

# The founders – Richard Edgerton



## About

Richard Edgerton is Sperm Creative's Co-Founder and Creative Director. He is happiest creating brave new ideas that help make life better. Richard began his education in his home county of Cornwall, at Falmouth College of Arts, graduating with an honours degree in branding and design.

## Work

Richard Edgerton has been involved in most sectors of the branded world, from global iconic brands to innovative start ups, from fmcg to healthcare, his background covers branding, advertising, copywriting, graphic design, art-direction and strategic brand consultancy.

## Play

Growing up in Cornwall kick started Richard Edgerton's addiction to surfing, which is his main love, along with snow boarding, golf, running marathons, yoga, football, tennis and squash, and an obsession with art and design, the theatre, travel and music.

## Client list

Richard Edgerton has been lucky enough to work with literally hundreds of brands, from assisting projects in small start up companies to creating award winning innovative brand concepts for global companies. Here are a few of the brands that Richard has worked on.

Aquascutum	Olbas
Bausch and Lomb	MOD
BP	Roche
Castrol	Scottish and Newcastle
Champion	Spirit Group
Kraft Foods	Volkswagen Group
L'Oreal	Wrigleys

## Awards

### 2011

Cream Awards  
The Business Awards

Best Use of Illustration – Winner  
Best Young Business of the Year – Runner up

### 2010

Design Week's Benchmarks Awards  
Cream Awards

Branding programme – Commendation  
Copy writing – Finalist

### 2009

Marketing Industry Network Awards  
  
The Business Awards

Best New Agency in the UK – Commendation  
Best South West Agency – Commendation  
Best Start-up Business of the Year – Runner up  
Communicator of the Year – Runner up  
Young Business Person of the Year – Finalist

### 2007

Cream Awards

Identity Design – Silver

