



Dan Germain

Head of Creative, innocent drinks

Dan Germain works at a company called innocent, a nice little place where they make smoothies and other healthy drinks. He tells the story of how they came to be one of the top three fastest growing companies in the UK. It's a story that involves entrepreneurial ability, innovation, creativity, original marketing and fruit by the bucketload.

He's worked at innocent since the company started and is the company's Head of Creative. These days his duties include overseeing all advertising and creative tasks, from web to books to packaging to advertising. He endeavours to make sure that the innocent brand grows up to be big and strong, as well as still finding time to draw rubbish pictures for the front of the smoothie labels. His greatest achievement, apart from once growing a big beard, is helping to create the brand, tone and bad jokes that people have come to associate with innocent.

Organisations who have hired Dan to speak include:

Orange, Unilever, O2, BBC, Shell, Interbrew, Cancer Research UK, Ogilvy and Mather, Creative Review, Five TV, Lever Faberge, Coors, EMAP, ?WhatIf!, Marketing Week, D&AD.

Themes

The Key to Effective Marketing.

How to get noticed without spending alot.

How to start your own business.

Building a brand from nothing.

Innovation and Creativity on a tight budget.

Contact

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