Business Entertainment.

People don't buy boring.

- BBC television and radio comedy writer.
- Radio presenter and producer.
- Global Creative Director.
- Global Strategy Director and Strategy Partner.

Most B2B work isn't wrong. It just doesn't do the job. It gets nodded at. Then forgotten. It sounds right. It does nothing.

WHEN WORK DOESN'T LAND

- Pitches don't convert.
- Campaigns get seen, not remembered.
- Propositions sound like everyone else.
- Budget is spent with no commercial return.

THREE WAYS TO MAKE IT LAND

The Resuscitation

One live asset. Rescued fast.

This should be working. It isn't.

- Clear diagnosis
- Reframed idea or story
- Immediate changes
- 60-minute walkthrough

48-72 HOURS

The Rewrite

A campaign, pitch, proposal or proposition made sharper.

This is good. It's not winning.

- Core idea
- Narrative structure
- Messaging rewrite
- Final output deck

5-7 DAYS

The Recast

It's not one thing. It's everything.

This keeps happening. The same problem showing up everywhere.

- Coherent idea across touchpoints
- Aligned narrative and tone
- Guidance on rollout

2-3 WEEKS

WHAT THIS IS NOT

- A full brand strategy process.
- A copy-polish exercise.
- A design or production service.
- A workshop that creates more work.

ABOUT



I've spent my career shaping work that has to land - from BBC comedy to global agencies and B2B, with roles spanning the BBC, JWT, BBDO, Saatchi & Saatchi, Porter Novelli, WPP and Dentsu B2B.

Most clients arrive with work that should be working - but isn't.

You already know the piece that isn't working. *Send that.*

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BUSINESS ENTERTAINMENT IN ACTION

Makita.

Feel the Energy.

Dentsu B2B | Strategy Partner · Award Winner









THE CHALLENGE

Makita was well known on building sites but far less established in professional gardening. At the same time, it was phasing out petrol tools in favour of battery technology and needed to win over professionals who equated petrol with power.

THE STRATEGIC CHOICE

Give Makita its Tesla moment. Stop defending battery power against petrol and make petrol feel like yesterday's technology.

Position XGT as the future of professional power - delivering the performance professionals demand without the noise, fumes and vibration.

THE IDEA

Feel the Energy - an integrated campaign.

Featuring Groove Armada's Andy Cato, now a regenerative farmer, and a remix of *Superstylin'* made from the sounds of XGT tools. The campaign spanned connected TV, social, influencers, audio, outdoor, press and digital.

THE OUTCOME

Makita's first major European gardening campaign, developed for rollout across 25 countries. Silver in Manufacturing & Industrial at The Drum Awards for B2B.

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