



Creative Direction: Reader's Digest Association



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Creativity, the vanguard of a cultural shift in business

Working collaboratively with Readers Digest Association we developed creative strategies and delivered creative direction at a local level with international scope.

Readers Digest Association's strategy to be a high-performance organisation, spearheaded by CEO Mary Berner, underpinned our role as European Creative Directors to be Fast, Accountable, Candid and Engaged. At a consultancy level we developed; digital strategies, new venture name generation, stakeholder look-books for new business and magazine art direction and redesign. Collaboratively working in partnership with international editorial teams and key project directors to inspire new ways to bring local content to life for specific audiences, whilst resonating with the new found global design direction. Translating the cultural shift of a business into a set of meaningful editorial strategies, implemented through creative workshops to creative direction for editorial teams.

TESTIMONIALS

"Simon Brown is one of the finest design directors I have ever worked with in my entire career, and my list of design colleagues includes Milton Glaser, Walter Bernard, Lloyd Ziff and Robert Priest. I have hired Simon time and again, and look forward to the next time. He is highly creative, efficient, fast.

As just one example, the launch issue of *Purpose Driven Life Magazine* that Simon designed for me shuttling back and forth from London to New York has been acclaimed by experts as one of the finest launch issues in memory. Simon is a treasure..."

Frank Lalli, Editor in Chief of International and Magazine Development, Reader's Digest

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“Congratulations. You have created something that has never been done before!”

Alyce Alston – President, Home & Garden and Health & Wellness

“The whole Team (Editorial, Art and Marketing) has been positively inspired by our co-operation and we will be coming back to you for more expertise in the future.”

Boena Chmielarczyk, Dyrektor Generalny, Reader’s Digest Association Poland.

“&&& Creative delivered simplicity and clarity to a complex global project, I was very impressed!”

Donna Esposito, Vice President, New Business Development, Europe, Readers Digest Association