

# CURRICULUM VITAE

**PETER JOHN MARTIN**



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I have been able to forge a career combining the disciplines of science with the freedom of unconstrained creative curiosity. Plus, a small way with words.

I spent two years at Reading University studying Physiology and Biochemistry of Farm Animals, but lacking the James Herriot touch then moved to King's College London, graduating with an Honours Degree in Civil Engineering (if only on the strict understanding I didn't try and build anything).

From this point I entered advertising, first as an account executive, soon moving to the creative side as a copywriter. My scientific background has always added a useful complementary component to my ability to explain and sell complex products, stories and ideas to diverse audiences.

With the last 80's recession I headed East to seek my fortune, working my way up through the hierarchies of many major advertising agencies, somewhat unusually, to both Account and Creative Director levels. This has provided me with a well-rounded insight, from diverse viewpoints, into the strategic and creative aspects of many product categories' marketing, media and creative campaigns.

I then went on to found my own agency in my spare bedroom in Singapore. And within a few short years it was one of the country's most successful agencies, with an unrivalled reputation for creativity and professionalism. Major blue-chip clients included world-renowned brands (with world-class expectations, all met) such as Porsche, Christian Dior, Microsoft & Northwest Airlines.

At the peak of its success, for both personal and professional reasons, I sold my agency and headed back to the UK to work on freelance projects from a rural, if technologically state-of-the-art idyll.

My hobbies include reading and writing. But my main love is invention, design and DIY, and I spend as much time as I can afford coming up with ideas. Which perhaps, more than anything, explains my pet project [Junkk.com](http://Junkk.com), to which I have devoted much of the last few years.

What started as a small personal mission to do something to help save the planet, has now become an established, respected and valued online resource, used daily by a national audience spanning the widest demographic. And, as is the way, further added to the depth and extent of my experience base, especially in the area of new media.

## CEO/Junkk Male

Junkk.com, UK. Jan 2004 – Present

I created, founded, wrote and designed, and have been marketing and promoting Junkk.com, a unique 2nd Use/recycling online portal, information exchange and electronic magazine. Sort of McGyver meets Rupert Murdoch. Sort of...

This is now a firmly established environmental resource and, per my original vision and specifications, has developed into an open source system allowing both individual public and organisational contributions. These allow it to grow and evolve organically ad infinitum, though I do like to 'dip-in' from time to time.

### Main Achievements

- Junkk.com has grown from a start-up to a serious and respected independent, commercial player in the world of environmental good practice. It offers a unique set of resources and reward-based initiatives to the traditionally unaddressed areas of reuse and repair, in complement to reduction and recycling.
- The site has established a much-needed bridge between light-green (and frankly poorly served) consumers and organisations (especially corporate) seeking to pursue green marketing options on a proactive and positive basis, often with my help.
- Via Firebird.com's creative resources, Junkk.com has been able to make many creative contributions to social enterprises, not-for-profits and charities in several highly innovative and effective ways.
- Junkk.com has become a totally integrated advertising, marketing and publishing vehicle, incorporating TTL campaigns, especially using new media.
- The Junkk.com 'Junkk Male RE:view' blog has been listed as one of the 'Best Of The World Blogs' under its Environmental category.
- I have been a seminar contributor and speaker at events such as Internet World 06, on my specialist topic of marketing to the green audience, especially online.
- Junkk.com is noted for using marketing techniques and ad concepts that can minimise environmental footprints.

## CEO

Firebird.com, UK. June 1997 - Present

I set up Firebird.com (UK) Ltd, a creative collective which evolved from my freelance creative work and Firebird Music, a commercial music (soundtracks and jingles) and artist management division, covering every aspect of the creative and music business, from copywriting and design to music writing and recording, marketing, PR, promotions and production to distribution. Firebird, originally called Firebird International, became the first English language-based independent in Singapore to achieve top-40 status in the international charts with a debut album, as well as securing extensive press coverage and airplay across all broadcast genres throughout SE Asia.

## Agency Owner, Managing Partner & Creative Director

Lloyd Martin, Singapore. May 1990 - June 1997

I set up and was Managing Partner and Creative Director of Lloyd Martin, a multi-disciplinary, integrated marketing & communications agency offering advertising, design, DM, PR and Promotions on a local, regional and international basis.

The business was sold to long-term affiliate Foote, Cone & Belding in June 1997, at which point it enjoyed a blue-chip client roster, with an annual turnover of \$20M and staff of 35.

### Main Achievements

- Lloyd Martin grew as a start-up to become established as one of Singapore's largest independents, highly-respected as a growing, profitable business.
- The agency enjoyed an enviable reputation for client satisfaction and retention above and beyond an excellent initial 'pitching record', through an exceptional degree of commitment to the creative product at every level.
- Many agency productivity and customer 'added-value' innovations and programmes instigated (described later) improved agency efficiency as well as offering clients unparalleled levels of service and support.
- In addition to the quality of the original idea, the standard of presentation and turnaround times of work was rated consistently at the top of client satisfaction feedback surveys, another management innovation, that proved both useful and effective as a service tool.
- Lloyd Martin was one of the first agencies to connect every member of staff to a personal Mac linked by Ethernet. The latest software versions, hardware and peripherals were continually identified and assessed by an 'IT Committee' under my Chairmanship.
- The agency stayed ahead of the technological curve in keeping staffing levels at their most cost-effective. Production standards enhanced the 'hit rate' of client acceptance at first presentation to a usual 100%, with revisions and/or executions requiring little or no subsequent wastage of time or production funds.
- Another tool, designed to encourage additional client activity/spend, was the Lloyd Martin 'Market Monitor'. This was a monthly information resource created that passed on news, updates, assessments of problems and opportunities in the marketplace. It was gleaned from the vast amount of useful information that the agency was exposed to from outside sources and other clients. Many useful cross-promotions between clients were originated in this way.
- My previous experience in Account Service enabled me to tailor internal systems and documentation designed to ensure strategic input and briefing disciplines that maximised opportunity and minimised wastes of time and money, not just in the creative department but throughout every department of the agency.
- I was responsible for human resource and staff development. The company enjoyed a very low rate of turnover and high rates of productivity.

### Agency Owner, Managing & Creative Director

Pajama's, Hong Kong & Singapore. Sept. 1986 - April 1990

Pajama's was a freelance consultancy, primarily for my own copywriting and design services, but also for subcontracted complementary support as required. Starting in Hong Kong and then Singapore, I worked for some of the top agencies primarily, but not exclusively, in the creative function. My roles covered Creative Director, Writer, Art Director, Designer, Account Director and Marketing Consultant, usually on a contracted full-time basis.

The clients and disciplines to which I was exposed during this period gave me invaluable levels of experience across every aspect of agency and client function, all of which were implemented in the creation and functioning of Lloyd Martin.

### Client Agencies, Function & Term

- Backer Speilvogel Bates, Singapore – Creative Director  
Sept. 1989 - April 1990
- Batey Ads, Singapore – Group Account Director  
June 1989 - September 1989
- Ogilvy & Mather, Singapore - Group Head  
January 1989 - May 1989
- Ogilvy & Mather, Hong Kong - Copywriter  
May 1988 - October 1988
- Leo Burnett, Hong Kong - Copywriter  
April 1987 - April 1988
- Foote, Cone & Belding, Hong Kong - Copywriter  
January 1987 - April 1987
- BBDO, Hong Kong - Copywriter  
September 1986 - December 1986

## Copywriter

DFS Dorland, London. March 1983 - August 1986

### Main Achievements

- I was brought on board to assist the agency in retaining the Caterpillar account for Europe, Middle East and Africa. My ability to combine creative solutions with technical knowledge and experience proved highly effective in meeting many other clients' specialised needs.
- One of my major clients included the Royal Mail Direct Mail Sales Bureau, which provided a unique opportunity to learn the mechanisms of effective direct response and appreciate the power of creative campaigns using this medium.

## Copywriter/Visualiser

Technical Literature Service, Sept. 1982 - Feb. 1983

Burberrys Design Dept., May 1982 - August 1982

- A transitional period from creative service to pure creative work, these roles provided me with a unique perspective on both sides of the creative process, as well as gave me a full appreciation of what was required at studio level and detailed production processes.

## Account Executive

BNRR Needham, UK, June 1981 - April 1982

- As a highly-disciplined and efficient agency, the account service training and experience I gained at BNRR has ensured a valuable business-focused attitude throughout my creative advertising career... especially with timings and budgets! And from store checks and Nielsen ratings to establishing legal positions on behalf of agency and clients, I fully embraced from this point the principle of 'knowing the client's business as well as they know it themselves'.
- BNRR also had a level of new business presentation discipline I felt to have been second to none, the professionalism and entertainment value of which I have emulated ever since.

## CLIENT LIST/EXPERIENCE

### Lloyd Martin

Airline	Northwest; KLM; SAA; BA; Cathay Pacific
Automotive	Porsche; Saab; Daewoo
Charity	AIDS Awareness; Seatbelt Campaign
Consumer	Adidas; Perrier; Sopexa; SC Johnson; National Panasonic; Ice Mountain; Pergo; Young Chang; Le Spa; Marquis/Nobel; Moet; Polaroid; Ibico; Getz (Quaker, Fitti, Tang); OKI; Brooks; SIS Sugar; Cellini
Cosmetics	Parfums; Christian Dior; Guerlain
Entertainment	Fantasy Island; Suzie Wong; Champions
Fashion	Christian Dior; Giordano; Catwalk
Financial	OCBC (Retail, Credit Card, Securities & Asset Management); CitiBank; ECICS; IFS; Hong Kong Bank; NETS
Food & Beverage	Tanti Bacis; Swensen's
Hotel	Concorde Hotel & Resorts (inc.: Kuda Hurra Reef); Marina Mandarin; Hilton; Pan Pacific
IT	Microsoft; .dot; digital; Oracle; Informix; AT&T Systemax)
Media	TCS (Live Ads, Teletext); MTV; Update
Property	CT 21; The Concourse; BBIR
Retail	Shaw Leisure Gallery; The Palais; Kmart; White Sands; Wisma Atria; Forum Galleria; Orchard Hotel Shopping Arcade; TradeMart
Shipping	CGM; TNT
Technical	AVX/Kyocera; Eastern Wire; Natsteel; Berger; Gimwah
Tourism	NZTB; SAFE; Amex Travel; Paradise Bay
Watches	Ebel; The Hour Glass; Camy

### BSB Singapore

Airline	Air New Zealand
Charity	Council of Social Services
Consumer	Caltex; Eveready; Tambrands
Financial	Hong Kong Bank Group
F&B	Mars; Shakey's
Governmental	Ministries of Health & Education; NPB
Hotel	Oriental
Insurance	Royal Insurance
Optical	American Optical
Property	Far East Organization
Retail	Shaw Centre
Shipping	Nedlloyd
Travel	Thomas Cook

## Batey Ads Singapore

Airline SIA - Singapore International Airlines Centralized Territories

## PAJAMA'S Creative Consultancy - Personal Accounts

Airline	Swissair
Computers	Hewlett Packard; Wang
Consumer	Samsonite
Fashion	Theme; Toppo; Jaeger; Tenere; Lancome; Clinique
Film	Fuji
Financial	Hong Kong Bank
Computers	Hewlett Packard; Honeywell; Wang
F&B	Candy & Co.
HiFi	Aiwa
Hotel	Holiday Inn; Swissotel; Westin
Publishing	Time Magazine; Yazhou Zhoukan
Toys	Playtime Inc.

## Retainer Agencies

### Ogilvy & Mather Singapore

Airline	Finnair; Tradewinds
Automotive	BMW (SEA); Performance Motors
Computers	Compaq
Consumer	Philips; Shell
Financial	American Express
Food & Beverage	Nestle; Pizza Hut
Hotel	Hyatt
Publishing	Straits Times

### Ogilvy & Mather HK Ltd.

Airline	Korean Air
Corporate	Hutchison Whampoa
Entertainment	Ocean Park
Financial	American Express
Food & Beverage	Cadbury's
Hotel	Sheraton; Regent (as Amex co-op)
Office Eqpt	Jardine Marketing Services/Canon
Property	First Pacific Davies
Publishing	Economist; Hong Kong Standard
Retail	A.S Watson
Services	Robert Lam Color Lab

Leo Burnett HK Ltd.

Airline	Cathay Pacific
Automotive	Toyota, Jaguar
Computers	Hewlett Packard
Office Eqpt	Gilman Office Machines
Publishing	Far Eastern Economic Review
Services	Cable Television Hong Kong
Watches	Seiko

Foote, Cone & Belding HK Ltd.

Airline	British Caledonian
Automotive	Ford; Mitsubishi
Fashion	Jockey; Speedo
F&B	Cointreau; Sunkist
FMCG	Colgate Palmolive; Radox
Industrial	Cyanamid
IT	Data General
Hotel	New World
Office Eqpt	Gilman Office Machines
Retail	A.S Watson
Services	HK Electric

BBDO HK Ltd.

F&B	Camus
Insurance	Sentry/National Mutual
IT	Gilman/Apple Computers
Services	Jardines

(Seconded to Stentor BBDO, Taiwan, for work on Sunkist)

DFS Dorland Ltd.

Automotive	Austin Rover (UK; International;
Motorsport);	Jaguar; Lotus
Charity	VSO
FMCG/F&B	Duracell; L'oreal; Heinz; Bulmers; Dreamland
Hotel	Sheraton
Publishing	The Telegraph
Retail	Allders; BT Phoneshops; Presto
Services	Post Office (Direct Mail Sales Bureau, Parcels); BT National Networks; Merlin
Technical	Caterpillar; Castrol; Enerpac; Heron

BNRR Needham

FMCG	McCain; McVities
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## EDUCATION

Kings College, London. Sept. 1977 - May 1981  
*B.Sc. Civil Engineering (Honours)*

Reading University, England. Sept. 1976 - April 1977  
*1st Year Degree - Physiology & Biochemistry of Farm Animals*

Dulwich College, London. Sept. 1965 - July 1975  
*10 'O' Levels; 4 'A' Levels (Physics, Chem., Biology, Maths)*

## CONTACT DETAIL

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