



BRINGING IDEAS TO LIFE

Tony Dewhurst meets the man behind Creativeworld, a business that has grown into a global concern

Clive Wood has transformed his company Creativeworld, which celebrated its 30th birthday this year, from a tiny cottage industry to a leading advertising and property investment marketing agency.

Indeed, when Prince Edward officially opened their plush Saturn House headquarters at

Altham Business Park in 2006, it rubber-stamped a royal seal of approval that has seen Creativeworld continue to forge a first-class reputation for getting the job done.

So what is the secret to Creativeworld's continued success? "More than anything, having our feet on the ground and not believing our own hype, and also having a fantastic, highly dedicated team of staff," said Creativeworld's

“ I WENT FIVE YEARS WITHOUT A HOLIDAY, SO TO SEE WHAT THE COMPANY HAS DEVELOPED INTO TODAY IS HUGEY SATISFYING ”

Managing Director Clive Wood. "Marketing is like a big cake – you can cut up the slices into conceptual creative design, direct

mailing, website design and digital media, advertising and social networking and we cater for all those briefs. But crucially, it is about having the know-how and skill to get our clients' message out to market in a clear and concise way."

He added: "Many advertising agencies haven't survived because they've been run by designers, who are not business minded.

But at Creativeworld we have the right balance between business and creative design, making sure we don't overspend and not waste time on ideas that are not relevant to the client's requirements.

"It is about understanding the job from a business point of view, while also looking at it creatively. If you do that and it is successful, then you keep those customers – and we have a lot of loyal, long-standing clients and repeat business."

Clive has plotted a straight line to the horizon since the early 1980s. He is hugely knowledgeable about his subject without being self-assertive – the sort of man you would want to do business with.

He smiles when he talks about the early days when the company was known as CW Advertising, before it was re-branded as

Creativeworld with business partner Simon Swindells in 2010.

"I was 23 when I set up CW Advertising from a little cottage in School Lane, Cliviger, and for the first six months I worked from home," he said.

"A lovely old lady called Ethel lived next door and whenever I was out on a job she would rush over and answer the phone. She was retired and loved doing it. Ethel would collect the phone messages and sometimes I'd get back and she'd baked me a cake or an apple pie.

"They were special days but it was very hard work. I went five years without a holiday, so to see what the company has developed into today is hugely satisfying."

Creativeworld also use their wealth of experience to assist in the sale of property investments worldwide and now hold an impressive portfolio of clients, having worked with BAE Systems in Saudi Arabia, The Ocean Terminal Shopping Centre in Edinburgh and myriad prestige sites in the heart of the UK's capital.

"Creativeworld are able to take an idea and bring it to life," said one London-based customer.

Clive, whose son James runs their London office, said: "What's important for our clients is that we actively take control of the

production process, for example organising photography to show off the investment to its full potential, creating a website or producing digital or in-house brochures, giving our clients total peace of mind.

"This means they can concentrate on the strategy of selling the property and ensuring the sale will be a success. We operate in a wholly transparent way, making sure that deadlines are met with no hidden charges from the initial budget agreed."

“ CREATIVORLD ALSO USE THEIR WEALTH OF EXPERIENCE TO ASSIST IN THE SALE OF PROPERTY INVESTMENTS WORLDWIDE ”

But while Creativeworld can boast a worldwide reach, this go-ahead company has its roots planted firmly in Lancashire. Their many local clients include Cosgroves, Clayton Park Bakery, First Group, The Eagle at Barrow, Simon Jersey Transport Law Solicitors, Backhouse Jones and Burnley-based companies British Velvets, James Hargreaves and Lanway to name but a few. Their national and worldwide clients include Vita Group, Liberty Living, Forum of Insurance Lawyers, NLP,

BASF and Tesco.

"Over the years we've had to adapt and master digital technologies too because a lot of business is now internet-driven and if you don't embrace the internet then you get left behind, and this is something that our clients are increasingly coming to understand," added Clive.

"More and more, people want to get their information on-line and the beauty of that is that we can cater for any customer in the world, from our base right here at Altham and that's great for the company and the county because we are employing staff from all over Lancashire – even one from Yorkshire.

"The last 30 years has been quite a journey, but I always remember my father, who owned the printers Whitehead and Wood – the staff always used to say that he had time for everybody. Business, and life, is about earning people's respect and treating people as well as you'd like to be treated, and I'd like to think that's the way it is done here at Creativeworld." ■

Creativeworld
Saturn House, Mercury Rise
Altham Business Park
01282 858200
info@creativeworld.com