

Be it technology or travel, finance or food, alcohol or aviation, I turn briefs into compelling campaign stories comprised of thought-provoking strategic thinking, engaging creative positioning and unique, on-message, attention-worthy ideas spanning earned media, experiential, content and digital.

WE'RE ASKING
THE NATION TO:



TO STOP FRAUD™

TOBY HARRISON

PR CREATIVE, STRATEGIC &
NEW BUSINESS CONSULTANT

I've created campaigns for:



During an award-winning PR career of over 20 years I've led the creative and strategic departments of renowned agencies in London and Sydney, created successful campaigns for some of the world's biggest brands, consistently led and won new business pitches across multiple sectors and upskilled people via innovative training programmes.



CREATIVE CONSULTANCY

I am an innovative creative thinker and have vast experience in creative campaign planning, brainstorm facilitation and idea generation & development across a range of PR mediums.

STRATEGIC CONSULTANCY

I relish solving strategic problems, analysing research, unearthing unique insights and crafting engaging strategic stories that address business and communications challenges.



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NEW BUSINESS CONSULTANCY

I specialise in winning new business pitches, either by leading the process from start to finish or solving specific strategic and creative challenges, helping my clients win 75% of the pitches I'm involved in.

TRAINING & DEVELOPMENT

I am an experienced, hands-on and passionate trainer and my bespoke programmes - Creative Excellence Training & Win The Pitch - unlock creative and pitch-winning potential in staff at all levels.

