

# Because hires new Creative Director

## Natasha Blevins bolsters group's creative offering as first strategic appointment of new UK CEO

Global creative experiences group **Because** has announced the appointment of a new Creative Director as the thriving agency continues to grow its service offering.



Natasha Blevins brings two decades of creative experience to Because from some of the UK's biggest integrated agencies. Accomplished in concept development and strategic thinking, Natasha most recently worked at FCB Inferno where she creatively led the NIVEA portfolio for Beiersdorf and worked across Sky and Microsoft.

**Natasha Blevins, Creative Director at Because, comments:**

“With more brands moving away from traditional marketing in the pursuit of more agile, creative campaigns, the spotlight is on experiential like never before and it feels this sector’s time is finally here, demonstrated by festivals like The Cannes Lions launching a dedicated award. It’s therefore the optimum moment to join a dynamic and ambitious agency like Because, and I’m excited at the prospect of delivering immersive, meaningful and valuable brand experiences for our clients.”



Natasha brings a wealth of creative understanding and proven integrated campaign expertise to Because. Her appointment comes soon after Graham Wall was named new UK CEO in January, as the group continues to place creativity at the very heart of its offering.

**Graham Wall, UK CEO at Because, says:**

“Clients demand stand-out creative that delivers results. Natasha has an outstanding reputation for creating class-leading campaigns, across all media, that do just this. Her appointment comes at an important time for the business as we continue to invest in giving our clients the very best insight, ideas and service.”



Because helps brands realise their marketing ambitions through meaningful, memorable and magical live, digital and virtual experiences, and works cross-channel with creative studios around the world including the UK, Australia, New Zealand and Dubai. The agency boasts a client list including British Gas, Emaar, Renault, Nivea, Dropbox and Gillette.

[www.becausexm.com](http://www.becausexm.com)

**ENDS**



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#### ABOUT BECAUSE

#### **Because | Creative experiences agency**

Because is a creative experiences agency, with studios around the world.

We help brands realise their marketing ambitions through meaningful, memorable and magical live, digital and virtual experiences.

Our strategic approach to brand storytelling is imaginative, immersive and emotive.



**because**

creative  
experiences

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