

THIS IS PIETER

I'm a truly integrated creative all-sorts working with big brands and small ones too. A multi-platform thinker bringing print, digital, experiences, branding and social together to create compelling communication.

Pieter van Loon

0789 403 8601

pieter@thisispieter.co.uk

Awards

Winner Drum Marketing Award
Best Re-brand/Re-launch for Virgin Media Business

Finalist B2B Marketing Award
Best Brand Launch for Virgin Media Business

Finalist MCCA Award Best Digital Campaign for Costa Coffee

Website

thisispieter.co.uk

Brands

Virgin Media
Samsung
Google
Omega
Costa Coffee
Team GB
Cadbury
Lurpak
Coca-Cola
Mercedes
Homebase
Hilton Hotels
Jumeirah Hotels
English Heritage
Leicester Tigers Rugby
Transport for London
Emirates
Coors Beers
Thatchers
Royal Mail

Freelance

2018 / Now

ELVIS / Concepts, design, visualisation for Doritos, Halls, Milka and Mondelez
VMLY&R - PHARM / Designs for Boots digital and print campaigns
LEX CREATE / Experiences for Team GB Tokyo 2020, McDonald's, Mercedes and Thatcher's Cider
MEDIACOM / Multiple global internal comms campaigns
FIREFLY / Branding, concepts, content and design for multiple websites
WILDERNESS / Brand positioning, re-brand and guidelines

2014 / 2017

VIRGIN MEDIA BUSINESS

CREATIVE HEAD

MANAGING AND GROWING A NEW CREATIVE DEPARTMENT

/ Two competitions for entrepreneurs to pitch to Richard Branson
/ Product launches, events, a UK roadshow and content for social media
/ Redesign of website and brand refresh

2013 / 2014

GREY SHOPPER / Working on P&G, Braun, Pantene, Tetley
MOMENTUM / Pitch win Celebrity Cruises brand experience
PULSE GROUP / Experiential concepts and designs for Emirates Airline, Pitch win for Rugby World Cup VIP Hospitality
FOREVER BETA / Digital ideas and execution for Google Enterprise
MARS LONDON / Ideas for Flora, Cadbury and Samsung
AGENCY SPACE / Concept development for Bulmers
VIRGIN MEDIA BUSINESS / Concept and execution of brand campaign

Employment

2010 / 2013

CHEIL WORLDWIDE

CREATIVE HEAD

WORKING ON SAMSUNG AND NEW BUSINESS PROJECTS

/ Pitch win and execution of 2012 Olympic Torch Relay for Samsung
/ Pitch win for Omega 2012 Olympics brand experience
/ Samsung Pink Ribbon brand refresh and charity event
/ Brand experiences and campaigns for Samsung Mobile and TV

Freelance

2009 / 2010

VIRGIN MEDIA BUSINESS

CREATIVE HEAD

RESPONSIBLE FOR RE-BRAND AND BRAND LAUNCH

BD NETWORK

/ Promotional campaign for Lurpak
/ Pan-European integrated campaign for Nestle Icetea
/ Pitch win Molson Coors Group

DESIGN:UK

/ Development and direction of re-brand for Virgin Media Business

SAATCHI & SAATCHI

/ Online concepts for the launch of a new Chinese food brand Wanchai Ferry

COMMUNIQUE 360

/ Working on Network Rail, Fitness First, Jersey Tourist Board
/ Pitch win for Arriva Trains

EXPOSURE

/ Integrated campaign for O2 Bluebook, experiential concepts for BarclayCard
/ Pitch work for Cadbury's Boost and DoubleDecker

VCCP

/ Concepts for London 2012 Olympics Open Weekend

P

Employment

2006 / 2008

METEORITE

ONE PART OF A SENIOR CREATIVE TEAM

Costa Coffee

/ Concepts and development for promotional microsite for Frescato

/ Concepts and development of promotional POS campaigns

Sacla' Pasta Sauces

/ Concepts and development for brand and community website

Homebase

/ Concepts for DM and promotional communication campaigns

English Heritage

/ Pitch win integrated campaign for the Battle of Hastings visitor experience

Jumeirah Hotels

/ Pitch win for re-brand and communication concepts of loyalty programme

/ Direction and organisation of extensive photoshoot for their London hotels

Freelance

2005 / 2006

MORE CREATIVE

ART DIRECTOR / DESIGNER

WORKING ON CAMPAIGNS AND BRANDING PROJECTS

TGI Fridays, Guinness, Budweiser, Bar-Risa, Jongleurs and Walkabout

/ Concepts and development for promotional poster campaigns

Leicester Tigers RFC

/ Development of new visual identity and creative concepts

2004 / 2005

CAMPAIGNWORKS

ART DIRECTOR / DESIGNER

WORKING CONCEPTUALLY ON CAMPAIGNS AND BRANDING

East Thames Housing Group

/ Implementation and expanding new visual identity

/ Maintaining brand integrity for all printed collateral

/ Creative concepts for DM, brochures, posters and recruitment

Hilton Hotels

/ Concepts for 100 page brochure and launch for Hilton Resorts

/ Direction and organisation of photoshoot in the Maldives

/ Concepts for DM, internal communication and menus

2003 / 2004

FIRSTASSIST INSURANCE IN-HOUSE

/ Implementation of company's new corporate identity

/ Maintaining brand integrity for all printed collateral

/ Development of creative concepts for brochures, magazines and internal communication

Employment

1995 - 1999

ALTA CREATIVE NETHERLANDS

DESIGNER / ART DIRECTOR / STUDIO HEAD

/ Campaigns, branding, packaging, magazines, POS

/ Managed a team of artworkers and all outsourced creative projects

1994 - 1998

VDM NETHERLANDS

DESIGNER / STUDIO HEAD

/ Working on Mazda, Daewoo Cars

/ Working along copywriters and creative director

/ Integrated campaigns, DM, branding, brochures

P

thisispieter.co.uk