

## Brian Sharp

Brian heads up our Healthcare division. He's a writer – the kind that insists on being judged on results.

"There's nothing more satisfying than watching a sales graph on an upward curve, knowing that your efforts have contributed to it. Apart from Healthcare marketing broadly, my lifelong specialism has been Direct Marketing. In my view, the best marketers are also great copywriters. It's what marketing is all about really: getting to the heart of a project, deciding who you are communicating to, and getting them to take some form of action. Never stint on copy, as it will make all the difference between the material getting good results or not."

Brian's experience has been gained from his roles as Marketing Director at Encyclopaedia Britannica and heading up the direct marketing operation at McCann Erickson. He has created campaigns for BMW, Volvo, P&O, Charles Church, Unisys, Honeywell Bull, GlaxoSmithKline, Rank Organisation, Dartnell Corporation Chicago, La Manga Club, GUS, Empire Stores, Coca Cola, Esso and many more.

About me - outside work:

- Heavily involved, as a trustee, with a charity to bring education to deprived and orphaned children of Africa.
- My favourite movie: Anything film noir. But if you insist, 'Double Indemnity', dialogue unmistakably Raymond Chandler – fantastic writer.
- Someone I admire: Got say two people. My father, always calm and unruffled; and an American gentleman who gave me a great chance in life, and who summed up for me what selling – whether face to face or written – is all about, in just one sentence. No, I'm not telling you. That's my secret!



### Highlights:

SmithKline Beecham campaign for travel vaccines The 'Travel Bug'.

Roche anti-obesity campaign produced it six Indian dialects.

Solvay Healthcare (Australia) 250 page educational manual showing the workings of the heart, the blood system and the nervous system for a new hypertension drug.

GSK intranet magazine for diseases of the developing world.

GSK award winning flu campaign.