



## **ROLE: CREATIVE TEAM**

### **WE DON'T DO WALLPAPER**

True was founded in 2012 to be a different type of B2B agency. To break free from the world of short-term 'performance' marketing that swamps the industry with no lasting business effects. We believe that unignorable creativity is the most powerful way to drive commercial results for our clients. Creativity that is built on powerful truths that generate fame, attention, and build memorability.

And our approach is working. We were proud to be named Global B2B Creative Agency of the Year by the Association of National Advertisers last year due to the consistently high levels of creativity and effectiveness we've generated for our clients – leading to some great new account wins including Auto Trader, Kaspersky, Logitech and Volvo.

### **WE'RE NOTHING WITHOUT YOU**

We're now investing for growth and are seeking a smart, talented creative team who are as passionate as us about changing B2B marketing, creating award-winning communications, and helping us to generate brand and business momentum for ourselves and our clients.

As a different type of B2B agency, we're looking for a different type of Midweight Creative Team, with the ability to quickly get to grips with new business and understand the complexities of different industries.

Working closely with our Creative Directors, our new team will need to come up with big ideas and have the know-how to show how it works across all the touch points of an integrated campaign: print and OOH advertising, film scripts, digital, social media, brand experiences, and more.

While the work will vary, your passion for creating big fame-driving ideas and a relentless attention to detail will be constant.

## **WHAT YOU'LL LOVE DOING:**

- Pushing creativity and innovation to produce brilliant concepts that sell
- Creating disruptive campaigns that drive fame
- Taking ownership of projects and ensuring the quality and creative integrity of the job is maintained
- Working closely with our Creative Directors and Designers to develop concepts

## **WHAT'S EXPECTED:**

You must have 4-5+ years relevant agency experience and your folio will show examples of big ideas and integrated campaigns across different industries.

- Able to scamp for initial concept and tissue sessions
- Experience in Photoshop is a bonus
- Proven experience in a creative environment with a portfolio to demonstrate your art direction and copywriting skills
- Ability to work under pressure and to deadlines
- A down-to-earth attitude
- Can work as a team or as individuals
- Strong attention to detail

## **WHAT WE CAN OFFER YOU:**

Great range of employee benefits including:

- 25 days annual leave
- Monthly creative allowance
- Investment in personal learning and development
- Subsidised gym membership
- A mattress ... speak to us to find out more!

If this sounds like it's up your street, send your CV to [jobs@trueagency.com](mailto:jobs@trueagency.com)

## **ABOUT TRUE**

True is a multi-award-winning B2B creative and media agency with the central philosophy: 'Make it memorable'. We believe that unignorable creativity is the most powerful way to drive business growth. And having next-generation data and media capabilities under one roof gives us the unique ability to see campaigns through from planning to delivery and optimisation; more efficiently and more effectively.

True's clients span industries, including Big Four professional services firm KPMG; automotive giant Auto Trader; fintech company Worldline; business services company Yell; Kaspersky in cybersecurity and consumer electronics company, Logitech.

Based in Soho, True is the London office of BBN International – ranked Number 1 International Marcomms Agency 2020 in the [B2B Marketing Agencies Benchmarking Report](#).

[www.trueagency.com](http://www.trueagency.com)