



JAMES BALMOND

FOUNDER – CLAN B

Colombo, Sri Lanka | London, UK

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CONVERSIONIST. TONAL CHAMELEON. BRAND POSITIONER. LONG-COPY OBSESSIVE.

A seasoned and decorated vet with 20 years in the trenches. We're engaged in psychological warfare. A battle for attention and action. My methodology – penetrate, manipulate, activate. Behavioural change in motion, turning minds into marionettes.

FORM

Brand • Technical • Direct Response • Creative • Social • SEO • Email • E-comm • UX/micro • Advertorial/Native



SECTORS

CPG/FMCG • Retail • Automotive • Tech • Financial Services • Healthcare • F&B • Tourism • Hospitality • Fashion • Real Estate • Gov.

SPECIALISATIONS – BUT WHO WANTS TO BE REDUCTIVE?

- Brand definition, articulation and positioning
- Brand guidelines
- Tonal development
- Email – specifically loyalty programmes
- Direct Mail – direct response fundraising
- Social in all forms
- Treatments for documentaries and animations
- Editorial/long-copy ads, blogs, magazines, brochures and books
- Abstract copy – mood, adcepts

THE PROOF IN THE PROVERBIAL PUDDING

Founder Clan B _____ March 2018 – Present

Defining ambiguity. I developed **brand articulation, positioning and guideline documents for 9 international clients** across fashion, retail, F&B, charity, logistics and tech.

Smashing passivity. Head copywriter for 7 social media accounts, delivering **a 23% increase in individual post engagement** and **4.1% CTR on campaigns**.

Clarifying complexity. Writer of 2 books detailing the design of Cinnamon Life – a USD 1 billion development in Colombo, Sri Lanka – leading to **over 30 published articles**.

CREATIVE DIRECTOR

Balmond Studio

2014 – Present

Articulating artistry. My conceptual narratives helped Balmond Studio **to win public art pitches for the Cartier Pavilion – Milan, Freedom Sculpture – Los Angeles and Infinita – Amsterdam Light Festival.**

Reinterpreting theory. The mind behind a **series of scripts and treatments**, that transform architectural theory into dynamic animation.

Ghostly replication. I became the **tonal and rhetorical doppelganger of Cecil Balmond OBE**, penning **articles** on emergent form, algorithm and informal structure.

BRAND GUARDIAN, SENIOR COPYWRITER, HEAD CREATIVE

Kitcatt Nohr Alexander Shaw – Kitcatt Nohr Digitas

2004 – 2014

Pied Piper. Social/Creative Lead and Head Copywriter for PUMA Football's pan-global account, **growing the Facebook community from 250k to 1 million in 6 months.**

Guardian of the Galaxy. Brand Guardian for Sky TV ECRM account. I unpacked Sky TV for about **1.5 million opted-in subscribers with an eventual 4.6% CTR.**

Fund magnet. Pulling on the heartstrings of Dorothy Donor for the NSPCC, RNIB, Action for Blind People and WaterAid. **Our RNIB Talking Books Mailer featuring the Gruffalo raised 160K** – their most successful fundraiser for the service.

Loyalty linguist. Verbal gymnastics bodied the new Nando's loyalty card launch. **1.4 million cards registered** in the first year, **800,000 marketing communication opt-ins** and a **1600% increase** in the size of the customer database.

Motorhead. My fingerprints are all over Lexus, Toyota, Citroen and Nissan direct mailers. **I talk drive.**

AWARDS

- 2014 Gold DMA Awards
Best Loyalty Programme or Campaign for Nando's
- 2014 Bronze DMA Awards
Travel, Leisure and entertainment for Nando's
- 2012 Bronze DMA Awards
Best SMS Campaign – Stop Smoking
Department of Health

EDUCATION

BA Hons French and Spanish Linguistics
University of Nottingham

P.S. A rhetorical path is actually non-linear – a field of potentialities. There are infinite ways to get to the point. Obscure angles disrupt the conventional. Ambiguity triggers an emotive response. The mind engages. Action ensues.

Colombo, Sri Lanka

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