

Mark Boyd

Contributed by Administrator
Tuesday, 03 July 2007
Last Updated Monday, 09 July 2007

Mark Boyd is Creative Director and Head of Content at advertising agency Bartle Bogle Hegarty, where he is responsible for developing new branded content opportunities for advertisers. Projects include branded TV programming, theatrical film releases, contract publishing, radio, mobile and gaming. Previously, Mark was Director of Content and Stream MSI/TBWA, having joined from Hutchison 3g (now 3) where he was Head of Young Adult Markets. Before this, Mark worked at Drum PHD on a number of advertiser funded projects in different media. He joined from Virgin Media, his first media role after a brief detour via the civil service. Mark has always worked to find new roles for brands beyond traditional advertising, working for all of the key stakeholders: agency, media owner and client side. Mark is also and founder and the Chairman of the Branded Content Marketing Association (BCMA), bringing together people interested in branded content from film, music, TV, mobile and gaming industries.