



DR BEN HUNT

CREATIVE CAMPAIGN CONSULTANCY



PhD in Performance Studies
MFA in Theatre Directing
PGCE in Secondary Ed



- One-off consultancy sessions
- Short-term project collaboration
- Ongoing strategic consultancy (monthly or quarterly)
- Facilitated creative residencies or away days

Creativity. Strategy. Impact.

Ben is a performance activist, campaign strategist, and researcher with a background in applied theatre, education, and animal rights. With a PhD in Performance Studies and over a decade of experience in grassroots movements and NGO-led campaigns, Ben brings a unique blend of artistic insight and strategic rigour to advocacy work.

He specialises in blending narrative, embodiment, and media to build meaningful and memorable campaigns.

Whether supporting a grassroots network or a professional NGO, Ben's consultancy focuses on creativity, clarity, and lasting change.

benjamin.john.hunt@gmail.com
www.benhunt.info/consultancy



IMPACTFUL CAMPAIGN DESIGN



*From idea to action –
turning vision into change.*

- Campaign storyboarding and visual narrative planning
- Target mapping and stakeholder engagement strategies
- Message development rooted in emotional logic
- Identification of creative tactics (media, stunts, symbolic actions)
- Optional support in copywriting and visual branding



- 1:1 or team consultancy
- Half-day or full-day planning intensives
- Collaborative multi-session support (across campaign lifecycle)

Whether launching a new campaign or revitalising an existing one, this offer supports teams to build campaigns that are clear, creative, and built to land.

This is ideal for organisations needing structure, inspiration, and a powerful emotional hook to drive momentum.

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CREATIVE STRATEGY & NARRATIVE SHAPING



Build the story. Shape the movement.

- Narrative frameworks and movement-building language
- Strategic use of metaphor and symbolism
- Support for cultural, digital, and public-facing storytelling
- Creating coherent arcs across press releases, visuals, video, speeches, and actions
- Coaching for spokespeople and content creators

This consultancy dives into the heart of your campaign's message and identity.

Using performance techniques, dramaturgy, and media framing, Ben supports you to craft a narrative that resonates across platforms – and with real people.



- Narrative sprint sessions
- Ongoing content and comms development
- Facilitation of strategy retreats or storytelling labs

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WORKSHOP & TRAINING DESIGN



Equip your team with tools for change.

- Bespoke workshop planning tailored to your goals
- Activist pedagogy and reflective practice approaches
- Templates, activities, and resources for re-use
- Optional co-facilitation or train-the-trainer support
- Thematic focuses can include: storytelling for activism, creative protest, performance in campaigns, and ethical witnessing



- Single workshops or short series (online or in-person)
- Residency-style delivery (e.g. team away days)
- Modular training programmes for scaling

Ben collaborates with your team to develop or deliver creative training – whether for internal development, volunteer engagement, or movement education.

These sessions integrate participatory tools from theatre, education, and activism to deepen learning and inspire action.

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RECOMMENDATIONS



Ben brings invaluable depth and creativity to campaign design, a true asset to the movement.

Laura Walton
Freedom for Animals

Ben's thoughtful and thorough approach to creativity and activism, is exciting and original.

Alex Lockwood
Author & Narrative Strategist



Ben is an incredible campaigner who has breathed life into campaigns nationally and locally.

Robert Gordon
The Humane League UK

Ben's passion for creative arts and his conviction of it's essential value in social change is priceless.

Daniel Hellman
Performance Artist & Activist

