



# Dan Germain

**Head of Creative - innocent drinks. Dan has been with Innocent since the company started and has helped to create the quirky, successful, and much loved brand Innocent is today.**

## 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.**

**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.

Some nice things that people have said about Dan:

*"Hats off to whoever decided to get Dan along to present - the guy was phenomenal and a complete breath of fresh air - certainly made the conference. Thank you."* **Anon [Sanofi Pasteur] 27/03/09**

*"I have been dicking about for the last 6 months thinking about leaving a big global brand to go do my own thing. After seeing you speak the "lights went on" and today I resigned! Thank you for making me get out of my chaotic, compliant, self doubting trance."* **Tracy, 21/11/07**

*"I work at the BBC and would like to say how fabulous and inspiring your talk was this morning. It's nice to come away from something like that feeling recharged and having had a bit of a giggle. The talk was probably a little too motivating, because I've just written to your HR people to tell them how very much I'd like to come and work for Innocent."* **J, 01/02/07**

*"You've been ranked as the number one speaker for the day!! Honestly, I don't think we've ever received such positive feedback."* **Miriam**