



BIO

Chris Doris, Creative Director
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Chris is a graduate of Salisbury College of Art & Design in Wiltshire, UK. He studied Graphic Design for 4 years and during this time worked at two of the largest design groups in London, Murdoch Design Associates and Allied International Design. His agency career started as a Concept/Designer at an advertising agency in Hampshire specialising in communications for the pharmaceutical market sector. Clients included The Wellcome Foundation and Leica.

He moved to Gloucestershire and started his own studio offering advertising and design consultancy to the largest B2C advertising and design consultancies in the South West, including Brann Direct. During this time he was a Guest Lecturer at The School of Communication Arts in London, set up by John Gillard.

After a period of 2 years, he was invited to become the Deputy Creative Director at a B2B marketing agency in Bedfordshire - clients included Vodafone, Dexion and Parker Hannifin, and this is where he first worked alongside Steve Dyer. In 1995 he joined Steve at Clockwork IMC as Creative Director and is responsible for all concept work.

“ Currently, there is much talk in the market place about the standard of B2B creativity with a growing opinion amongst many practitioners that B2B stands for boring-to-boring, and should look more towards B2C for inspiration and ideas - *Nuts to this!*

Recognising that our industry has very little in common with the highly emotional B2C doesn't mean that our audiences should not receive communications that are both evocative and entertaining whilst being highly informative. Yes, let's not forget they are just people, but people who are at work, are very time poor and are therefore under considerable pressure to make informed decisions that have major financial implications!

Good B2B creatives with a proven track-record for delivering results are as rare as hen's teeth, but there are a few of us around. I know you want to sell your product, but what I am truly interested in is why your customers would want to buy it – essential insight that is often missing from a brief. Creativity is a process of development, refinement and a lot of lateral thinking. Sometimes an element of ludicrousness can surface until we end up with a creative idea that is compelling, demands attention, creates interest and attracts your customer to a chosen call-to-action, like a pin to a magnet.

Throughout this process a B2B creative worth his salt will never lose sight of the fact that however creative the final solution is, the ultimate aim is always to deliver a measurable, positive effect on your sales. Achieve this and we're both happy!

