times,  
collecting awards, mentoring creatives,  
owning ambitious agencies, designing  
number one record covers, writing short  
stories and releasing highly collectible  
seven-inch albums.

2019 || 2022 Anheuser-Busch InBev  
Executive Creative Director

CAMDEN HELLS. CORONA. BUDWEISER.  
STELLA ARTOIS.

2017 || 2019 Consulting  
Executive Creative Director

OGILVY LONDON.  
ANY NEW YORK.  
LEAGAS DELANEY LONDON.

1996 || 2022 Identity Falling  
Recording Artist

2014 || 2017 Ogilvy Singapore  
Executive Creative Director

COCA-COLA. ELECTROLUX. HEADS  
TOGETHER. FOX. SNAPCHAT X  
OOGACHAGA. PHILIPS. UNILEVER.

2010 || 2014 Badger & Winters New York  
Executive Creative Director

AVON. BRUNSWIG & FILS. CALVIN KLEIN.  
CEW. DFA. DONGHIA. DVF. ESTÉE LAUDER  
GODIVA. JACOB. LA PRAIRIE. LAURA GELLER.  
LIVING PROOF. NORDSTROM RACK. PEPSI.  
P&G. SMART SET. TARGET. TOWN &  
COUNTRY. VICTORIA'S SECRET.

2009 || 2010 Euro RSCG C&O Paris  
Creative Director

BANQUE POPULAIRE. EDF. ORANGE.

2004 || 2008 Ogilvy New York  
Partner Creative Director

AVON. AMERICAN EXPRESS. BP.  
CHRISTIAN LACROIX. COCA-COLA. IBM.

2000 || 2004 Happy Tomorrow  
Owner

ABSOLUTE VODKA. BRITISH GOVERNMENT.  
COSMOTE. ENGLISH PARTNERSHIPS. HONDA.  
MTV. NIKE. NICKELODEON. PODLERS. SEGA.  
TELIA. UNIVERSAL.

1998 || 2000 Clinic  
Senior Art Director

CHANNEL FIVE. LEGO. VIRGIN.

1994 || 1998 Negativespace  
Owner

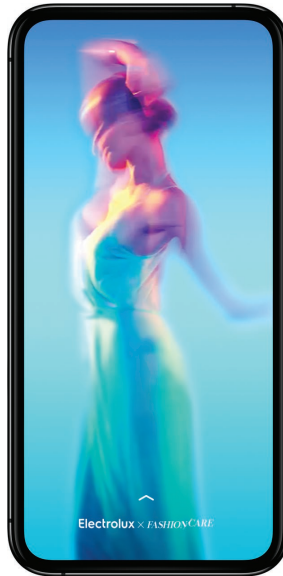
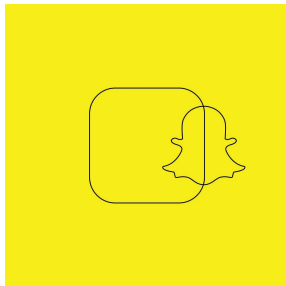
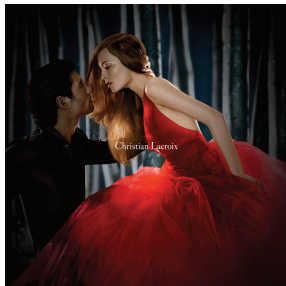
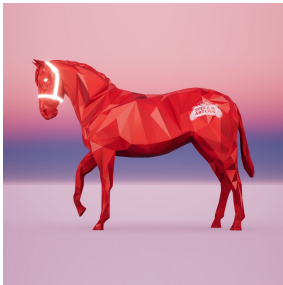
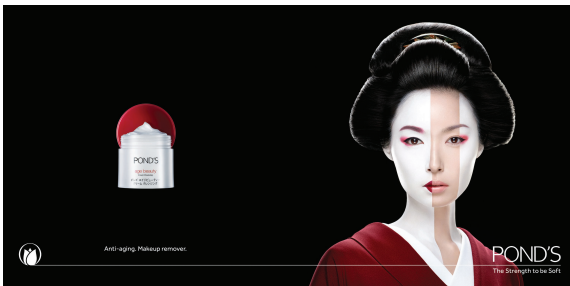
BETH ORTON. CREATION RECORDS.  
KYLIE MINOGUE. MONKEY MAFIA.  
SCI-FI CHANNEL. THE CHARLATANS.  
THE CHEMICAL BROTHERS.

1992 || 1994 Creation Records  
Art Director

LEONARD NIMOY. OASIS. PRIMAL SCREAM.  
RIDE. TEENAGE FANCLUB.

1991 || 1992 Swiftly  
Designer

MO' WAX. TALKIN' LOUD.



## LIVING PROOF

A small unconventional beauty company with a remarkable brand story, had a big brand awareness problem. Founded by the most famous biomedical scientist in the world, producing an award-winning product with a cult following, Living Proof still needed to prove to Sephora it was worthy of valuable retail space.

The disruptive relaunch, through advertising, in-store and social, for the only hair brand to use MIT science convinced Jennifer Aniston to become a co-owner.

The *You are the Living Proof* campaign is a simple, powerful message that established an emotional connection with consumers. Sales increased two hundred percent and Living Proof became the number one haircare brand in Sephora.

## AVON

Won the unique beauty companies business at Ogilvy when it was suffering due to poor public perception. Avon needed to elevate its beauty image to compete with other beauty brands such as Estée Lauder and Revlon.

*Hello Tomorrow* speaks to all woman about confidence, optimism and the promise of a better tomorrow. Every touchpoint from branding, advertising and product design were obsessively re-imagined to give the brand a new perception of premium quality.

Eighteen months after launch, sales had increased by sixty percent. Although, three years later when Avon abandoned *Hello Tomorrow* they were left without a clear consumer message and sales began to decline.

Won the business (again), at boutique agency Badger & Winters, in a three-way pitch against Ogilvy and Wieden + Kennedy.

## ELECTROLUX

The second largest home appliance manufacturer in the world were falling behind in Asia, where LG and Samsung dominated with technology focused communication.

Developed an integrated platform for the Swedish brand's laundry business and disrupted the category with bold visuals and a simple promise.

*Fashion Care* introduced a new line of washing machines engineered to keep clothes fabulous for longer, from Hermès to H&M.

The work won a Gold Effie for Brand Revitalisation.

## PERONI

The premium Italian beer, needed to refresh it's communications to engage with millennials.

Won the account in a three way pitch against BBH and Droga5 using a simple strategic switch, changing Peroni from 'the champions of Italian style' to 'the Italian champions of style'.

The *Beauty of Style* campaign combines a stylish redesign with contemporary artist commissions refreshing Peroni's advertising and product.

| POND'S   | SNAPCHAT X OOGACHAGA  | PEPSICO   | NORDSTROM RACK   |
|--|---|---|--|
| <p>The once respected beauty pioneer now had a fragmented global portfolio, with multiple messaging and inconsistent execution. It needed to rebuild its skincare credentials and establish an ownable visual identity.</p> <p><i>The Strength to be Soft</i> campaign communicates not only the efficacy of the product – giving skin the strength inside to be soft outside – but also the real-life strength to be soft in today's increasingly harsh world.</p> <p>The brand relaunch focused on Pond's new innovative products, using compelling science and emotional insights, with clear demonstrations of the product benefits. From conventional advertising in Japan to impactful social media campaigns in Argentina, the new approach transformed their communications across every platform.</p> <p><i>The Strength to be Soft</i> also gave meaning to the brand icon, the tulip, for the first time.</p> | <p>Singapore's acceptance of the gay community is at odds with its progressive heritage: Section 377A of the penal code makes gay sex a criminal offence, forty percent of Singaporeans consider homosexuality unacceptable and schools don't offer an inclusive sexual education.</p> <p>Recognising that deep-rooted discrimination prevents healthy conversation, Ogilvy &amp; Mather partnered with respected counselling organisation Oogachaga to create <i>Snapchat from the Closet</i>.</p> <p>Snapchat's unique functionality made it the perfect platform for concerned young gay adults to ask questions about their sexuality.</p> <p>Oogachaga is now able to provide safe, confidential advice and is available as an ongoing communication channel from the counselling experts.</p> <p><i>Snapchat from the Closet</i> won multiple awards for its innovative use of social media, including a Silver Lion at Cannes.</p> | <p>Millennials had become the biggest drivers of water sales and Pepsi didn't have anything to compete with the success of Coca-Cola's Smart Water.</p> <p>After three years of developing bottles, graphics and advertising, the new <i>Life Water</i> brand was finally approved and ready to enter production – although it would be another three years until Pepsi were actually ready to launch.</p> <p>The approved work was executed by R/GA.</p> | <p>Nordstrom needed to expand their business and recognized an opportunity to increase revenue through Nordstrom Rack, their off-price outlet. A comprehensive audit of their consumers revealed the recession made younger shoppers spend eighty percent of their dollars on discounted merchandise.</p> <p>The combination of a new provocative brand language loaded with humor and charm, stylish photography and a playful revival of Nordstrom Rack's original visual identity appealed to a new savvy consumer – the young style seeker.</p> <p>The advertising and store refresh made an immediate impact. Store traffic increased leading to thirty percent more revenue. The Rack outperformed all off-price outlets for first time in Nordstrom's history including Macy's, their largest competitor.</p> |

References

"Mark is a rare breed – an ideas man that knows how to execute work beautifully."

EUGENE CHEONG. CCO. OGILVY.

"Mark is unlike any creative partner I've worked with before: strategic, selfless and funny."

JILL BERAUD. CEO. LIVING PROOF.

"I do remember the album cover you designed for me. I liked it. Did I forget to pay you?"

LEONARD NIMOY. ACTOR. SINGER.