

# ARVAN WILLIAMS | A RÉSUMÉ



## **Making the hard sell easier**

Arvan Williams is a highly trusted plug-in creative department. The work we do, both visually and verbally, is to sharpen the sell: to ensure your market notices, understands, desires and, above all, selects your brand over others.

Politics and red tape are the reasons we left the big agency world behind us. We believe great communications start from the word go: first-hand contact with clients is vital to realising objectives.

In turn, our clients find that direct involvement with an experienced, hands-on creative resource is more time and cost-efficient, more rewarding and often a lot more fun.

## Our expertise

- Branding, product and value development
- Advertising
  - consumer / user
  - trade, business-to-business
  - corporate
  - regional, national and international
  - TV, poster, radio, press, multimedia, direct mail, etc
- Packaging, display, point of sale and general print design (brochures, catalogues, leaflets, etc)
- Digital interface design (web, software, intranet)
- Exhibitions, incentives & promotions

## Our client relationships

### **Scottish Power**

"Constructive, creative, considered, caring and conscientious."

*Simon Holmes, Marketing Director*

### **3M**

"In addition to being very professional and creative, Arvan Williams make the work feel like so much fun that I sometimes wished the job would never end."

*Andrea Martinelli, Marketing Director*

### **Swiss Tourism**

"We work in a very competitive market in which is not easy to find a point of difference. Arvan Williams produce great selling ideas, and their creativity helps keep us ahead of the game."

*Roland Minder, Product Manager*

### **Astron Clinica**

"The quality of the work is outstanding. I constantly get complimented on the quality of our marketing. Most of all, Arvan Williams is great fun to work with."

*Annie Brooking, Managing Director*

### **Momart**

"Arvan Williams are a rare breed - they mix top class creativity with cost effective solutions."

*Carole Hastings, Director*

### **Dairy Crest**

"Arvan Williams have worked with commercial teams in both Unigate and Dairy Crest . During that time, their creative ability has helped us win major business with all the major retailers. Whether it is crafting a presentation that seals a deal or in bringing ideas to life, they possess the ability to make a real impact as well as making a difference. They are fun to work with and have built real relationships with many of our important clients."

*Bill Haywood, Customer Development and International Director*

### **Bioconcepts**

"We were one of the first clients of the Agency way back in the nineties. The fact that the relationship is still ongoing after all these years says it all."

*Brian Arstall, CEO*

### **Musto**

"I have worked with Arvan Williams over a number of years and have always been impressed by their early understanding of even the loosest of briefs and their commitment to not just satisfy but to exceed the expectations of the customer. They provide big agency feelings with small agency costs."

*Simon Payne, Marketing Director*

## Our client experience (in alphabetical order)

**3M** (International) / **Absolute Organics** / **Akzo Nobel - Jozo Salt** / **Air India** / Alfa Romeo Europe (1982 Strategie: 'Best Car Campaign Award', 1982 Cannes: Silver Lion) / Amouage (Pan-European & Middle East Perfume launch) / Apple computers (Pan-European launch, 1984: Macintosh & IIC) / **Astron Clinica** (Medical technology; International) / **ATOC** (Association of Train Operating Companies) / **Australian High Commission** / Automobile Association / **Balkan Holidays** / **BACS** (Central clearing bank) / **Bentley Motor Cars Ltd** / Berlei Lingerie / **Big Jaw Baking** / **Brandon Turkeys** / **Bioconcepts** (Health & Beauty) / British Rail / **Bundaberg Rum** / **Campbells** / Carnation / Chernikeef (Electronics) / **Colnaghi** (Fine Art Gallery) / **Courtaulds Fibres** / Cussons Toiletries / **Dairy Crest** (Foods) / Deutsche Gramophone (1980 Strategie: "Best European Campaign Award") / **DDD/Fleet Laboratories** (Health & Beauty) / Dr. White's / Dunlop Tyres (Cannes: Gold Lion - New York: Clio) / Dunlop Golf / **Exclusive Ranges** (Foodservice equipment) / **Express Dairies** / **Ennis Foods** (Launch of 'Rumblers') / **FFC** (Fine Fragrances & Cosmetics) / **GCI General Cable Industries Ltd** / **Geest** (Foods) / **Gerber Foods** / **Golden Square** (Film Production) / Gillette Blades and Razors (Pan European, Africa & Middle East) / **Gulf Air** (International) / Haig Whiskey / Harvey's Bristol Cream / **Haworth** (Office Furniture) / **Hazlewood Ready Meals** / Heinz / **Hilcona** (Foods) / Imperial Tobacco / Jacobs Bakeries / **Kimberley Clark** / **Kodak** / **Lactalis** (Foods) / **LOT Polish Airways** / **Lloyds Bank** / Mars & Mars Petfoods / **Maruman Golf** / Max Factor / **MD Foods** / **Milk Marque** / **Mindscape UK** (Games & DVDs) / **Mod-Tap** (Cabling Systems) / **Molex** (Connector components) / **Momart** (Fine Art Logistics) / **Musto** (Sportswear) / **Noxzema** (Men's Toiletries) / **Nestlé Purina** (Petfoods) / **Novartis** (Pharmaceutical) / Q8 (Petroleum - Pan-European launch) / Qantas Airlines / **Radisson Diamond** (Cruises) / Ramos Pinto (Port Wine) / **Rank Hovis** / **Repsol** (Launch National Spanish Petroleum - Spanish National and Pan-European) / Richardson Merrell / Scottish & Newcastle Breweries / **Scottish Power** (Launch of 'Iguana' Central Heating) / Showerings / **Sky TV** / **Swiss Wines** / **Swiss Cheese** / **Switzerland Tourist Office** / **TMD** (Glass) / **The National Dairy Council** / **Universal Office Supplies** / **Unigate** / United Biscuits / **Vivendi Interactive UK** / United Rum Merchants / Uncle Ben's / **Uniq Foods** / **Wembley Plc**

Our work with foods and health & beauty clients has given us extensive experience in producing successful sales, launch or presentation material for major retail chains, ie: Tesco, Sainsbury's, Marks & Spencer, Waitrose, Asda, Boots & Superdrug.

Key:

**BOLD/BLACK:** Existing clients

**BOLD/GREY:** Historical clients, as handled by AW Ltd

GREY: Historical clients, as handled by key players previous to AW Ltd

## Our history

Great creativity needs great relationships: both need to be direct, fluid and simple. At Arvan Williams (AW), you are directly in touch with the people who originate the ideas. Since the start, this interfacing with clients has sharpened the accuracy and condensed the power of our response.

By the time AW started in 1987, Paul & Nitsa already had 28 years of life in the big international agencies between them. We left the plush surroundings of BBDO, where we worked together as a team, for the bohemian graces of a back-room in Soho.

After years of agency politics and red tape we set out to rip away the cobwebs, make client work an entirely more creative process, enjoy the company of the people we worked for or with and make serious business fun.

AW was instantly hired by BBDO Madrid to work on the rebranding and international launch of Repsol, Spain's giant national energy company - essentially to repeat the success of the Q8 launch campaign we had created in our BBDO (London) days.

In the first two years, AW continued to win the trust of large international clients like Gulf Air for global advertising, but also established a strong and loyal base of clients with UK and European business, some of which are still working with AW at the time of writing.

AW developed a team structure that allows it to stay free, fluid and above all, intensely creative. Having grown for a project, AW will always shrink back to its core base - support, when it is needed, is hired on a piece-meal basis, and we form-shift as your project demands: working solo, grouping up, slotting in with our clients or latching onto external expertise.

By the time AW moved to Holborn in 1993, the core team was joined by Matt Burke; Matt is now a Director of the company. The core team also includes Michael Howes, another young and talented designer fully imbued with the AW 'serious fun' ethic. The AW core team is supported on an ad-hoc basis by a contact base other agency-nurtured professionals in research, media, multi-media, production, sales promotion, etc, from which it adds on to bring you the total communication solution.

AW moved to offices in Vauxhall in 2002.

Please contact Paul Williams, Nitsa Seawell or Matt Burke at 0207 587 3777 for further information.

## Core Team Professional Experience

### Directors:

Paul Williams (*Art Director*)

Nitsa Seawell (*Concept/Copy Director*)

Matt Burke (*Art Director*)

### Paul Williams

- 70 - 71 Dorlands, London (*Now DMB&B*)
- 71 - 72 C.D.P., London
- 72 - 78 Massius Wynne Williams, London (*Now DMB&B*)
- 78 - 84 Massius Wynne Williams, Paris (*Now DMB&B*)
- 84 - 87 BBDO International, London (*Now AMVBBDO*)
- 87 ... Arvan Williams Ltd, London

### Nitsa Seawell (*née Arvan*)

- 76 - 77 Benton & Bowles, London (*Now DMB&B*)
- 77 - 78 Crawfords, London (*Now Saatchi*)
- 78 - 82 Allen Brady & Marsh, London
- 82 - 84 Sharps Advertising, London (*Now Saatchi*)
- 84 - 87 BBDO International, London (*Now AMVBBDO*)
- 87 ... Arvan Williams Ltd, London

### Matthew Burke

- 93 - 95 Plum Design, Hampshire
- 96 ... Arvan Williams Ltd, London

### Michael Howes

- 99 - 00 ATX Design, London
- 00 ... Arvan Williams Ltd, London

# ARVAN WILLIAMS

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