

Mark Boyd**Founder, Gravity Road, UK**

Mark is co-founder of new creative company, Gravity Road, alongside partner Mark Eaves. Gravity Road seeks to be clever with content, creating IP as well as working with advertisers and media owners.

Previously he was Creative Director and Head of Content at advertising agency Bartle Bogle Hegarty (BBH) and a Partner of BBH London.

Mark has worked across the different stakeholders in media and entertainment business: clients (mobile operator 3), media owners on content creators (Virgin Media and 3) and agencies (BBH, TBWA, Drum PHD). This breadth has allowed him to pioneer new content opportunities for brands beyond traditional advertising. These have included projects as diverse as games, books and social networks through to TV programmes and channels like The Audi Channel. These projects ran internationally. Mark has innovated with new ideas, new ways of working and particularly new business models.

He has worked recently on clients such as Unilever, Diageo, Audi, Barclays, Britivic, Vodafone and others.

He is recognized as a thought leader in the content space and speaks on a range of platforms around the world. He was founder of the Branded Content Marketing Association and Trustee of the Grierson Trust

**Gravity Road**

Gravity Road is a new creative company that seeks to be "clever with content". It has been founded by two of the UK's leading experts in content-led communications.

Gravity Road brings a smart, new approach to content creation based around solving business issues with strategic creative thinking. Our progressive approach delivers the best content-led strategies and ideas for advertisers looking to maximise returns from paid, earned & owned media.

We only create "content with purpose": an intuitive application of consumer insights, social media and emerging technologies to drive fresh ideas, leading-edge execution and better business results. We work with a broad range of clients who put content at the heart of their business & brands.