

(Portfolio) Liam Ricketts

(Introduction) Liam Ricketts

(Info) Photographer, director, creative director, and anything else in between. Liam Ricketts is a multi-faceted, hybrid creative director. With 13 years of experience in the creative industry and a background in image-based work with some of the biggest international brands and faces across the music and sports landscape, he has honed his skills to create distinctly unconventional projects over the years.

As a committed generalist, Liam's focus on idea-driven, thought-provoking projects has steered him onto a distinct career path, one that diverges from the norm. This unique journey is vividly reflected in the diversity of his portfolio, which spans a wide range of creative disciplines and styles.

While Liam's tenure in full-time roles at agencies and brands may not be as extensive, his hands-on experience in bringing his own ideas to life and transforming them into successful ventures has equipped him with the practical knowledge necessary for the role of a creative director.

In addition to being a creative director, photographer, and director, he finds collaborating with talented individuals willing to experiment on ideas fascinating. It's about consistently creating great work across various disciplines and constantly experimenting.

Making a random thought a reality or trialling and testing behind the scenes, Liam's to-do list is never-ending. For Liam, it's not just about having the initial idea and never acting upon it; it's about seeing an idea through and turning it into a reality and designing the whole world surrounding it.

This commitment is reinforced by Liam's eclectic portfolio, which showcases his execution multiple times of making an idea a reality, the importance of having fun, experimenting, and ideating with clarity and acting fast.

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(Selected clients) Adidas, ASDA, Helinox, New Balance, Nike, Ninja Tune, Puma, Sony Music, Universal Music Group, Warp Records

(Personal) ASDA Charm Bracelet

(Info) While freelancing as creative director at VaynerMedia, I worked on revamping ASDA's social media presence and initiated a side mission focused on experimenting with creating user-generated content.

The ASDA Rewards app doesn't offer a physical card for redeeming discounts, unlike its competitors. While this is forward-thinking, it raises concerns about the 18 million shoppers who may face issues if their phone battery runs out and they need to claim discounts and rewards.

I collaborated with Four Pence jewellery to create a silver charm bracelet with a working ASDA rewards barcode for scanning to obtain points and discounts. The bracelet features seven charms focusing on essential items for a more interesting shopping and reward redeeming experience.

(Index) 1.1

022958000990
ENERGY DRINK 081011612281 £2.00V
SOFT DRINK 800227000051 £0.75V
ENERGY DRINK 081011612281 £2.00V
** VOIDED ENTRY **
ENERGY DRINK 081011612281 -£2.00V
** VOIDED ENTRY **
ENERGY DRINK 081011612281 -£2.00V
** VOIDED ENTRY **
SOFT DRINK 800227000051 -£0.75V
ENERGY DRINK 081011612281 £2.00V

Asda Rewards

LOYALTY VOUCHER
LOYALTY VOUCHER
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Asda Rewards

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Asda Rewards

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(Creative Direction) Liam Ricketts NEWSLETTER 04

(Info) I hated email newsletters before the official 2018 GDPR ban, so I created a physical version to showcase my latest photographic projects to new clients.

When starting out as a professional Photographer in 2012, I found digital promotion lacklustre and realised that delivering a physical item directly to the end user made a greater impact.

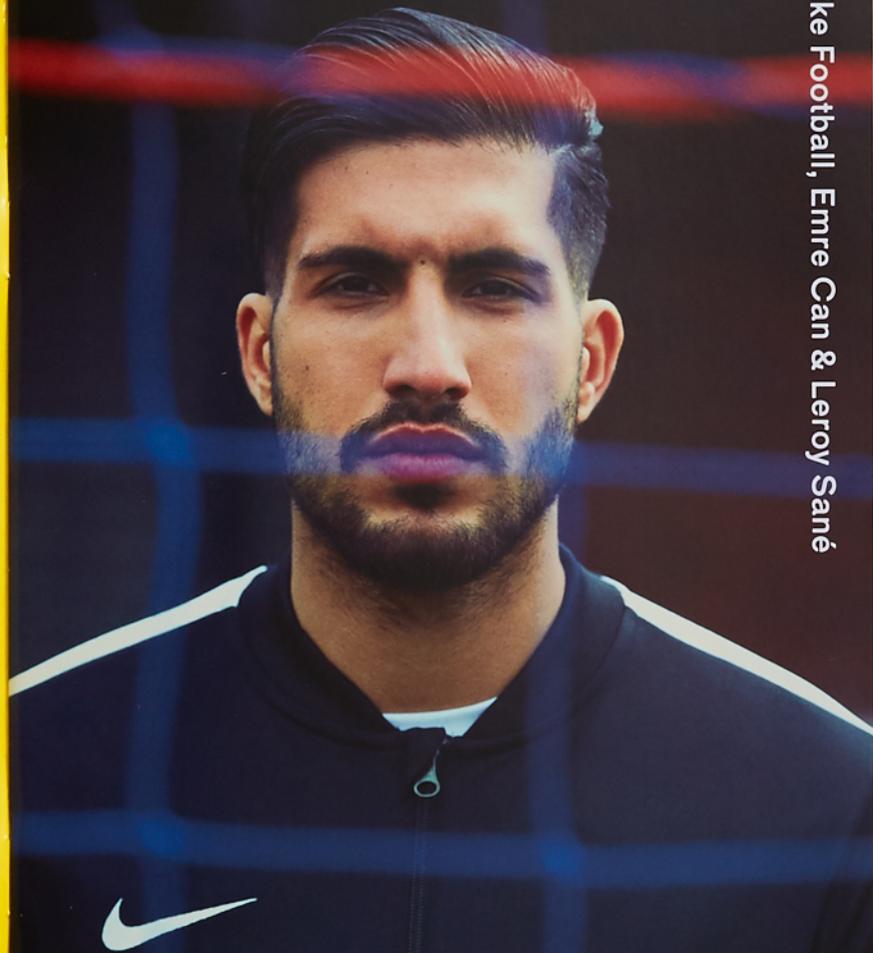
My newsletters, sometimes delivered by hand, proved to be successful in promoting my work. Over six years, I created four issues, enhancing the print quality each time. This demonstrated my storytelling, design, and attention to detail, and became my main way of acquiring and retaining clients.

(Index) 2.1

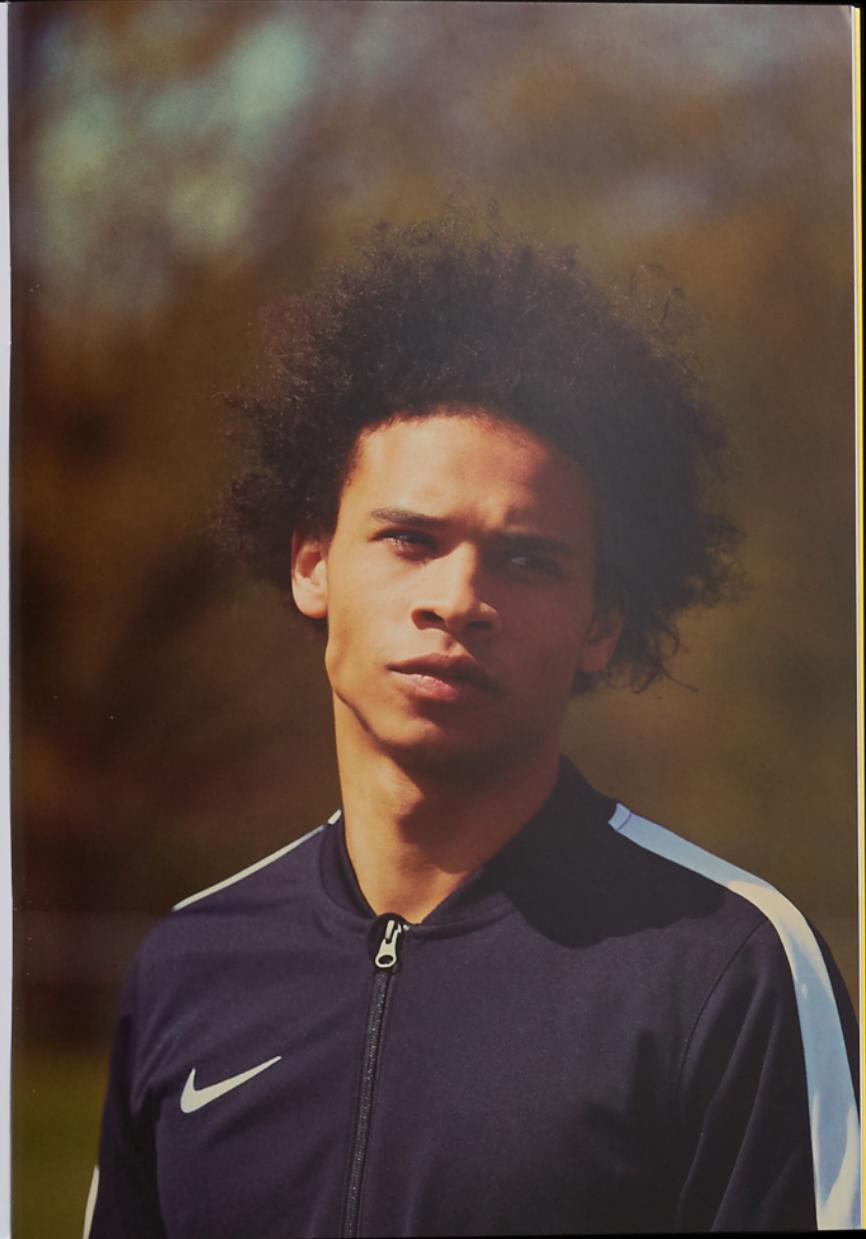
Liam Ricketts

Newsletter 04

Nike Football, Emre Can & Leroy Sané



I met with Premier League footballers Leroy, Emre and their 10-person entourage at West Didsbury & Chorlton FC as part of a shoot for Nike Football. They both have great hair, and we talked about the daily struggle of keeping it looking good. I don't have any hair, so I just tried out my finest German vocabulary skills instead.

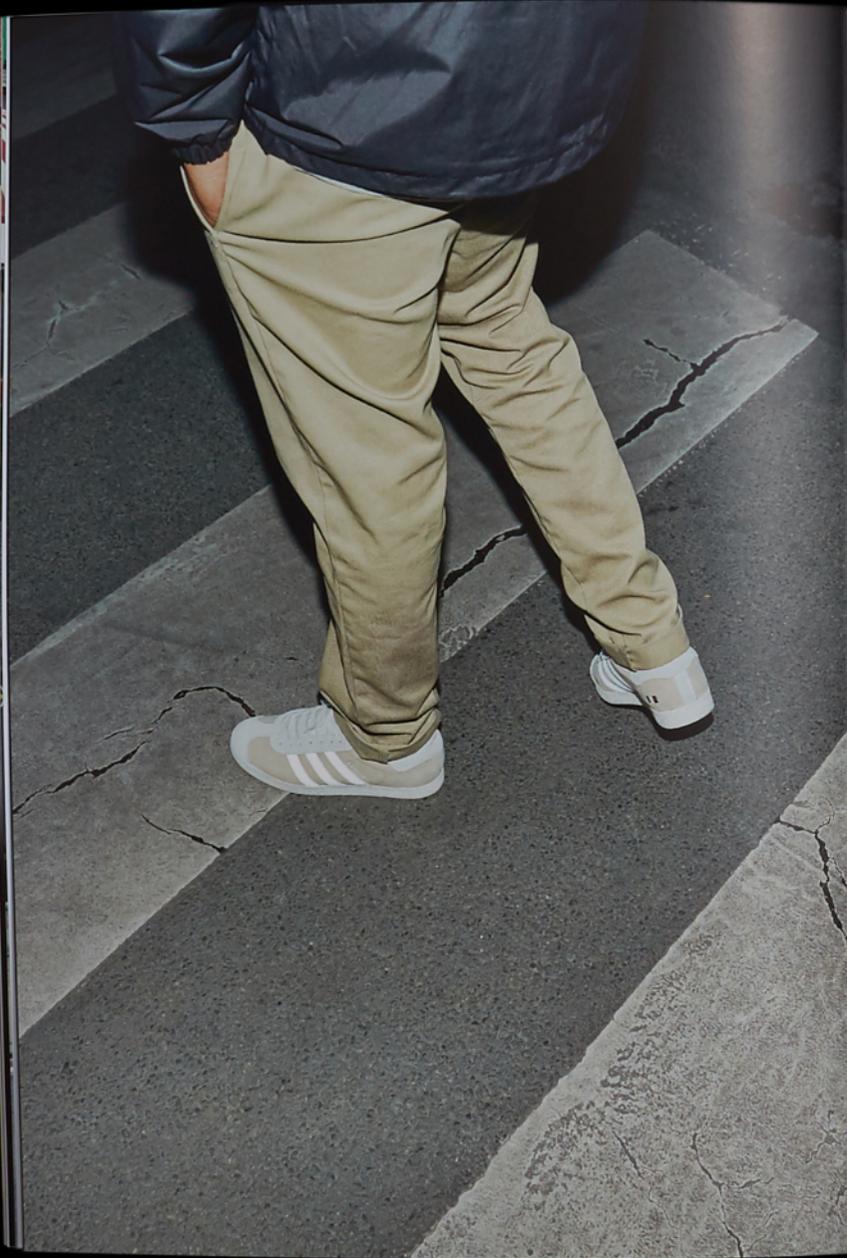




J Hus, Did You See

I shot the single artwork for the J Hus summer belter 'Did You See' on Black Butter Records. We shot all night in an east London car park, eating curry in the pub across the road to keep our energy levels up. On the track, Hus mentions how he 'came in a black Benz and left in a white one.' The closest I get is a silver Prius courtesy of Uber.





Liam Ricketts
Newsletter 04

Congratulations,
you have received
edition number

/500

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info@liamricketts.com
0777 202 6407
@liamricketts

Design by
nathanmatthews.info

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(Creative Direction) OFF-WHITE / Glasgow Airport Bootleg

(Info) In June 2018, I responded to Diet Prada's criticism of Virgil Abloh by creating a bootleg version of Abloh's t-shirt brand, OFF-WHITE. The project gained momentum through online coverage and prominent DJs wearing the t-shirt at gigs and festivals, selling thousands globally.

A few weeks went by, and several purchases were made by Virgil's OFF-WHITE studio in Milan, where I was cosigned for the project by the man himself and his design team.

This experience was a significant turning point in my career, reinforcing my creative confidence and the importance of having fun while being quick and clear-minded.

(Index) 2.2



Lift off for sought after Glasgow Airport t-shirts which troll major fashion label

London based fashion label Party Chat have released a limited number of high grade, black t-shirts

SHARE     COMMENTS

By [Craig Williams](#)
14:30, 20 JUL 2018 | UPDATED 21:13, 20 JUL 2018

NEWS

Enter your postcode for local news and info

Enter your postcode

Go

In    YourArea





13:21

Friday 31 August

WHATSAPP 1m ago

Virgil Abloh
This guys is a pure legend !

WHATSAPP 1m ago

Virgil Abloh
Fire rad

WHATSAPP 1m ago

Virgil Abloh
Yoooo

INSTAGRAM 5m ago

(djoneman): jackmurray86: I put you on the list +1 for our thing if you want to roll after or whatever

Press Home to open

(Business) YES

(Info) I was tired of Nespresso coffee on photoshoots, so I launched my own on-set barista service in 2022 whilst I was living in Amsterdam, offering exceptional coffee on photoshoots and film sets in The Netherlands.

YES provided premium coffee on photoshoots and filmsets, with customer service and sustainability at its core. I hand picked 8 baristas from across Amsterdam & Rotterdam to work for me on a freelance basis, personally vetting them for the role and to make a top notch cup of coffee finished off with some nice latte art to help boost exposure via social media.

The business had a fully circular business model, repurposing coffee grounds into a glowing coffee scrub and selling sustainable tote bags produced locally in Amsterdam by a local independent factory.

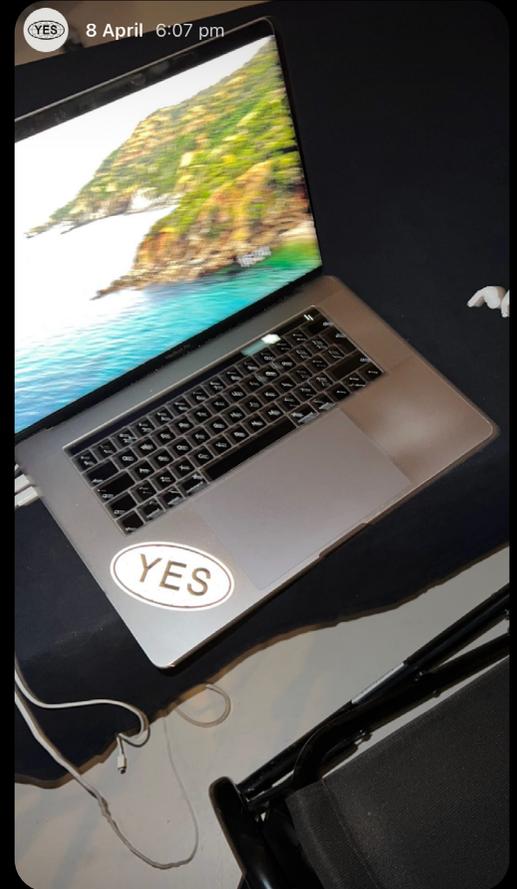
YES had a clean design language and aesthetic from the outset. The name and branding came instinctively, I teased the brand for months, got people talking, and pitched the business to key players in the film and photo industry, with all pitches turning out to be a success and YES enjoying a fruitful time in its existence.

(Index) 3.1











8 April 2:41 pm



marleenetema

@itsayes.nl
@hannoketts



23 June 5:28 pm



mathildegrenod

Best start of the day ☀️
[@itsayes.nl](https://www.itsayes.nl)



12 July 1:24 pm



roof_production

DELICIOUS
[@ITSAYES.NL](https://www.itsayes.nl)



(Business) Social Distance Steve

(Info) During the pandemic in 2020, I created a business in the Netherlands called “Social Distance Steve”, a Covid-19 health and safety officer for photoshoots and film sets. I had no idea how long the pandemic would initially last, and I couldn’t stay at home waiting, so I created a whole new business venture.

I took on the persona of “Steve” to maintain anonymity. This project, initially meant to be temporary, lasted for two years. “Steve” brought warmth and personality to a serious job, and despite my initial fears, it ultimately enhanced my reputation as a Photographer/Director within the Dutch market.

I built Steves reputation and popularity quickly via social media. I commissioned a Grand Theft Auto style promotional video of “Steve” participating in the video game, and also commissioned Bam Margeras parents to send a message of thanks via Cameo.

(Index) 3.2



"to protect and to serve"

POLICE

5426



STRAP ON TIME

Manhood







11 June 2021 1:31 pm

[_malu_lara_](#)

SOCIAL DISTANCE
OR ELSE!

[@SOCIALDISTANCESTEVE](#)



15 September 2021 5:39 pm



NEW MIC
2011 IPAD
[@sparkproductions_](#)
NEW SEALED MASK BOX
WHITE CLOTH
STEVE HAS LEVELLED UP



20 August 2021 7:31 pm



[@asvandenworm](#)

(Photography) Commercial

(Info) During my 13-year career as a photographer, I've had the privilege of working with renowned brands such as Nike, Puma, New Balance, Helinox, and Adidas on multiple occasions.

I always prioritise authenticity in my work, aiming to depict subjects in a relatable and genuine manner. I never want to place humans on a pedestal.

Whether shooting Premier League Football players and managers, photographing campaigns for Puma across Europe for the Women's World Cup, or working in Paris, New York or Tokyo, I believe that respecting local cultures and connecting with subjects are essential for creating impactful photography and form the basis of all my portraiture.

(Index) 4.1



















PIZZERIA 212-226-4455

ONE WAY

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万象 广告制作
数字营销

seating & tables

NYC

(Photography) Music

(Info) My dream as a photographer was to simply shoot 12" record sleeves, and my first commission in 2011 was for Mosca's "Bax" single while I was still attending University. The song became a massive hit, and paved the way for my career.

My journey in the music industry as a photographer has been a testament to my unwavering passion for music. It's included capturing rare moments in the studio with Jamie XX and Novelist, spending a minute with Ghostface Killah, or being with U-God in the streets of London, and Dobie from one of the UK's first British rap groups, the London Posse.

Photographing J-Hus's triple platinum single "Did You See" artwork in 2017 was also a monumental moment for me to see the soaring heights it reached in the charts.

I am grateful for the opportunities to collaborate with such talented individuals and some of the biggest names across different genres of music. And yet, my passion for music photography remains as strong as ever, as I continue to find joy in creating 12" record sleeves.

(Index) 4.2











SEX IS
EASY

(Photography) Grime

(Info) In 2011, while at University, my teacher advised me to “photograph whatever you’re interested in,” and at the time, I was passionate about Grime music. I began documenting MCs, attending music video shoots, and creating portraits. This not only honed my skills as a photographer, but also helped me establish vital music industry connections. I would contact MC’s directly through Facebook, X and The Grime Forum, which solidified my position in the music industry.

This first-hand experience gained through my personal work, was instrumental in launching my career as a photographer before I even graduated University. It provided me with a unique insight into the world of MCs and producers, and led to opportunities with MTV, Interview Magazine,

The Grammys, and i-D. I was fortunate to be on the ground when the resurgence in UK Grime music was making waves in the mainstream and worldwide, with global media outlets eager for me to cover stories and provide supporting portraiture.

(Index) 4.3







(Director) ASDA, Easter Egg

(Info) While working on ASDA's social media presence at VaynerMedia in 2024, our team created a catchy music video and song from scratch called "101 ways to crack an Easter egg". We strategically promoted this content on various social media platforms organically, shaking up the usual Easter promotions at this important time for retailers to obtain as much market share as possible around this holiday period.

The deliberately cheesy CGI music video and fun, lighthearted approach not only stood out among other supermarket efforts but also led to a significant surge in ASDA Easter egg sales. Several hundred social media users even requested for the song to be available on Apple Music & Spotify, a testament to the campaign and songs success.

[Click here to view video](#)

(Index) 5.1







(Director) New Balance, “247”

(Info) In 2016, I was commissioned by New Balance to photograph and direct their New Balance “247” campaign in New York, Shanghai, and London. This was the single largest product launch in the company’s history at the time, positioned at the cross section of streetwear and athletics. I was always experimenting with motion, and this was my first swing of the bat as a director.

The campaign I crafted was well-received globally, and it was the beginning of a long and fruitful collaboration with New Balance, a relationship that lasted for years working in various locations worldwide.

[Click here to view video](#)

(Index) 5.2



(Director) Helinox, “Tactical Range”

(Info) In 2021, I undertook the production, photography, and direction of Helinox’s campaign for their premium “Tactical Range” of camping and outdoor products. This was a project I eagerly embraced, despite the significant challenge of managing a skeletal team under demanding conditions.

The campaigns impact was felt online, as it made a mark on streetwear and activewear radars and blogs/websites at a time when popularity in outdoor activities and hiking spiked. The campaigns authenticity and credibility were further validated by its organic coverage by multiple online outlets.

[Click here to view video](#)

(Index) 5.3



(Outro) Liam Ricketts

(Info) My journey has been a testament to the dedication to my work and craft. I've had the privilege of collaborating with renowned global brands such as Nike, New Balance, Adidas, and Puma on multiple occasions across the world. This global exposure has enriched my professional and personal journey. I relocated to Amsterdam for 3.5 years between 2019 and 2022, where I successfully built a client base from scratch.

During lockdown in 2020, I successfully launched a Covid-19 business. In 2022, I further expanded my business ventures by launching an on-set barista service, effectively managing three businesses in The Netherlands simultaneously. In 2022, I left Amsterdam and temporarily moved to LA in early 2023 for a potential job opportunity with Drake, but ultimately found that it wasn't the right fit for me.

(Index) 6.1

Subsequently, in 2023, I started afresh in London, working as a creative director for VaynerMedia. Here, I made a significant impact by helping set up a brand new global division dedicated to enhancing the company's output worldwide.

After leaving VaynerMedia in the summer of 2024, I am now eagerly seeking the next chapter in my dynamic career, wherever it may take me. This journey has been a rollercoaster, and I cherish every single moment of it.

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(Index) 6.2