
Hey,
I'm Andrew
Andrew Dobbie
Founder & CEO, MadeBrave
Made Brave
@dobbieandrew
@madebrave
@entertainingdad
Follow me for content on culture,
leadership, brand & creativity!


Made Brave®
A Global Brand & Creative Agency
We create brave brands worth believing in
VELUX®


Inspire Creativity
(& Bravery) in everyone

The of Creativity

the district of

Jaques

Stephe

1981

Abbreviated CERTIFICATE of BIRTH **AB 078509**

Registration of Births, Deaths and Marriages (Scotland) Act 1965, Ss. 19 and 40

District No.	Year	Entry No.	N.H.S. No.
742	1981	411	7 4 2 8 1 4 1

Birth registered in the district of Canongate and Portobello

1. Surname: Jaques

Name(s): Stephen

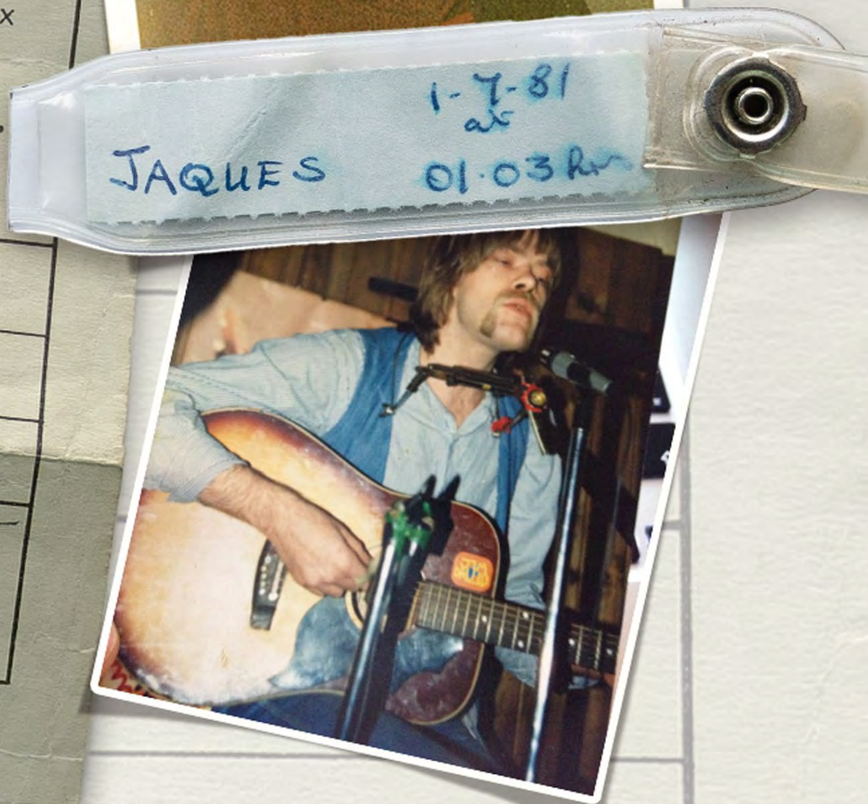
2. Sex: M.

3. When born: 1981 July First 0103 hours

4. Where born: Elsie Inglis Maternity Hospital Edinburgh

I hereby certify that the above particulars are extracted from a Register of Births in my custody.

Given under my hand this Fifth day of August



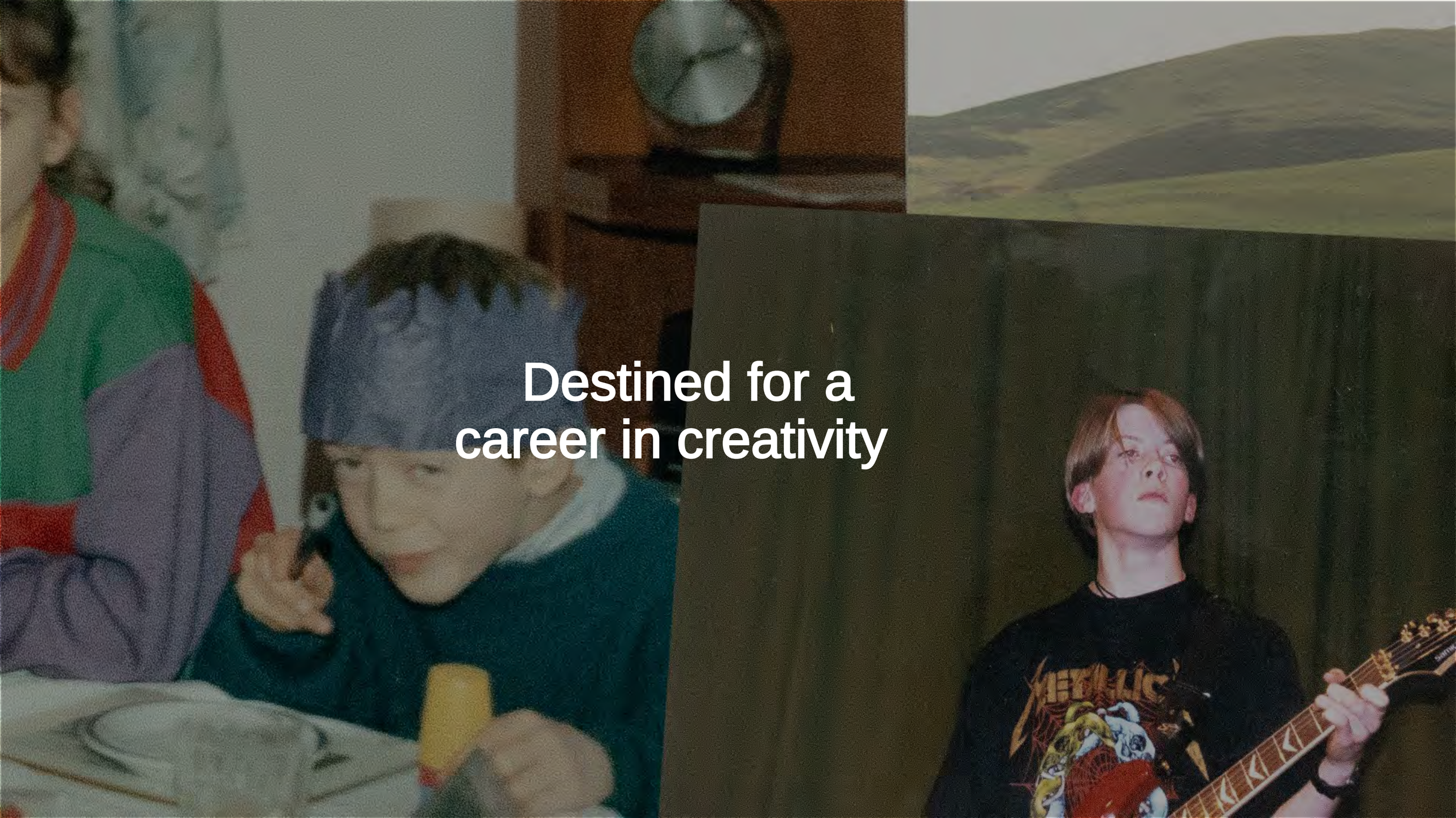

Adopted
30 days old


My Mum!
Since birth, she's been severely deaf in one ear & profoundly deaf in the other


SUZUKI

Getting a cochlear implant

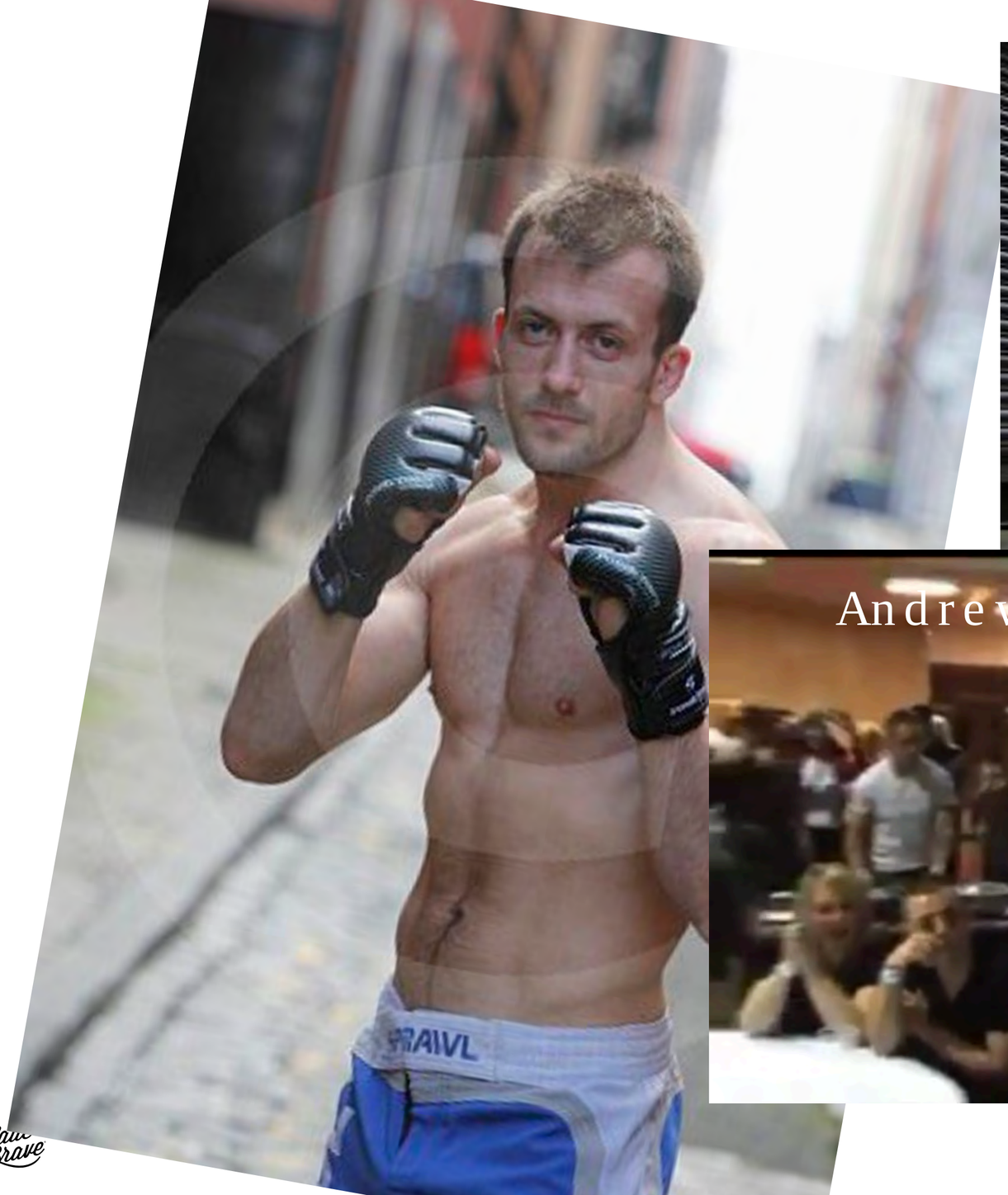

Nurtured creativity
& believed in me



Destined for a career in creativity


Nature vs Nurture?

Paul McStay, Ex-Scotland football Captain



Andrew (The magician) Dobbie

THIS WORLD BELONGS TO THE BRAVE

Finlay

MadeBrave was born in Scotland in 2011 when my son Fin was only two weeks old, and I had just over £1k in the bank

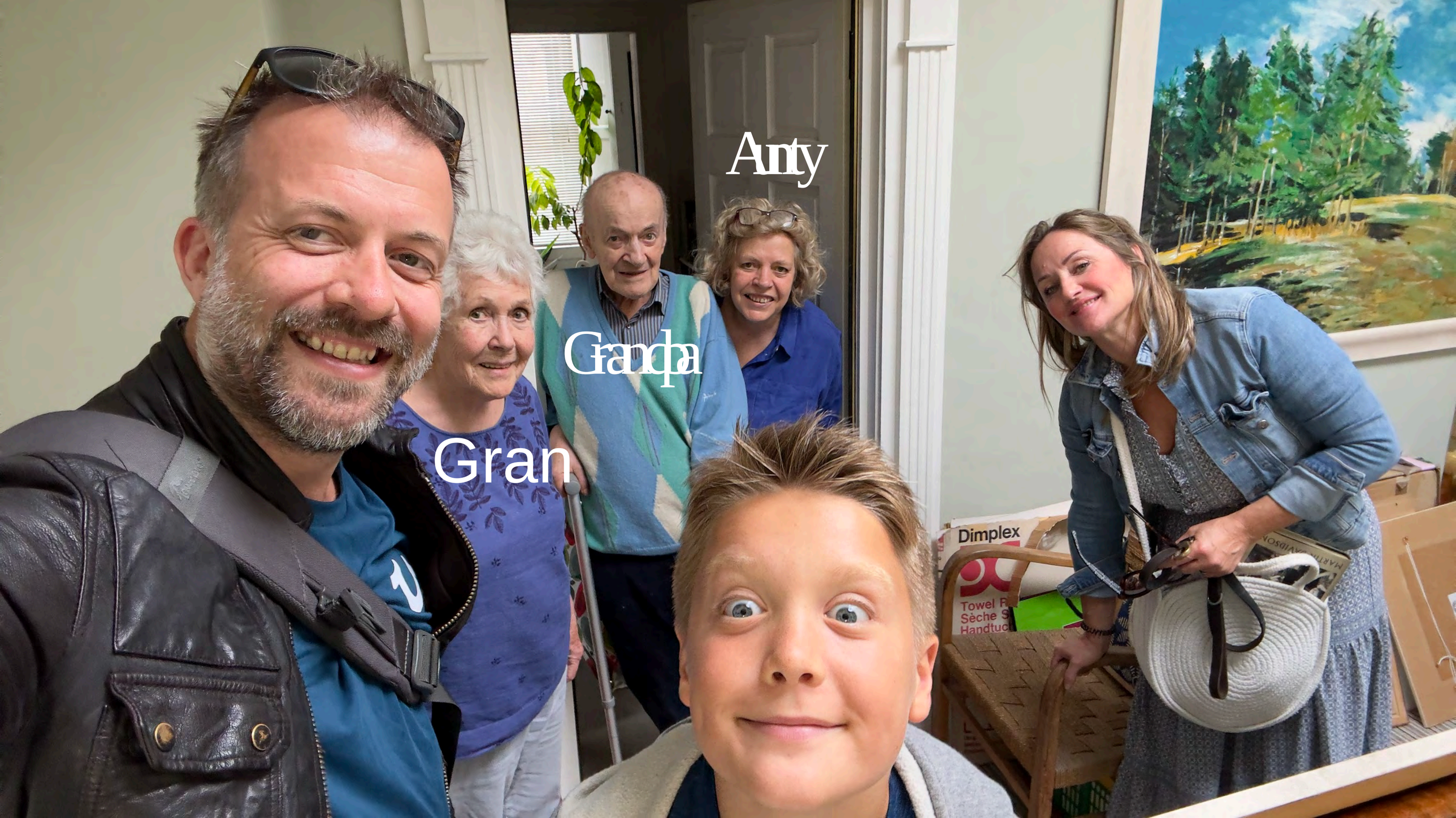
Hence our name – and our attitude to this day!

Brave

THIS W
BELON
TO THE

Finlay

ny
ks
1k


Anty
Grandpa
Gran
Dimplex

My birth brother

Ryan O'Rourke
Founder, Flavourly.com

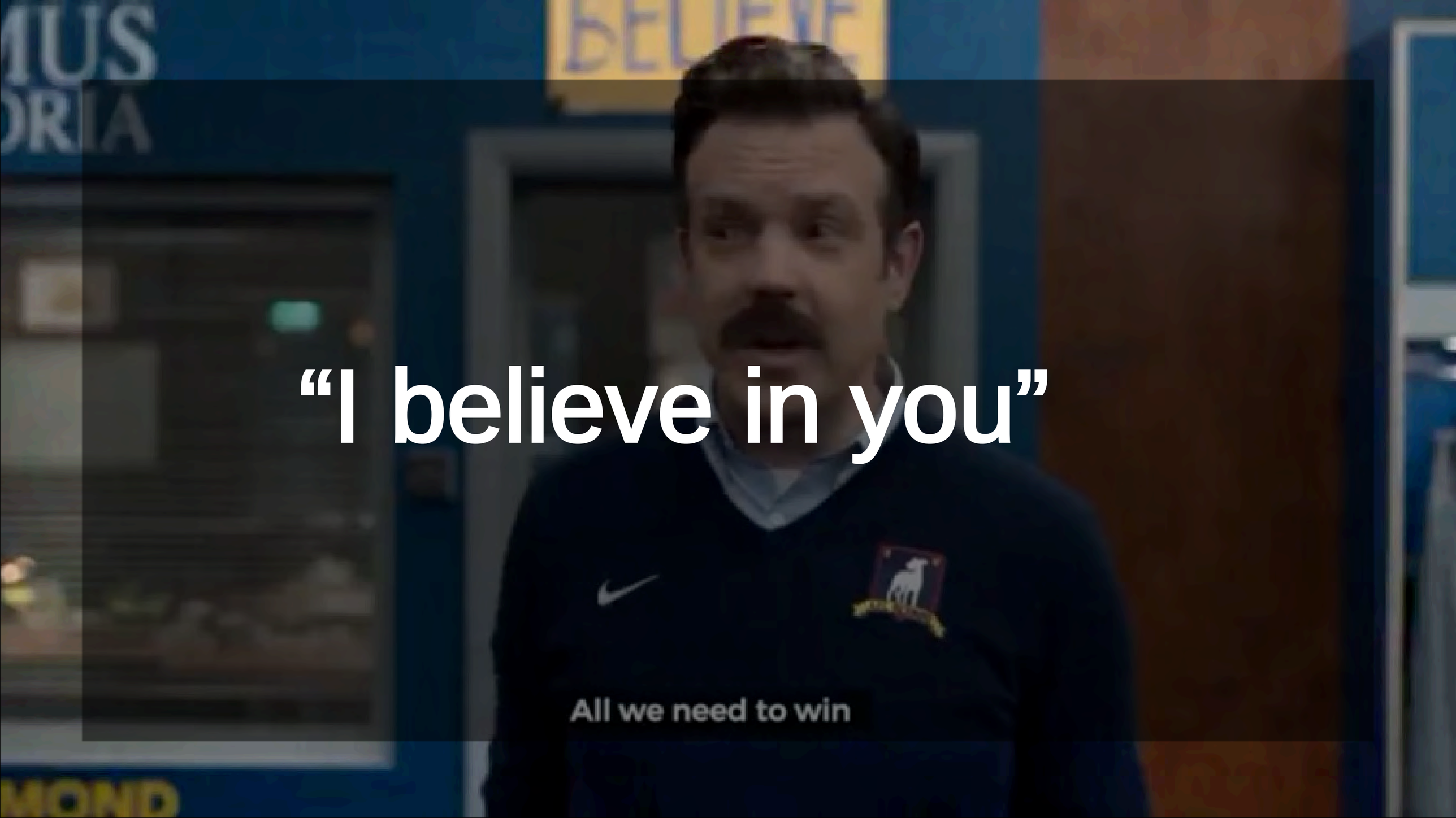
Young entrepreneur with snack business on Dragons Den

Dobbie has moved the firm to Bridgeton, or 'Merchant City East' as he hopes it will become known

Cage-fighting, guitar-playing magician with his sights set on becoming the biggest creative agency in Scotland

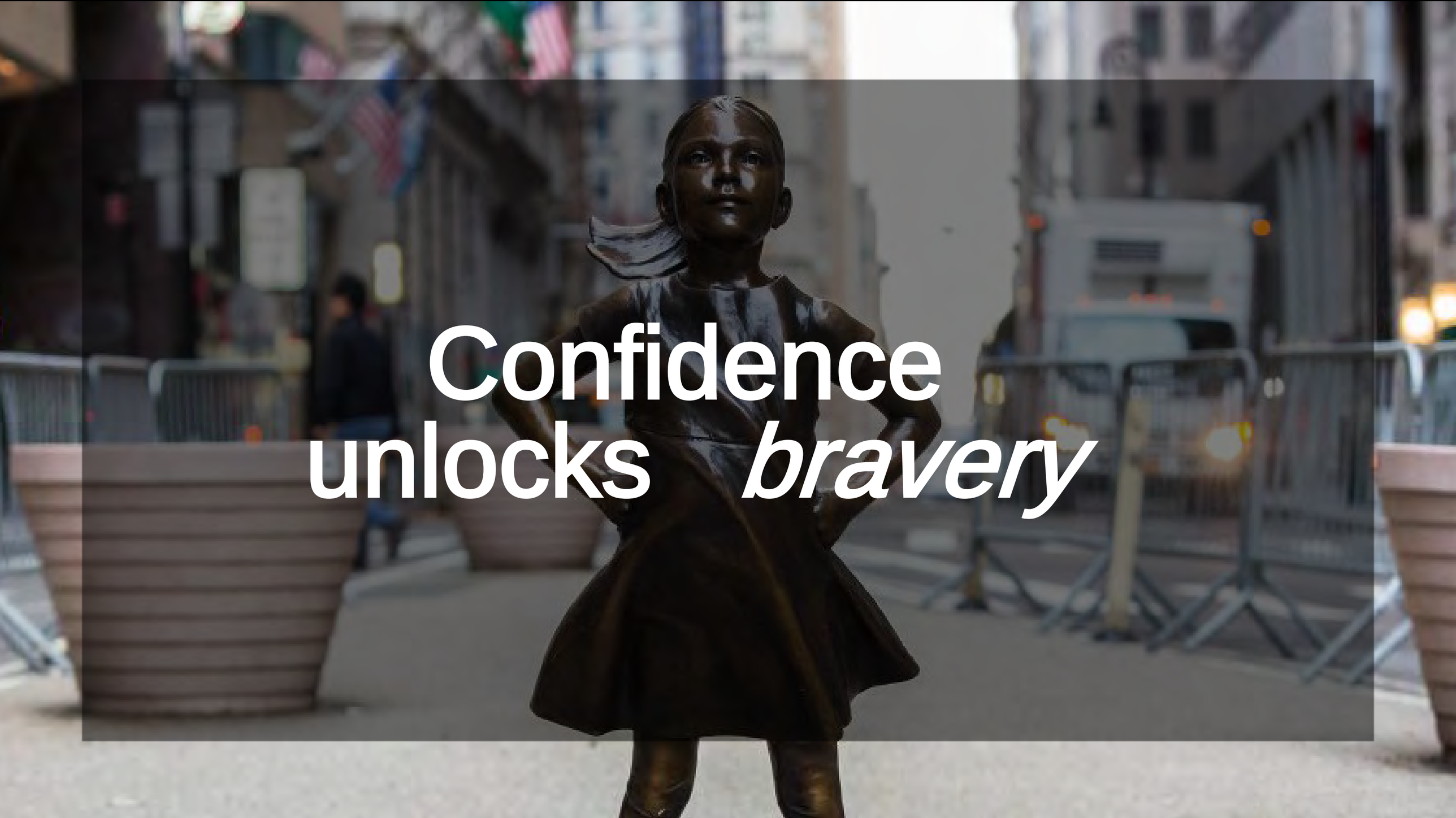

Eye's peeled
WRONG listings
wrong Band spelling
Hardeal is correct
Band Genre clashes
AGES match GIG 14+ etc
promoter's prices
Venue Rates
Backline issues
Touring bands sent on to NIB

Belief

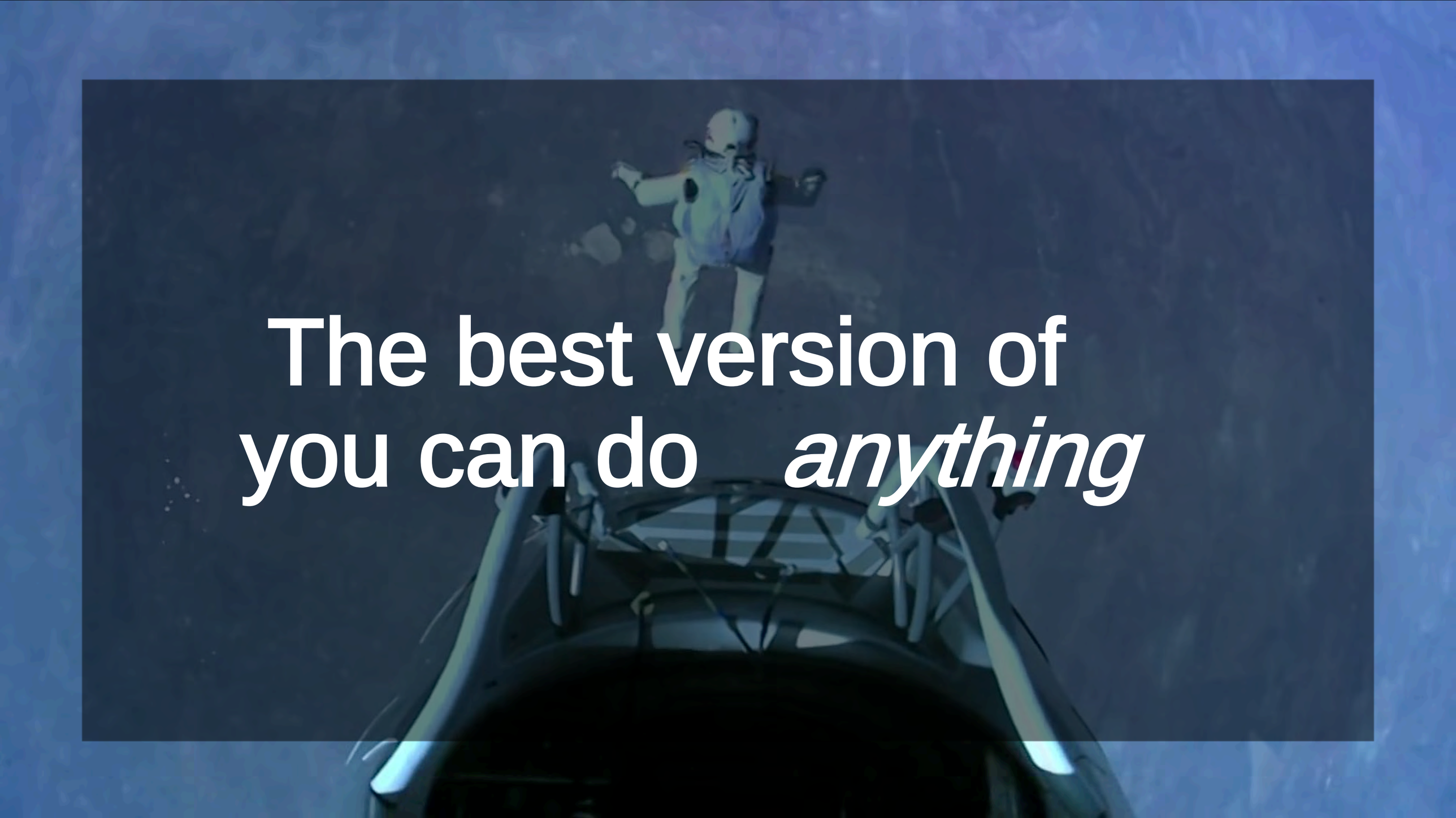


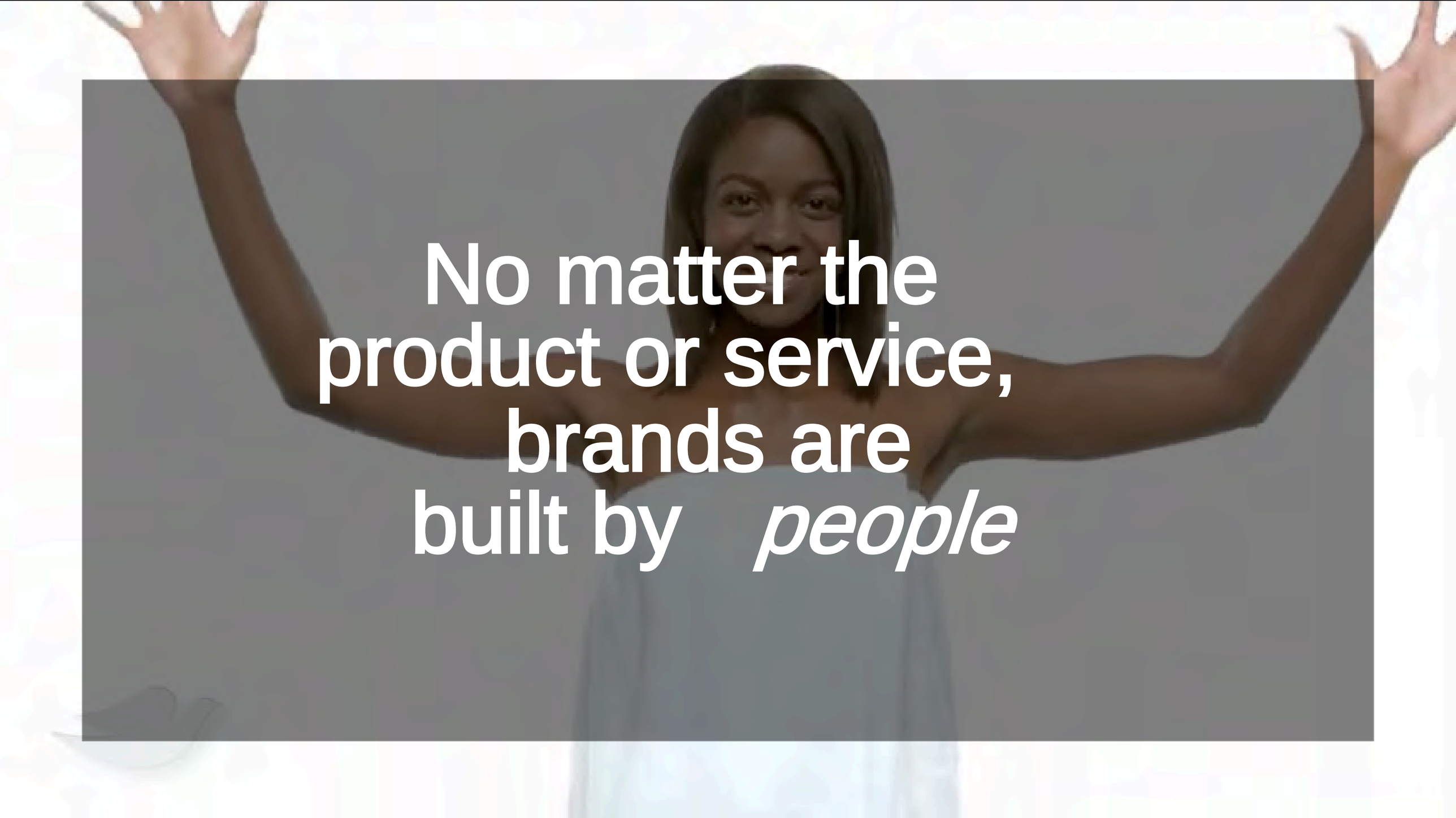
“I believe in you”


Belief unlocks
confidence
1992


Confidence
unlocks *bravery*


Bravery lets us
become the *best*
version of ourselves

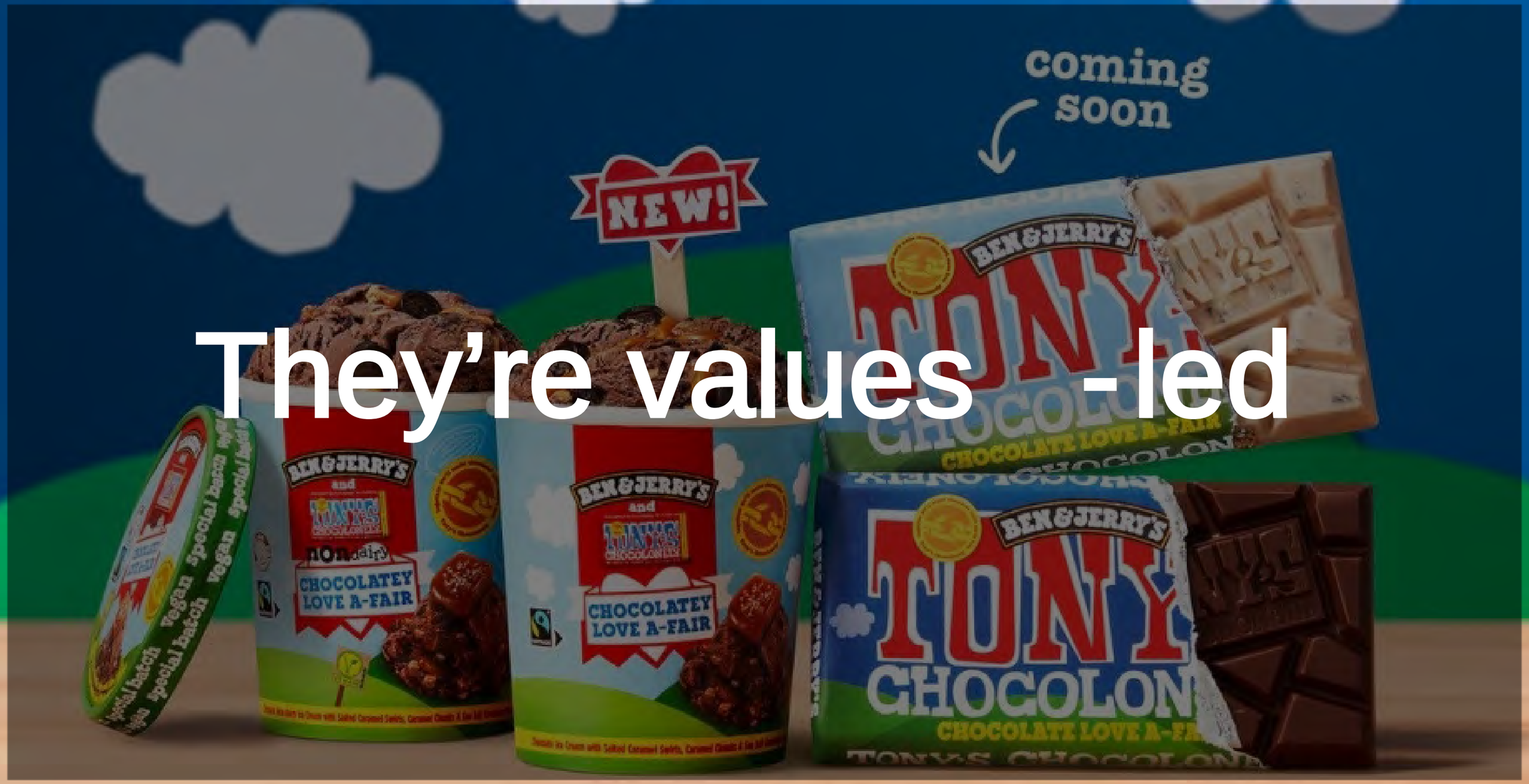

The best version of
you can do *anything*

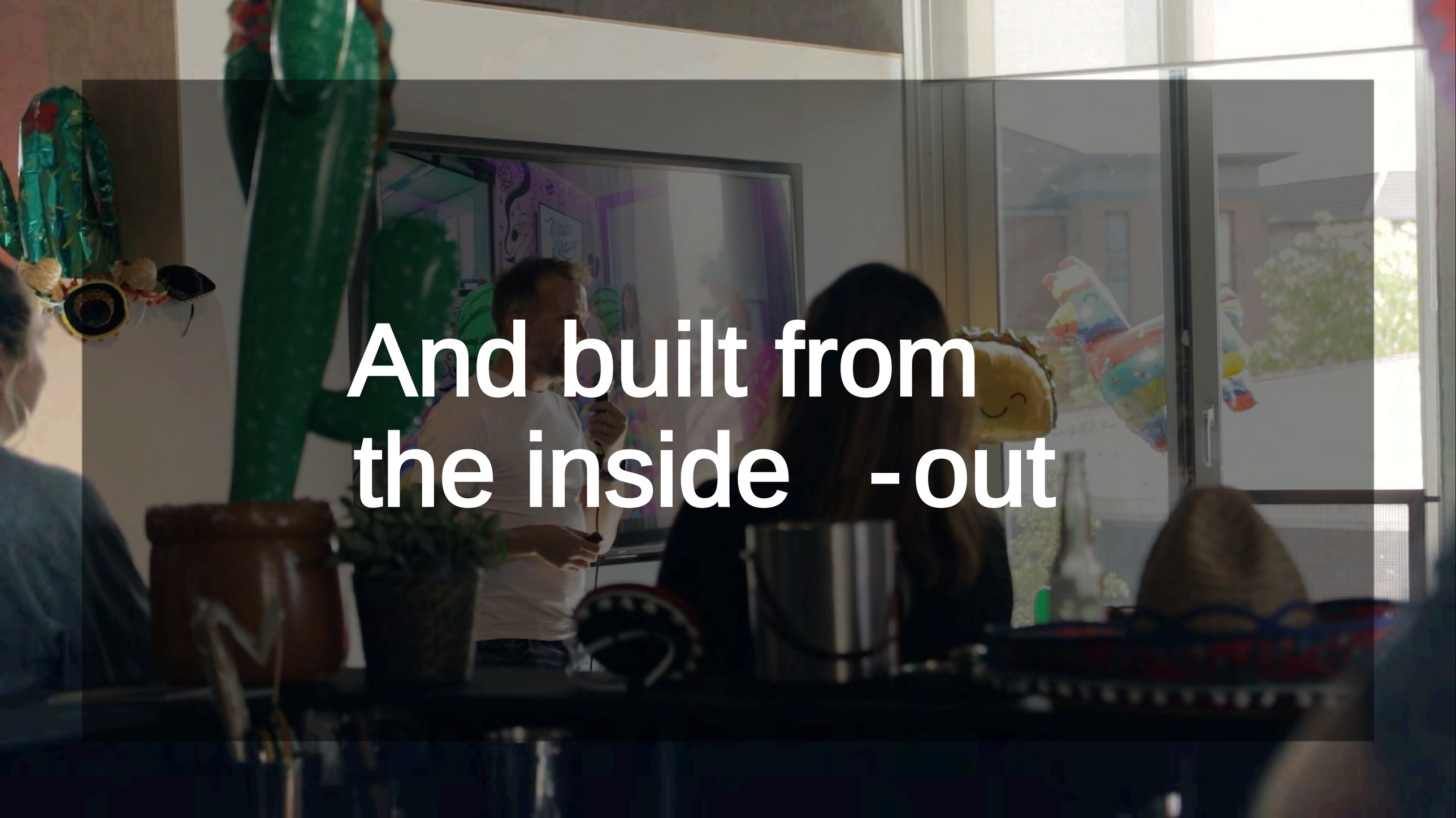

No matter the
product or service,
brands are
built by *people*


And people are
powered by *belief*

The best brands are *united* by shared belief

They're values -led




And built from
the inside -out

first bus

Moving the everyday

We are in the business of moving people. Beyond just a transport company, we move people emotionally—finding beauty, humour and magic in the everyday, every day.

Inspired by journeys
and connection

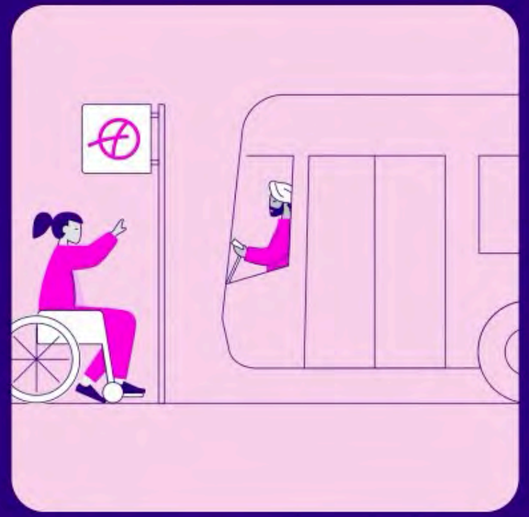
first

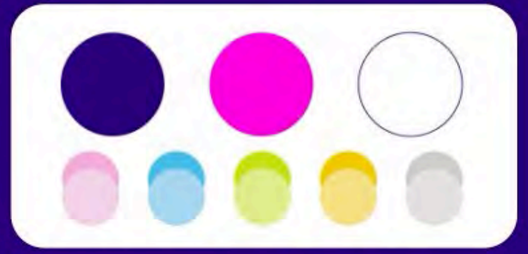
first bus

first bus

Moving the everyday

First Move





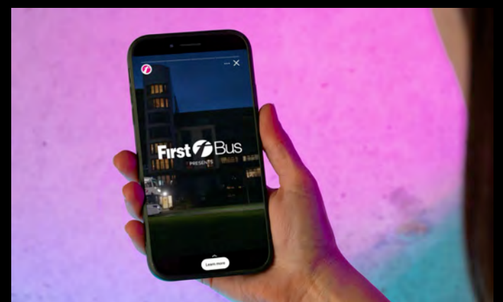
Where's my bus...

Stop looking high and low, download the first bus app and track your ride.

How |

Made Brave

#FreeToExplore.



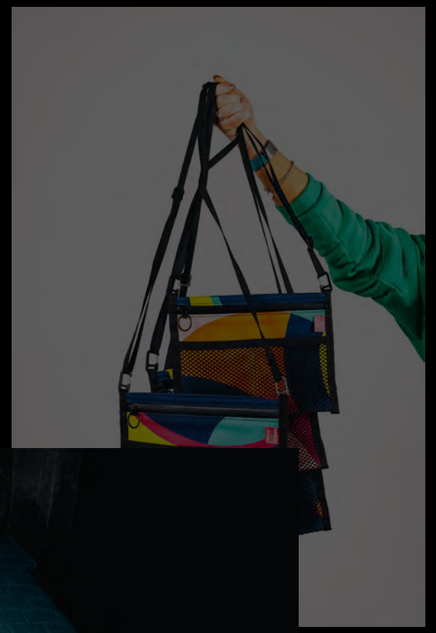
GOLD

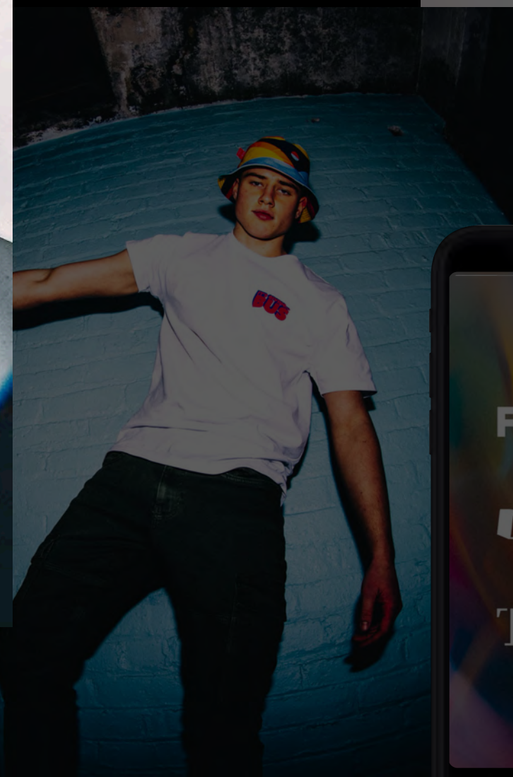
THE MARKETING SOCIETY

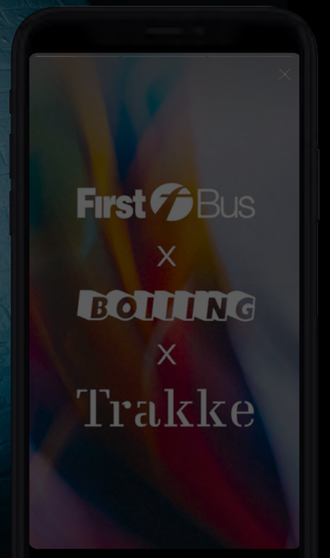
THE STAR AWARDS

Made Brave


BUS





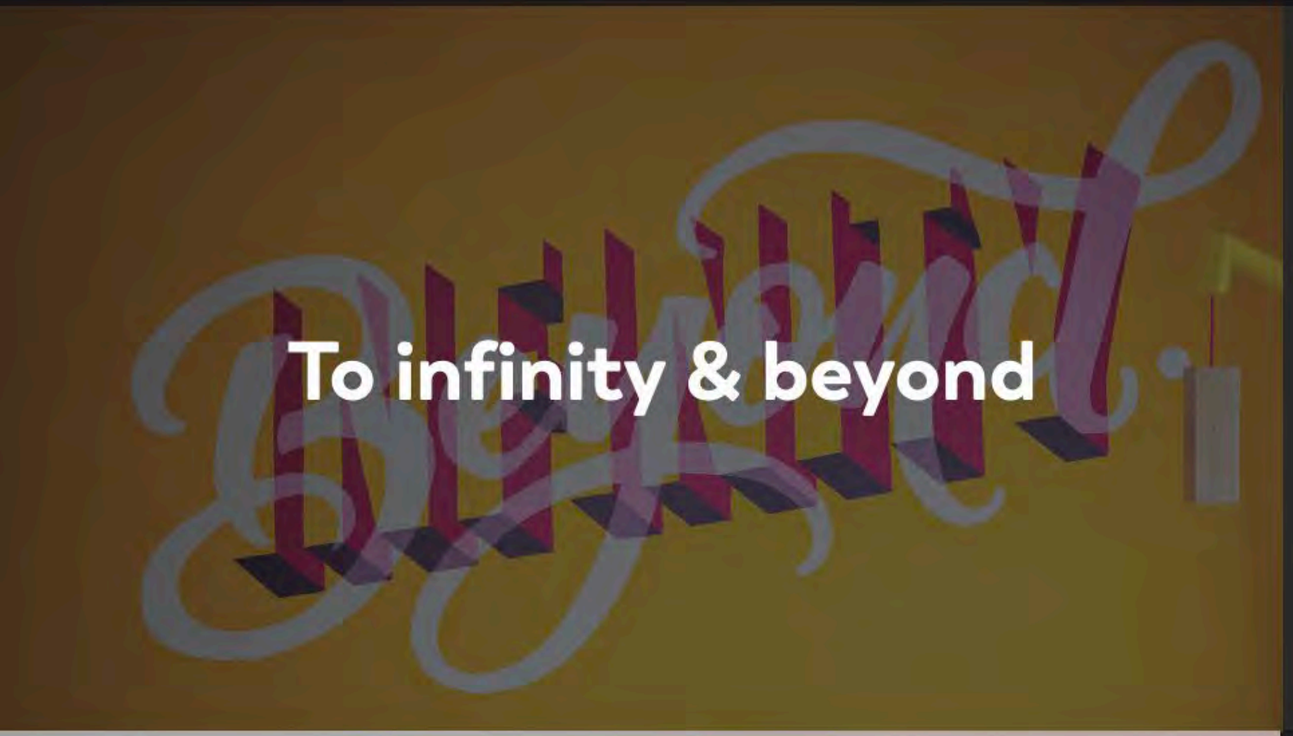

First Bus
x
BOLLING
x
Trakke

Let the work talk for itself

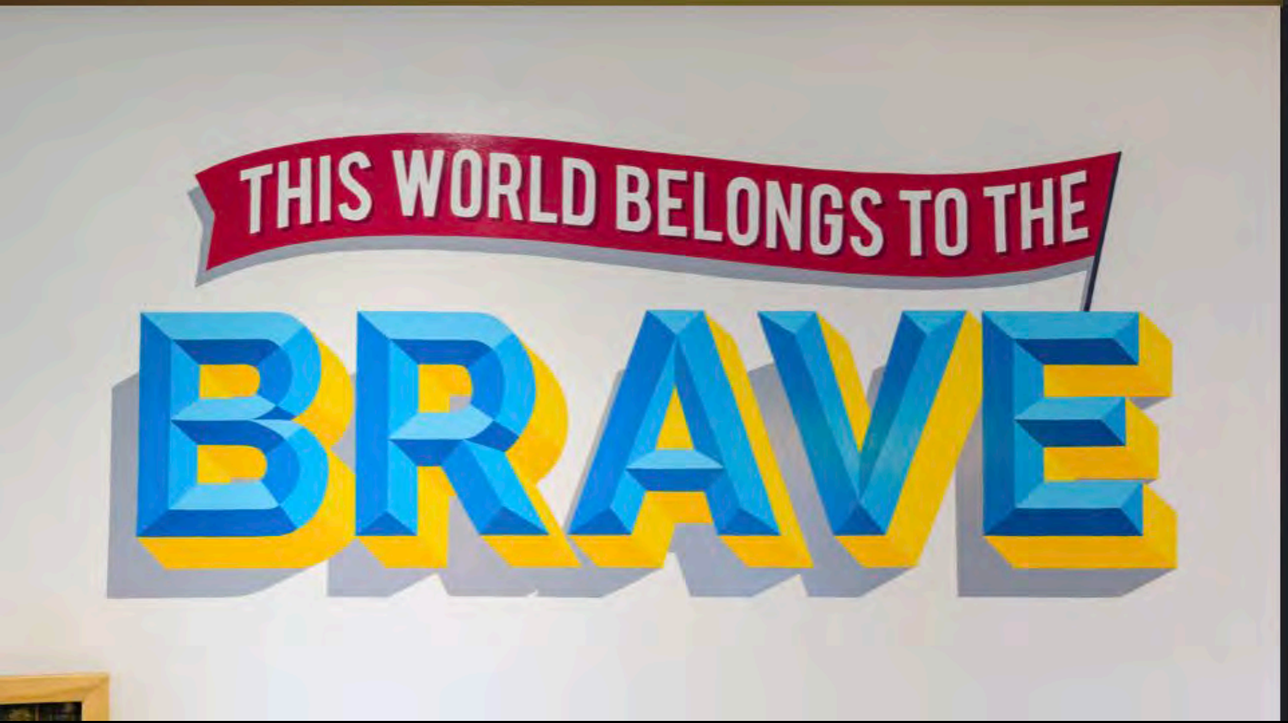
Let the work talk for itself

Famed for our work, culture & brand


Happy people make
great work



To infinity & beyond



Be your weird self


Joanne Calderwood
UFC Fighter
UFC


ASTON MARTIN
ASTON MARTIN
ASTON MARTIN RACING
HACKETT LONDON
TOTAL
RICHARD MILLE
DUNLOP
ASTON MARTIN RACING
WEC
sparco
DOW
24h LE MANS
ASSET ALLIANCE


BORN ORIGINAL MADE BRAVE
Made Brave


Made Brave


Made Brave


Made Brave

The Herald
COVER STORY

"I had meetings every day – it was constant. I quickly realised that I needed to create a company so I formed MadeBrave"

"I'm proud I have created all these jobs . . . it's great to be able to give people a career"

heraldscotland.com

Ruthless work ethic will favour the brave

Andrew Dobbie tells **Colin Cardwell** how he made the big leap from designer and photographer to successful businessman

THERE'S a contented and steady murmur of activity at MadeBrave. The glow from a battery of Apple Macs and angle-poise lamps at the graphic design agency's studio in Glasgow's Merchant City gently illuminates staff conferring over concepts on scatter cushion-strewn sofas amid the quirky colour swatches and typography books. Martin, our photographer is visibly impressed: "This is a great place for pictures!"

The reassuringly relaxed ambiance, however, is the result of blisteringly swift development. In 2012 the company's founder, Andrew D[illegible] designer and photogr[illegible] former semi-profe[illegible] fighter) had decid[illegible] his wife P[illegible] and [illegible]

[illegible] designer." After that rebranding, he says, the membership organisation's revenue increased by 35 per cent. "It became a great case study and a great base for MadeBrave to move forward from and as a result I acquired quite a few clients."

The new contracts duly arrived and the client list now includes engineering and power majors such as Arup, Babcock and Aggreko, Linn Audio, hotel group Radisson and the SECC. "Initially I did quite a lot of events photography and had meetings every day – it was constant. I very quickly realised I needed to create a company, so I formed MadeBrave," he recalls.

The new enterprise made an ambi[illegible] move to its studio in Osborne [illegible] in the creatively trending [illegible] of the Merchant City. "The [illegible] had just been opened and I [illegible] of the first tenants, first shar[illegible] on the first floor with a few [illegible]

[illegible] loyed one of them, then [illegible] – and by that point [illegible] out of space. This [illegible] available – it was [illegible] time – and I took a [illegible]

[illegible] later this cosy [illegible] stretched to [illegible] y is in the [illegible] ting in an [illegible] Glasgow [illegible] That [illegible] pital [illegible] as [illegible] h

client, a FT SE 100 company, to let us graffiti their products but it worked a treat. We released a video to the press and the next day it featured in the Wall Street Journal, the Herald, the Guardian and the Times."

Using social media to enhance its own brand is one of the elements that Dobbie believes has given MadeBrave an edge over the competition in a fiercely competitive environment. "I have focused on us being a consumer brand and on promoting ourselves to make sure we are heard in the market-[illegible] ace and it's working.

[illegible] o, over the past [illegible] of years a [illegible] agencies [illegible] rted to [illegible] their [illegible] [illegible]

Andrew Dobbie in the MadeBrave studio and the firm's Commonwealth Games 2014 team image, below

and I saw the problem that creates for clients with smaller budgets who are forced to multi-manage their brand and themselves to a lot of different parties.

"I decided we would rather become good at managing a range of skillsets so that basically the client could come to us and, while they get on with building their business, we can get on with building their brand."

Having appointed senior staff, such as an operations director, a traffic manager and account directors, Dobbie is now able to focus on a more strategic role but with no previous management experience it has been a steep learning curve.

entrepreneurial network Power of Youth, which was great. Running a business can be lonely and so being able to connect with young entrepreneurs who are experiencing the same challenges as you is a valuable thing and you learn a lot. Scottish Enterprise have been fantastic in the support they are giving us and we have just become one their account managers companies."

An intriguing client relationship developed when Dobbie, who adopted as a baby, met his birth mother and was told that he had a brother, Ryan O'Rorke, who is CEO of gourmet food d[illegible] company Flavourly.

"He has an amazing sal[illegible] business and I branded the [illegible] We have a great relationship on great – you'd never kno[illegible] never met before."

This has helped [illegible] belief that [illegible]

company's jaunty and gleeful social media presence.

"We promote ourselves heavily and [illegible] heroes of our employees – we do [illegible] stuff on Facebook – so we're [illegible] to try to market [illegible] because we [illegible]

out further expansion, with premises in London potentially the first advance.

Porsches in the garage at home are not a priority. Dobbie says that the profits are ploughed back into MadeBrave and there is a cushion of security in the bank, so there will be no quest for equity investors.

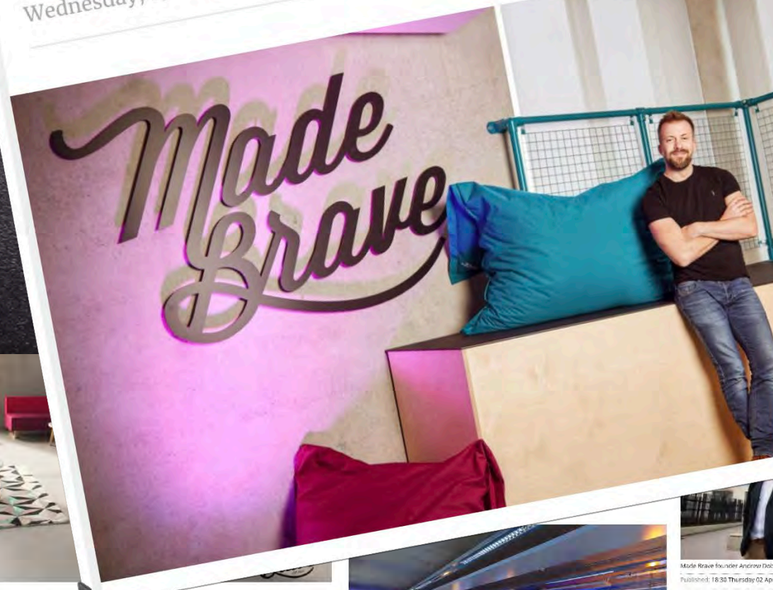
"A lot of people tend to think that you [illegible] start finding investors but I've [illegible] bootstrapping since [illegible] and I think this way [illegible]

Business

Glasgow agency MadeBrave unveils record results and 'work from anywhere' plan

Glasgow-based media firm MadeBrave has unveiled record annual res[illegible] and announced a "work from anywhere" policy – with the latter follo[illegible] in the footsteps of social media platform Twitter.

By Emma Newlands
Wednesday, 17th June 2020, 12:30 pm



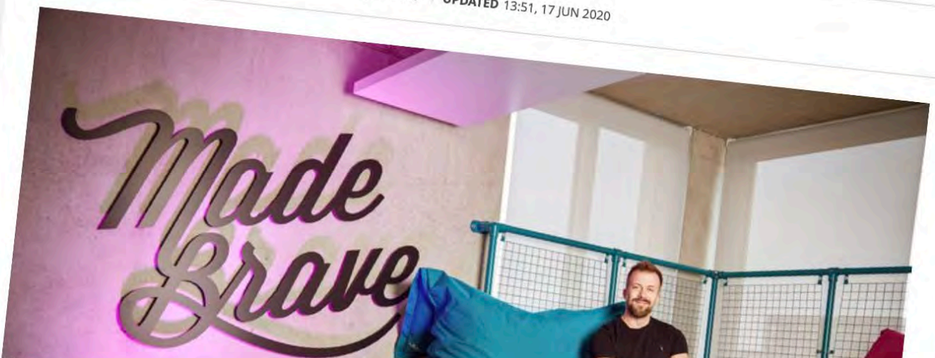
News

Branding agency MadeBrave reports revenue up 20% as it signs up Nestle and Kandou

Glasgow creative firm targets international deals and acquisitions to follow Campfire integration

SHARE

By **Hamish Burns**
13:01, 17 JUN 2020 | UPDATED 13:51, 17 JUN 2020



NEWS

[illegible] eir space in the digital

Save this article | Share

[illegible] MadeBrave explains how we helped his [illegible] a of UK's most dynamic digital creative

[illegible] r and photographer Andrew Dobbie doesn't do anything by halves. In 2012, with a [illegible] ust £1,000 in savings, he decided to quit his job as a creative director to set out on [illegible] designer.

[illegible] of photographic, digital and design skills, Andrew was soon in demand, with almost [illegible] ld handle.

EVENTS SPECIAL REPORTS

MadeBrave® has a new home in Glasgow's East End

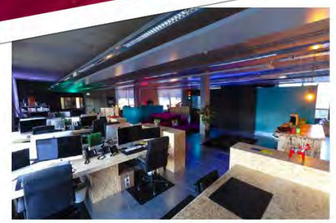
Published on April 2, 2015

Kirstin Watson
Head of Creative & Client Services

31 8 0

Later this month me and my fellow MadeBravers will be moving to The Albus, in Bridgeton, Glasgow. When I started at MadeBrave® almost two years ago it was only me, Andrew (the Director) and 2 Designers and now there's 20 of us and we're basically bursting at the seams!

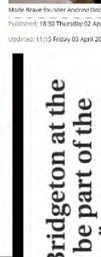
The building, which recently won a design award, is a Clyde Gateway project



Since 2012, the MadeBrave team has gone from Director, Andrew Dobbie himself to 20 strong and counting. With each person hired came an additional skill, ultimately helping us to attract the attention of high profile clients, including Springbank Whisky, Aggreko, Vango, Bowmore and Air Space.

We needed support through this growth spurt we were experiencing, and luckily we got it. Firstly,

[redacted]



Made Brave founder Andrew Dob[illegible]
Published: 18:30 Thursday 02 Ap[illegible]
Updated: 11:15 Friday 03 April 2[illegible]

[illegible] round Bridgeton at the [illegible] cited to be part of the


DIGIT
www.digit.fyi
Unilever
FUTURE LEADERS' LEAGUE
Lipton
Adobe Live
Daily Live Stream with UK Creatives
Live from the sofa
with Stephanie & Rufus & Andrew Dobbie (MadeBrave)
THE DIGITAL
GARAGE
Google
THE ONE CLUB FOR CREATIVITY
Made Brave


Made Brave
Est. 2012
YOU DON'T HAVE TO BE
BORN ORIGINAL MADE BRAVE
Est. 2012

Top 100 Companies to work for in the UK

The Drum™
Top 100 Independent Agencies

THE SUNDAY TIMES
100
BEST SMALL COMPANIES TO WORK FOR

campaign
BEST PLACES TO WORK 2021
WINNER

UK Digital Agency Census 2021
Top 50 UK most admired digital agencies by peers


MARKETING SOCIETY STAR AWARDS
Agency of the Year 2024
THE MARKETING SOCIETY
SCOTLAND
MARKETING SOCIETY STAR AWARDS
Made Brave

KPMG

Nestlé

BBC

Google

Pfizer

DXC TECHNOLOGY

DIAGEO

Medtronic

IKEA

Doritos

EDRINGTON

大成 DENTONS

VELUX

TED

first bus

IBM

DISTELL

JOHNNIE WALKER.

Hard Rock HOTEL

macphie

Made Brave

TikTok's favourite

FATHER-SON DUO

@EntertainingDad

190k Followers

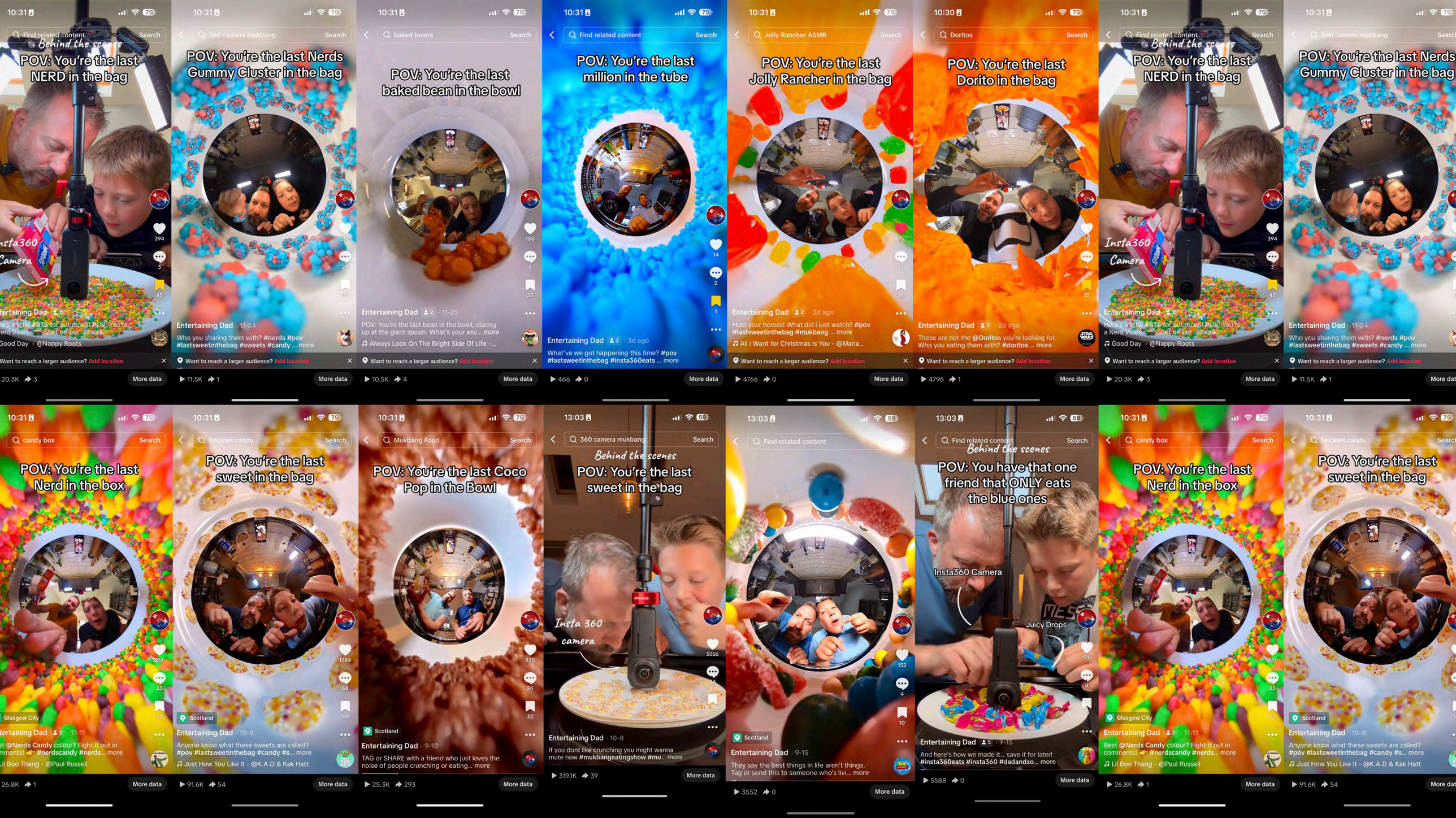
300M+ Views


LOLLY MIX


TikTok
@entertainingdad


ORIGINAL


Never let them know
your next move

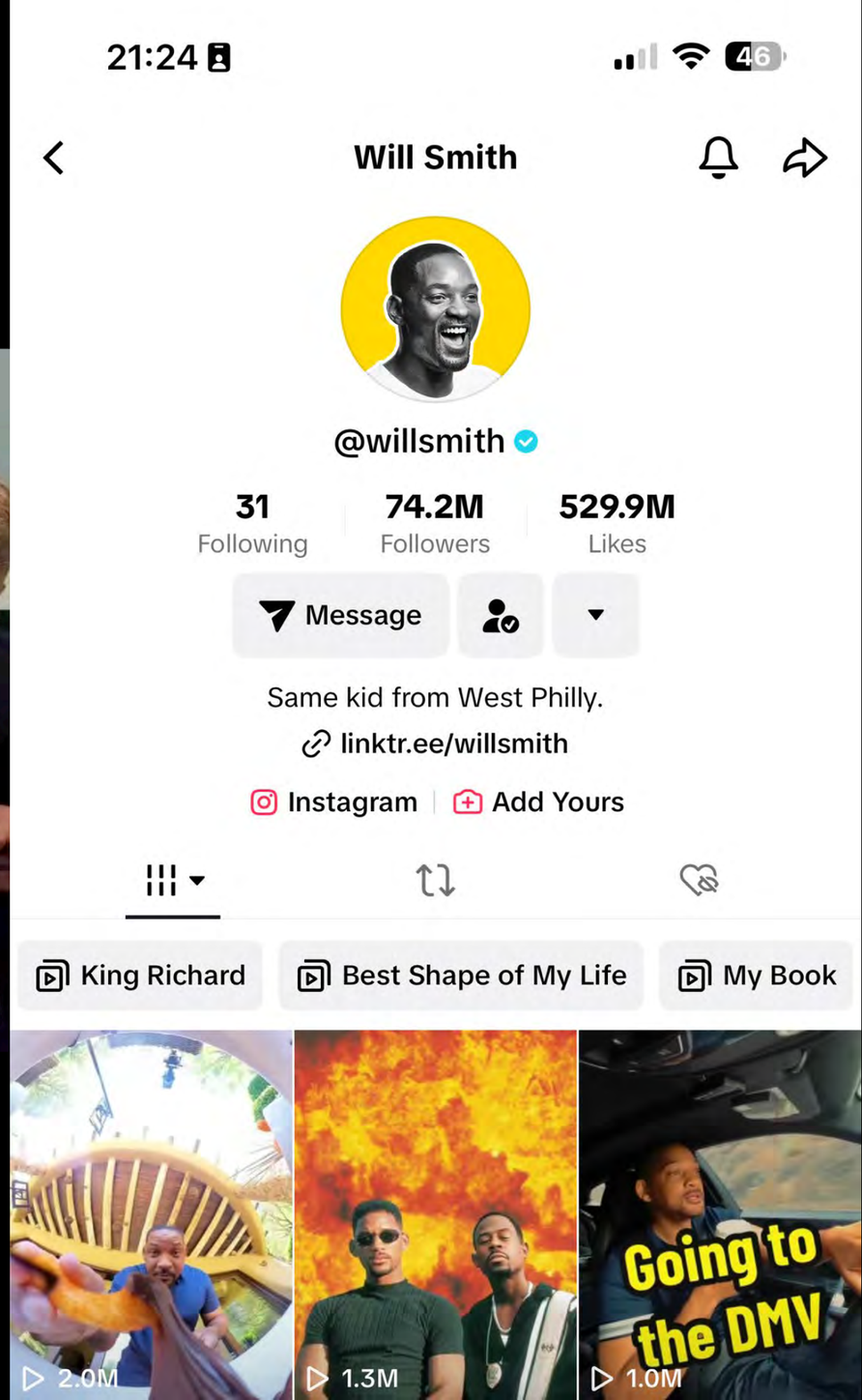

Behind the scenes
POV: You're the last NERD in the bag
Insta360 Camera
Entertaining Dad · 11-24
Who you sharing them with? #nerds #pov #lastsweetinthebag #sweets #candy ... more
Good Day - @Nappy Roots
Want to reach a larger audience? Add location
More data
POV: You're the last Nerds Gummy Cluster in the bag
Entertaining Dad · 11-24
Who you sharing them with? #nerds #pov #lastsweetinthebag #sweets #candy ... more
Want to reach a larger audience? Add location
More data
POV: You're the last baked bean in the bowl
Entertaining Dad · 11-25
POV: You're the last bean in the bowl, staring up at the giant spoon. What's your esc... more
Always Look On The Bright Side Of Life - ...
Want to reach a larger audience? Add location
More data
POV: You're the last million in the tube
Entertaining Dad · 3d ago
What've we got happening this time? #pov #lastsweetinthebag #insta360eats ... more
Want to reach a larger audience? Add location
More data
POV: You're the last Jolly Rancher in the bag
Entertaining Dad · 2d ago
Hold your horses! What did i just watch? #pov #lastsweetinthebag #mukbang ... more
All I Want for Christmas Is You - @Maria...
Want to reach a larger audience? Add location
More data
POV: You're the last Dorito in the bag
Entertaining Dad · 2d ago
These are not the @Doritos you're looking for. Who you eating them with? #doritos ... more
Want to reach a larger audience? Add location
More data
Behind the scenes
POV: You're the last NERD in the bag
Insta360 Camera
Entertaining Dad · 11-24
Here's a little #BTS for our recent POV: You're a Nerd Video. Shot on our ... more
Good Day - @Nappy Roots
Want to reach a larger audience? Add location
More data
POV: You're the last Nerds Gummy Cluster in the bag
Entertaining Dad · 11-24
Who you sharing them with? #nerds #pov #lastsweetinthebag #sweets #candy ... more
Want to reach a larger audience? Add location
POV: You're the last Nerd in the box
Glasgow City
Entertaining Dad · 11-11
Best @Nerds Candy colour? Fight it out in comments! #nerdscandy #nerds... more
Lil Boo Thang - @Paul Russell
More data
POV: You're the last sweet in the bag
Scotland
Entertaining Dad · 10-8
Anyone know what these sweets are called? #pov #lastsweetinthebag #candy #s... more
Just How You Like It - @K.A.D & Kak Hatt
More data
POV: You're the last Coco Pop in the Bowl
Scotland
Entertaining Dad · 9-10
TAG or SHARE with a friend who just loves the noise of people crunching or eating... more
More data
Behind the scenes
POV: You're the last sweet in the bag
Insta 360 camera
Entertaining Dad · 10-8
If you dont like crunching you might wanna mute now #mukbangeatingshow #mu... more
More data
Scotland
Entertaining Dad · 9-15
They say the best things in life aren't things. Tag or send this to someone who's livi... more
More data
Behind the scenes
POV: You have that one friend that ONLY eats the blue ones
Insta360 Camera
Juicy Drops
Entertaining Dad · 9-15
And here's how we made it... save it for later! #insta360eats #insta360 #dadandso... more
More data
POV: You're the last Nerd in the box
Glasgow City
Entertaining Dad · 11-11
Best @Nerds Candy colour? Fight it out in comments! #nerdscandy #nerds... more
Lil Boo Thang - @Paul Russell
More data
POV: You're the last sweet in the bag
Scotland
Entertaining Dad · 10-8
Anyone know what these sweets are called? #pov #lastsweetinthebag #candy #s... more
Just How You Like It - @K.A.D & Kak Hatt
More data

Menu stv News Live

News / Glasgow & West

Will Smith recreates Scots father and son's viral Nutella and Wotsits TikTok

The Hollywood A-lister shared the video to his 74.2million followers



CAN CREATIVITY BE NURTURED?


I believe it can



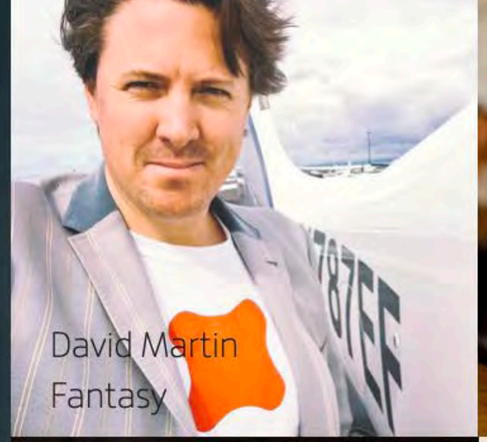

WISH YOU
WERE HERE


锦江国际




Made
Brave


Philippe Meunier
Sid Lee

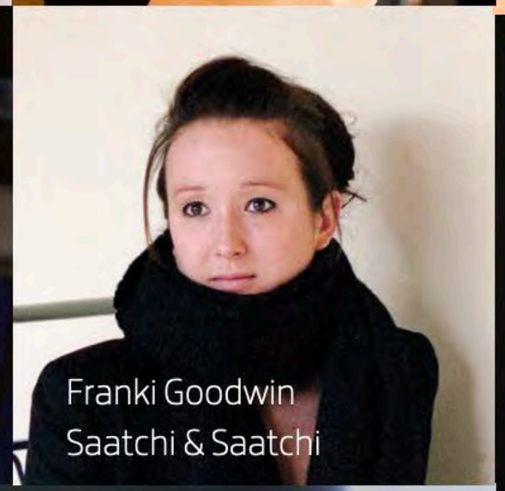

David Martin
Fantasy

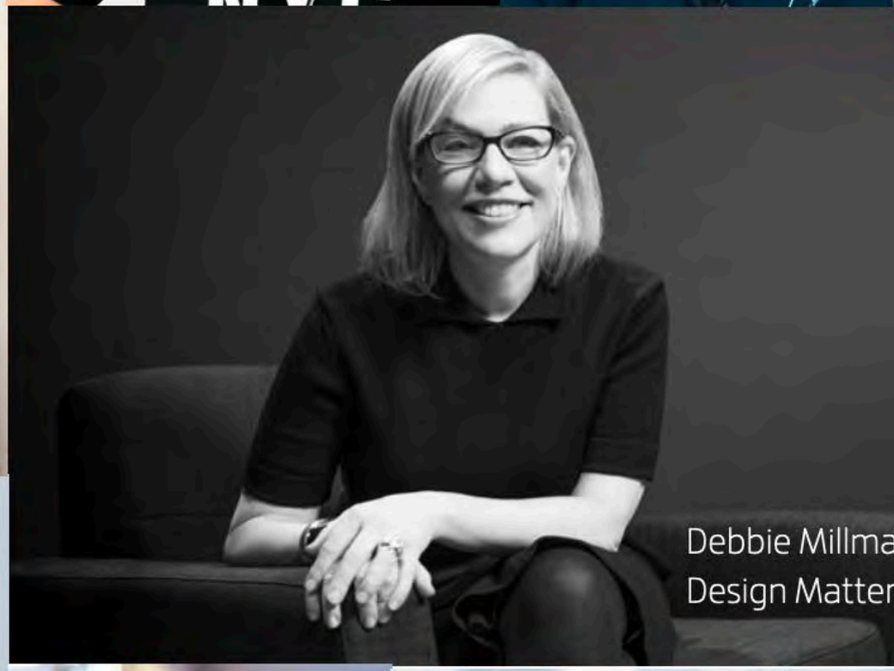

Claude Silver,
Vaynermedia


Chris Do,
The Future


Whacko Chacko

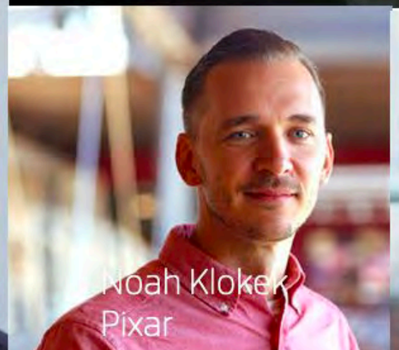

Michael Wolffe

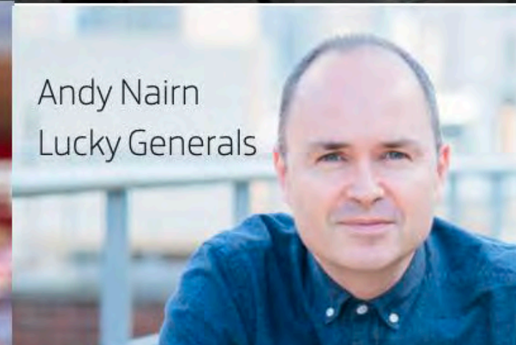

Franki Goodwin
Saatchi & Saatchi


Debbie Millma
Design Matter


Darlene Vogal
Actress

Marty Neumier
The Brand Gap


Noah Klokek
Pixar


Andy Nairn
Lucky Generals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MAXIMISE
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COLLISIONS
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Made Brave

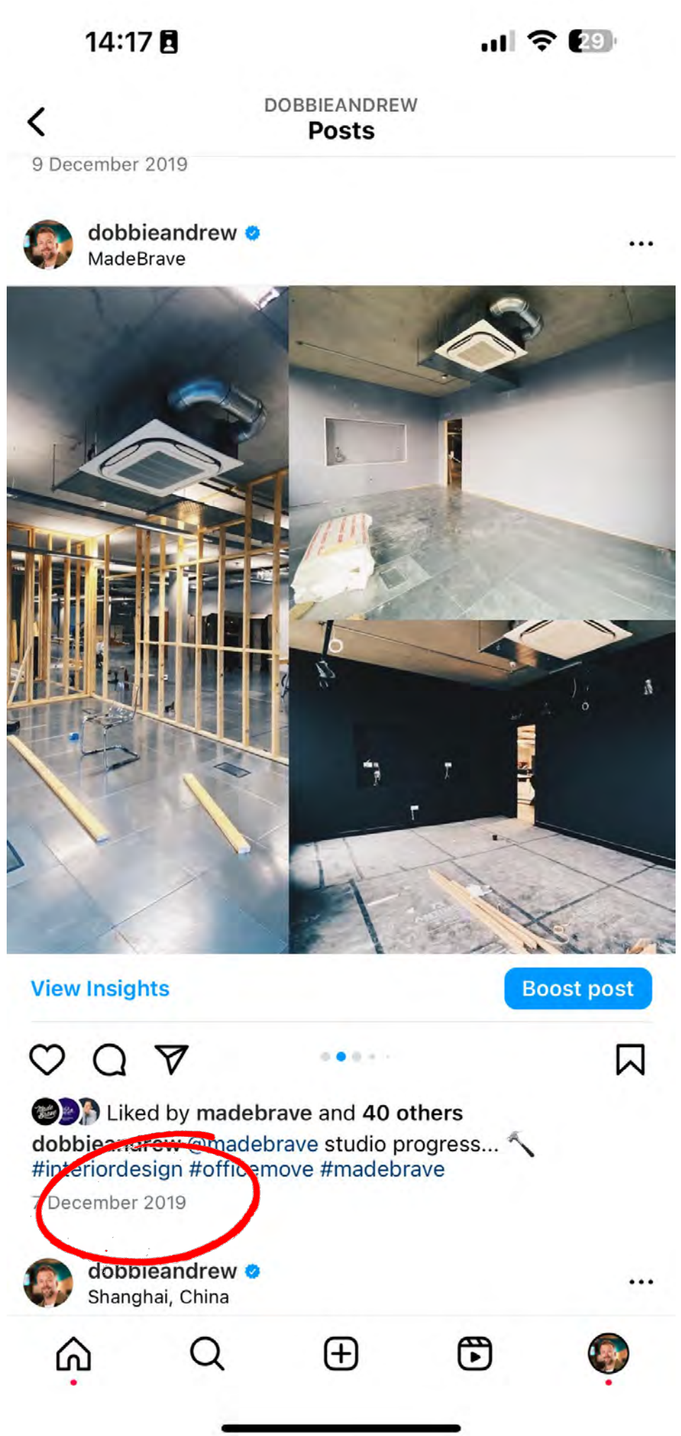
Tiny moments

BIG IDEAS

Made Brave

2012

WHEN I GOT IT WRONG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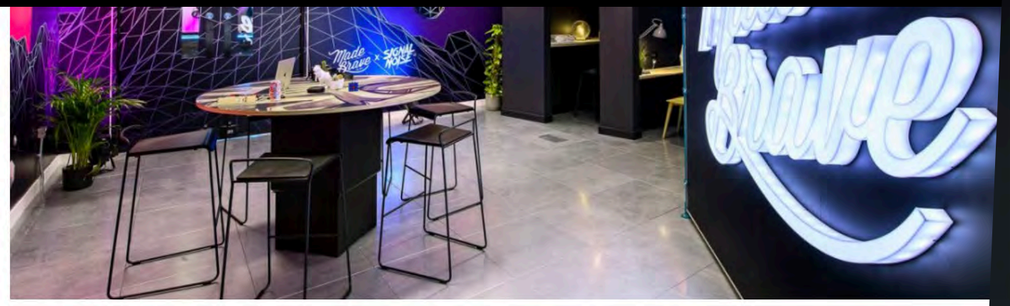
1
THIS WORLD BELONGS TO THE BRAVE


Watches the news
Doesn't watch the news

“I love watching the news!”

Stephen Weir
COO, MadeBrave®



Why we're going remote AND keepin
our studio

Published

Business

Glasgow agency MadeBrave unveils record results and 'work from anywhere' plan

Glasgow-based media firm MadeBrave has unveiled record annual results and announced a "work from anywhere" policy – with the latter following in the footsteps of social media platform Twitter.

By Emma Newlands
Wednesday, 17th June 2020, 12:30 pm

Made Brave

From the Team

MadeBravers Can Now Work from Anywhere, Forever (and Some Other News)

Like most businesses navigating their way through the impact of COVID-19, we've been trying to pl ure, even though the So, we've decided to es.

g agency MadeBrave reports revenue up 20% as it s up Nestle and Kandou

Glasgow creative firm targets international deals and acquisitions to follow Campfire integration

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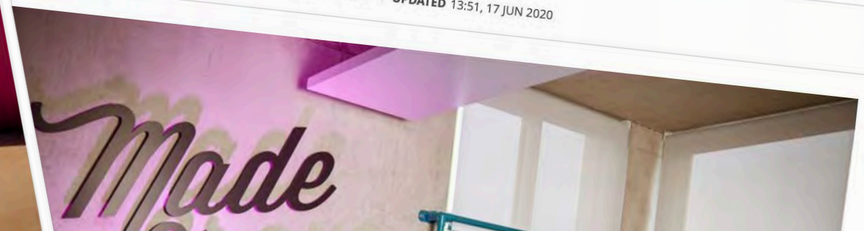
By Hamish Burns
13:01, 17 JUN 2020 | UPDATED 13:51, 17 JUN 2020

NEWS



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CONNECTION

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EGO


That's all Folks!


AMSTERDAM


THE SOCIAL HUB


STACH


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TOILETS
TSH COLLAB
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JACQUEMUS


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One Experience

Creating memorable experiences

ULTIMATE ENVIRONMENT FOR CREATIVE COLLISIONS


UNSTOPPABLE IDEAS
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Office 21
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25


Belief, creativity & culture don’t happen by accident.
They’re designed, nurtured and engineered.


Sharpie
Permanent Marker
FINE POINT
AP

BOTTLED AT THE SOURCE, SAN PELLEGRINO TERME (BERGAMO) ITALY

SERENDIPITY

STORE IN A CLEAN, COOL, DRY AND ODOURLESS PLACE AWAY FROM DIRECT SUNLIGHT AND FREEZING TEMPERATURE

TYPICAL ANALYSIS (mg/L)

Sulphate	SO_4^{2-}	418
Bicarbonate	HCO_3^-	252
Calcium	Ca^{2+}	174
Magnesium	Mg^{2+}	49.6
Chloride	Cl^-	48.7
Sodium	Na^+	31.0
Total Dissolved Solids (at 180°C): mg/L		862

Silica	SiO_2	7.0
Nitrate	NO_3^-	2.9
Strontium	Sr^{2+}	2.7
Potassium	K^+	2.4
Fluoride	F^-	0.5
pH at the source:		7.5

UK: Nestlé UK Ltd., PO Box 707, York, YO91 1WS.
Consumer enquiries (Nestlé Pure Spring) 0800 000030

Ireland: Stafford Lynch Ltd., Unit 101 Northwest Business Park, Ballycoolin, Dublin 015 NK20. Tel: (+353) 1 8023 140

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CARBONATED NATURAL MINERAL WATER

500 ml e

BEST BEFORE END: SEE BACK LABEL

BOTTLED BY S.INPELLEGRINO S.p.A. SAN PELLEGRINO TERME (BG) - LOCALITÀ RUSPINO ITALY

Don’t sit back and hope for luck —We can engineer these moments of magic.

By starting with building belief

By nurturing creativity in your teams

By placing our people in culture

Magic moments happen more often than they don’t.

Thank you

Andrew Dobbie
Founder/CEO, MadeBrave ®

@dobbieandrew
@madebrave

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