

# Bluedog Productions names Andrew Machin as its Head of Retail



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Travel retail experts Bluedog Productions have announced the promotion of Andrew Machin to Head of Retail. The move coincides with an impressive 12 months for Bluedog within travel retail, adding a large number of new brands to its client roster and delivering some impressive activations across many European airports.

Andrew now heads an ever-expanding retail department, which focuses on domestic and travel retail activations for an impressive range of brands. His focus will be split between delivering projects, continuing to grow Bluedog's reach and operational management of the agency's retail delivery across the globe.

Andrew joined Bluedog in 2017, previously working as Client Services Director for a creative agency based in Hampshire.

Machin explained that he is confident of Bluedog's retail capabilities and expects more brands to use Bluedog to deliver activations across Europe and the UK. "Our consistently impressive output and the quality of our work speaks volumes for what can be achieved with a dedicated and enthusiastic team," he says.

Nick King, Bluedog Productions CEO, adds: "Andrew has worked really hard to build the retail division of the business, currently achieving more than double the turnover compared to last year. We have an ambitious target for the coming year and have already secured a great mix of projects into 2020. We are all looking forward to another exciting year of growth in travel retail."

Celebrating 20 years at the end of September 2019, Bluedog's client portfolio includes many blue-chip names such as Chase Distillery, Lindt, Remy, Swiss Eyewear Group and Whitley Neill Gin.