Advertising Creative Team

Dave & Ade

133

Clients worked with

30

Agencies worked at

28

Awards & Recognition received

23

Years of experience

Why choose this particular creative team?

Dave & Ade have over 23 years of experience working in the ad industry. Together they've honed their skills in producing creative campaigns to work across all areas of digital, social, film, radio, PR and activation. They've worked for many large blue chip clients and prestigious London agencies as well as some small ones too. They've helped win major accounts such as IKEA for Agency.com, EE for Publicis, as well as Footlocker for Isobar. They've also picked up quite a few awards along the way, including Cannes Cyber Lions, Creative Circle silver and two D&AD 'In Book's'.

But, their creative abilities don't stop there...



VCCP Ogilvy

> + WUNDERMAN

> > **PUBLICIS**

MULLENLOWE



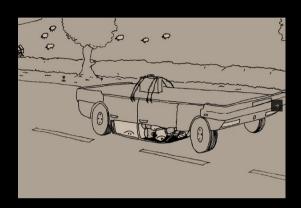
Much more than your usual creatives

With Dave and Ade you don't just get a hard working, experienced, through-the-line team. You also get a legitimate TV comedy script writing team, with extra skill sets in animation production and illustration. A team who, in their free time outside of advertising, have worked personally with some of the biggest names and companies in the world of television and comedy. This experience has been crucial for providing them with the skills to produce some of their previous ad campaigns, but also gives them the ability to create campaigns in the future that could be far greater, when given the creative freedom. So, while they are adept at creating the more frequent and essential 'bread and butter' ad campaigns, they are an especially strong team when original creativity, comedy script writing, illustration or animation is required for your client brief.



The Observer

Whilst doing the rounds in ad land in 1999 they were discovered by the Head of Design at The Observer newspaper who gave them their first paid gig developing a series of sixty cartoon strips. Due to its surreal nature it needed a surreal title and so 'Mantlepies' was born. This would later become their writing brand name.





In 2001, whilst creating surrealist comedy content for their website mantlepies.co.uk, Dave & Ade were discovered by Channel 4 and were subsequently called in to HQ to produce two series of animated shorts entitled 'Fancyteeth' to run on channel4.com.



в в с



In 2004 **Armando lannucci** (creator of Alan Partridge, Veep, Death of Stalin) discovered their work and called them in to BBC Television Centre to join his team. They contributed sketches for his shows 2004 The Stupid Version, then Time Trumpet in 2006 and finally, contributions for Comic Relief in 2007.

During this time Dave & Ade have sat at the BBC writer's table writing alongside amazing talent such as Richard Ayoade (IT Crowd, Travel Man), Adam Buxton (The Adam & Joe show), David Quantick (Harry Hills TV Burp) & Modern Toss. They also met Tim Key who starred as the main character in one of their comedy sketches.

Script development

Zeppotron

In 2006 they we're tasked by Shane Allen comedy editor at Channel 4 to work with Zeppotron to adapt their spoof pub website 'The Foul Mouthed Count' for television.

RDF Television

They worked with Jane Bell at RDF in 2008 developing their show concepts and script ideas.

BBC Radio

In 2009 they worked with Will Saunders, comedy editor at BBC Radio to develop their script ideas for radio and online audio broadcast.

Hat Trick Productions

They worked at Hat Trick in 2012 contributing sketches for the development of BBC3's political satire show 'The Revolution Will Be Televised'.

30

Agencies worked for

Glue

Agency.com

Hurrell & Dawson

Mitchell Patterson Grime Mitchell

Abbott Mead Vickers BBDO

Lida

Publicis

VCCP

Razorfish

Jigsaw

CMW / Stack

WCRS

Wunderman

Creature

Tribal DDB Amsterdam

Weapon 7

Lateral

Ogilvy

Ogilvy One

Isobar

Gravity Road

Odd London

Havas Helia

Fall Off The Wall

FP7 McCann Dubai

J Walter Thompson Dubai

Momentum

True

Mullen Lowe Dubai

Reprise Dubai

Other companies worked for

The BBC

Channel 4

Hat Trick productions

Zeppotron Productions

RDF Television

The Observer

133

Clients list

Acora B2B Andrex Asus Audi

Auto Trader Auto Trader B2B Avado B2B

Avis

Bambora B2B

BBC3 Blackberry BMW

Bright HR B2B British Airways British Gas BT B2B BT Consumer Cadburys

Calvé (Hellman's EU)

Caterpillar Channel 4

Citizens School (Dubai) City Centre Mall - Dubai

Click Travel B2B

COI

Comparethemarket.com

Croner B2B Domino's

Du Telecom Dubai Dubai Harbour

Dubai Holdings (Real Estate)

Dubai Properties

Dulux E4 Eastpak EE

Emirates Government

Etihad

Expo 2020 Dubai Fab Bank UAE Film Four

Findus - Go (Omega 3 Tablets)

Food Standards Agency

Footlocker Freixenet Garnier

GoCardless B2B

Hard Rock Casino Health Assured B2B

Heineken Hellman's Hewlett Packard

IKEA

Infiniti - Global car brand

John Lewis Kaspersky Kaspersky B2B Kellogg's KPMG B2B Lego

Logitech B2B

Mall Of The Emirates / Oman

Masdar - UAE energy company

Mastercard Global Mastercard UAE McClaren McDonald's

Media Brands - Dubai Agency

Mercedes Microsoft Mini

Mohamad Bin Rashid Library

Mondi B2B Mushroom Bureau

Nesquik News UK Nokia Now TV Npower O2 Germany O2 UK One B2B Ovum B2B Paddy Power Payoneer B2B Peninsula B2B

Peugot Philips Pirelli Quorn Rank Cinema

Reprise / Google GMP Dubai

Sage/Gather.ly Sainsbury's Santander

School Food Trust Science Museum Scottish Power Sky Atlantic Sky Broadband Sky Movies Sky Q Sky Tivo Smile Bank Sporting Bet Standard Life Subway

Terrence Higgins

Tesco Texaco The BBC

The Green Planet (Dubai Zoo)

Thomas Cook T-Mobile Travelocity Truphone B2B Tuenti B2B Uber UAE Unilever - Adez Unilever - Dove Unilever - Flora Unilever - Skip Unilever - Snuggle Virgin Mobile Virgin Mobile UAE Virgin Money Virgin Trains Vision-Box

Volvo CE Warburtons Weight Watchers Workthing.com Yas Island (Dubai)

28

Awards & Recognition

2022 The Drum B2B awards
Acora 'Long Live The XLA'
Winner - Best TV & Video Campaign

2021 Global Ace Awards Click Travel 'World's Smoothest Business Traveller' awarded Silver - Digital display campaign

2021 The Drum B2B awards
Click Travel 'World's Smoothest Business Traveller'
Shortlisted - Best omnichannel campaign

2021 The Drum Marketing Awards Click Travel 'World's Smoothest Business Traveller' Highly commended - Best B2B integrated campaign

2020 The Drum B2B Awards
Click Travel 'World's Smoothest Business Traveller' awarded
Gold - Best use of programmatic
Finalist - Best product launch
Highly commended - Best multichannel campaign

2020 The Drum DADI Awards
Click Travel 'World's Smoothest Business Traveller' awarded
Finalist - Paid media campaign
Finalist - Integrated marketing campaign
Highly commended - B2B sector



2015 Creative Circle British Airways 'Happiness blankets' awarded silver



2015 Cannes Lions shortlist British Airways 'Happiness blankets ' shortlisted



2015 Webby Awards
British Airways 'Happiness blankets' awarded 'honouree'

2007 IAB Creative Showcase

IKEA kitchens awarded 'Campaign of the month



2005 Cannes Cyber Lion Dulux 'We know the colours that go' swatches campaign awarded bronze



John Lewis digital ad 'Baby' awarded bronze



2005 The One Show
Dulux 'We know the colours that go' swatches
campaign received a finalist nomination



2005 D&AD 'In Book'
Dulux 'We know the colours that go' swatches
campaign awarded a place in the annual

2005 The IAC (Internet Advertising Competition)

Dulux 'We know the colours that go' swatches campaign awarded winner for best consumer goods rich media online campaign

2005 The IAB Creative Showcase
Dulux 'We know the colours that go' swatches
campaign won first place

2005 Creative Review annual
Dulux 'We know the colours that go' swatches campaign
awarded 'Best in book'

2005 Lurzer's Archive magazine Featured 'Broadband from BT' campaign

2005 Campaign magazine 'Broadband from BT' campaign featured in Private View

2004 Xfuns (Taiwanese design magazine) Seven page article written about their website mantlepies.com

2003 Campaign magazine feature

Article featured Heavy Hitters - the ad industry beat' em up, promoting digital agency Glue.

2002 Revolution magazine
Channel 4 'Bar Wars' digital campaign
awarded 'Campaign of the week'

2002 Revolution magazine
Virgin Trains 'Business Brains' digital campaign
awarded 'Campaign of the week'

2002 Macromedia Flash Advertising Alliance award Virgin Trains 'Business Brains' digital campaign awarded first place

2002 New Media Age magazine
Virgin Trains 'Business Brains' digital campaign
awarded 'Campaign of the week'

2001 Computer Arts magazine
Article written about their 'Fancyteeth' online
animation series

2001 Digit magazine

A two page article featured their 'Fancyteeth' online
animation series



Sky Tivo digital ad awarded a place in the annual

2001 D&AD 'In Book'

Curriculum Vitae

MAR 2023 REPRISE

DAVE AND ADE WORKED REMOTELY FOR REPRISE DUBAI TO HELP REDESIGN THEIR PROMOTIONAL MATERIAL AND MAILERS TO ADVERTISE THEIR GOOGLE MARKETING PLATFORM SERVICES.

REPRISE / GOOGLE

FEB 2023 TRUE

THEY WERE CALLED IN TO CREATE THREE CAMPAIGN ROUTES FOR A PITCH FOR GOCARDLESS, A CARDLESS AUTOMATIC PAYMENT SOLUTION FOR BUSINESSES. THEY WANTED SOMETHING QUIRKY AND FUN SO THEY CREATED TWO ANIMATED AND ONE VIDEO ROUTE. ONE OF THE ANIMATED ROUTES THEY DID IN THE STYLE OF 'MODERN TOSS', ALL OF WHICH WENT DOWN WELL WITH THE CLIENT.

GOCARDLESS

DEC 2022 TRUE

WORKED ON A B2B BRIEF FOR KASPERSKY CREATING A SELECTION OF CREATIVE ROUTES AND KVS ADVERTISING THEIR ENDPOINT SECURITY CLOUD SOLUTIONS.

KASPERSKY

FEB - SEP 2022 MULLEN LOWE DUBAL

HERE THEY WORKED ON A BIG ACTIVATION AND THROUGH THE LINE CAMPAIGN CALLED 'THE BIG CC VOTE' FOR CITY CENTRE DUBAI, THIS WAS A PUBLIC VOTE TO DECIDE THE FUTURE VISION OF THEIR MALLS. THEY ALSO CREATED A SOCIAL POST TACTICAL CAMPAIGN FOR FAB BANK WITH A RAMADAN THEME AS WELL AS SOCIAL POSTS PROMOTING THEIR LATEST BANKING APP. CAME UP WITH ACTIVATIONS FOR A CAMPAIGN TO ADVERTISE DUBAI CAN, A GOVERNMENT INCENTIVE TO CUT BACK ON PLASTIC WATER BOTTLES. THEY WORKED ON SOCIAL CONTENT POSTS ADVERTISING F&B, FASHION AND RETAIL BUSINESSES AT DUBAI HARBOUR. ALSO DID AN ACTIVATION CAMPAIGN FOR DUBAI'S NEW MOHAMAD BIN RASHID LIBRARY OPENING. THEY WERE BRIEFED TO DO A FUN CAMPAIGN TO ADVERTISE THE ARRIVAL OF FLYING FOXES (BATS) AT 'THE GREEN PLANET' DUBAI, CREATING A RANGE OF ADS ACROSS ALL FORMATS INCLUDING AMBIENT MEDIA, PR ACTIVATIONS, POSTERS DIGITAL AND SOCIAL POSTS. THEY ALSO WORKED ON A PR ACTIVATION AND TTL CAMPAIGN FOR CITIZENS SCHOOL. DURING THEIR TIME HERE THEY WERE BRIEFED TO WORKED ON A PITCH FOR THE UAES RENEWABLE ENERGY COMPANY, MASDAR, AS WELL AS BIG PITCHES FOR ETIHAD AIRWAYS AND VIRGIN MOBILE.

CITY CENTRE MALL

MEDIA BRANDS

CITIZENS SCHOOL

DUBAI GOVERNMENT / DUBAI CAN

DUBAI HARBOUR

MASDAR (RENEWABLE ENERGY COMPANY)

MOHAMAD BIN RASHID LIBRARY

VIRGIN MOBILE

THE GREEN PLANET (THEME PARK / ZOO)

DUBAI HOLDINGS (REAL ESTATE COMPANY)

FAB BANK

ETIHAD

FEB 2022 TRUE

WHILST AT TRUE THEY CREATED A THROUGH THE LINE CAMPAIGN FOR B2B COMPANY, AVADO. A COMPANY THAT HELPS BUSINESSES TRAIN THEIR STAFF IN DATA COMPLIANCE AND MAKES SURE COMPANIES ARE LEGALLY SAFE WHEN DEALING WITH THEIR CUSTOMER'S & CLIENT'S DATA.

AVADO

OCT - DEC 2021 MULLEN LOWE DUBAL

THEY WERE CALLED IN TO MULLEN TO CREATE A LAUNCH CAMPAIGN FOR RETAIL GIANT DUBAI HOLDINGS, PROMOTING THE OPENING OF THEIR NEW HARBOUR 'DUBAI HARBOUR'. A HARBOUR THAT FEATURED RESIDENTIAL PROPERTIES, RESTAURANTS AND SHOPS, JETTIES TO FIT ALL SIZES OF YACHTS AND TWO CRUISE TERMINALS

THEY WERE TASKED TO COME UP WITH ACTIVATIONS, POSTERS AND SOCIAL FOR THE LAUNCH. BUT ON TOP OF THIS THEY WERE ALSO TASKED TO COME UP WITH A THEMED EVENT FOR THE OPENING DINNER THAT WAS HOSTED TO WELCOME THE SHEIK AND RULER OF DUBAI, MOHAMMED BIN RASHID, TO THE HARBOUR. AS WELL AS THE ARRIVAL OF DUBAI'S FIRST CRUISE SHIP AT THE CRUISE TERMINAL. FINALLY, THEY WERE ASKED TO COME UP WITH NAMES FOR THE BUILDINGS, YACHT CLUBS, JETTIES AND THE TWO CRUISE TERMINALS.

DUBAI HARBOUR

AUG - SEP 2021 MULLEN LOWE DUBAL

CALLED IN TO WORK ON A BRIEF FOR ETIHAD AROUND THE SUBJECT OF SUSTAINABILITY. THEY CREATED A TTL CAMPAIGN TO SHOW WHAT ETIHAD IS DOING TO REACH THEIR GOAL OF ZERO EMISSIONS BY 2050. ALSO WORKED ON A TTL CAMPAIGN FOR CITY CENTRE MALLS TO LAUNCH THE BIG CC VOTE IN WHICH CUSTOMERS COULD VOTE ON THE FUTURE OF THEIR MALLS.

CITY CENTRE MALL

JULY 2021 TRUE

AT TRUE THEY WERE BRIEFED TO COME UP WITH A BRAND CAMPAIGN FOR PAYONEER, A PAYMENTS PLATFORM TO MANAGE MASS PAYMENTS FOR LARGE ENTERPRISES. WORKED ON A TTL AWARENESS CAMPAIGN FOR HEALTH ASSURED A COMPANY OFFERING SERVICES TO MAINTAIN EMPLOYEE'S HEALTH AND MENTAL WELLBEING VIA THEIR ONLINE PLATFORM AND APP. ALSO BRIEFED TO DO ACTIVATIONS AND KV'S FOR PENINSULA, A HR CONSULTANT FOR BUSINESSES, OFFERING 24/7 HR, HEALTH & SAFETY ADVICE & SOLUTIONS. THEY ALSO WORKED ON A CAMPAIGN FOR B2B TELECOM SOLUTIONS COMPANY TRUPHONE. ADVERTISING THE ENVIRONMENTAL BENEFITS OF THEIR PLASTIC FREE E-SIM OFFERING TO CUT BACK ON USING PLASTIC SIM CARDS. THEY ALSO WORKED ON A TTL CAMPAIGN FOR VISONBOX A B2B COMPANY THAT OFFERS DIGITAL ID AND FACIAL RECOGNITION SOLUTIONS AT AIRPORTS TO HELP CUT BACK ON PASSENGER CONGESTION.

PAYONEER HEALTH ASSUREI PENINSULA TRUPHONE VISIONBOX

JULY 2021 MULLEN LOWE DUBAI

THEY WORKED ON A FILM AND KVS FOR MALL OF THE EMIRATES AND OMAN TO ADVERTISE THAT THERE WAS SO MUCH TO THEIR MALLS THAN JUST SHOPPING AND DINING RAISING AWARENESS THAT THERE WERE EVENTS, EXPERIENCES AND MASTERCLASSES AND SO MUCH MORE TO PARTICIPATE IN AS WELL. DRIVING MORE FOOTFALL AND BRAND LOVE.

MALL OF THE EMIRATES / OMAN

JUN 2021 TRUE

CALLED IN TO WORK ON A TTL BRAND CAMPAIGN FOR KPMG ENTERPRISE. PROMOTING THEIR SERVICES THAT PROVE EXPERT ADVICE AND SOLUTIONS TO HELP BUSINESS ENTERPRISES WITH THEIR GROWTH.

KPMG

MAY 2021 MULLEN LOWE DUBAI

HERE THEY WERE TASKED TO CREATE A TTL BRAND CAMPAIGN TO ATTRACT TALENTED PEOPLE TO COME AND LIVE AND WORK IN THE EMIRATES AND REALISE THEIR DREAMS THERE, THEIR CAMPAIGN WAS TO USE THE GOVERMENT'S BRAND IDEOLOGY OF 'MAKING THE IMPOSSIBLE POSSIBLE'

EMIRATES GOVERNMENT

JULY 2020 – APRIL 2021 TRUE

THEY DID A LARGE STINT AT TRUE WORKING ON TTL CAMPAIGNS FOR ACORA, IT SOLUTIONS FOR LARGE & SMALL MEDIUM ENTERPRISES, MONDI, A COMPANY PROVIDING CARDBOARD PACKAGING SOLUTIONS FOR LARGE ENTERPRISES, LOGITECH BUSINESS VIDEO CONFERENCING SOLUTIONS, CLICK TRAVEL A BUSINESS TRAVEL BOOKING PLATFORM, AUTOTRADER PROVIDING ONLINE SALES SERVICES FOR CAR DEALERSHIPS, KASPERSKY SECURITY SOLUTIONS FOR BUSINESS, BRIGHTHR PROVIDING DIGITAL EMPLOYEE MANAGEMENT SOLUTIONS AND CRONER, ANOTHER HR SOLUTIONS COMPANY.

LOGITECH
AUTOTRADEI
CLICKTRAVEI
MONDI
KASPERSKY
BRIGHT HR
LOGITECH
ACORA
CRONER

JUN 2020 – JULY 2020 MULLEN LOWE DUBAI

THEY WERE CALLED IN TO CREATE A CAMPAIGN, FILM, DIGITAL AND OOH, TO CELEBRATE THE 25TH BIRTHDAY OF DUBAI'S SHOPPING MALL CHAIN, CITY CENTRE.

CITY CENTRE - DUBAI

NOV 2019 – MAR 2020 MULLEN LOWE DUBAI

WORKED HERE HELPING DEVELOP TEN PRO ACTIVE AWARDS CAMPAIGNS. AFTER WHICH THEY WORKED FROM LONDON WRITING TV SCRIPTS FOR THEIR DUBAI TOURISM (B2B) CLIENT AND SPENT ONE MONTH IN DUBAI DEVELOPING WORK FOR A LARGE PITCH FOR GLOBAL CAR BRAND, INFINITI.

INFINITI MULLEN LOWE (AWARDS)

JUN – AUG 2019 TRUE

CREATED PR ACTIVATION IDEAS AND A FILM FOR VOLVO CONSTRUCTION EQUIPMENT. ALSO WORKED ON CREATING A FILM AND THROUGH-THE-LINE COMMS FOR BUSINESS TRAVEL BOOKING SERVICE, CLICK TRAVEL.

> VOLVO CONSTRUCTION EQUIPMENT CLICKTRAVEL

MAR – APR 2019 FP7 McCANN DUBAI

WORKED ON A MASTERCARD 2019 THROUGH-THE-LINE CAMPAIGN FEATURING POSTER, PRESS, DIGITAL. CREATED VARIOUS MASTERCARD 2019 PR/ACTIVATION IDEAS AROUND THE PASSION POINTS OF FOOTBALL AND CUISINE. ALSO CREATED AND DEVELOPED A LARGE GLOBAL BRAND CAMPAIGN IDEA. WORKED ON FURTHER DEVELOPING AN UBER ACTIVATION/PR CAMPAIGN FOR THE MIDDLE EAST.

UBER UAE MASTERCARD GLOBAL MASTERCARD UAE

MAR 2019 TRUE

WORKED FOR TRUE ON A VOLVO CONSTRUCTION PROJECT. CREATING THROUGH-THE-LINE COMMUNICATIONS INCLUDING PR, SOCIAL CONTENT, ONLINE COMMS, PRESS

AND A SHAREABLE FILM FOR THEIR LATEST RANGE OF ELECTRIC CONSTRUCTION VEHICLES. ALSO CONCEPTED A TTL CAMPAIGN FOR BAMBORA, A DIGITAL PAYMENTS PLATFORM FOR BUSINESSES.

VOLVO CE BAMBORA

NOV 2018 - MAR 2019 FP7 McCANN DUBAI

WORKED BOTH ON -SITE IN DUBAI AND REMOTELY FOR THE REGIONAL AND GLOBAL MASTERCARD BRAND AND DUBAI PROPERTIES. WORKED ACROSS TVC, PRINT, RADIO, ONLINE AND ACTIVATION.

MASTERCARD DUBAI PROPERTIES

SEPT - NOV 2018 MOMENTUM

THEY WERE TASKED WITH CONCEPTING A NUMBER OF ACTIVATION IDEAS FOR DAVIDOFF

TO BE USED ACROSS GLOBAL MARKTETS

DAVIDOFF

JULY 2018 JWT DUBAI

THEY HELPED CREATE THE PITCH WORK AND PRESENTATION FOR A HUGE INTEGRATED CAMPAIGN FOR EXPO 2020 DUBAI

EXPO 2020 DUBAI

MAR 2017 FALL OFF THE WALL

SKY Q

JAN 2018 JWT DUBAI

THEY HELPED CREATE AND BRING TO LIFE TWO PITCH PRESENTATIONS FOR DUBAI PROPERTIES.

THEIR BRIEF WAS TO REPOSITION TWO VERY DIFFERENT DB PROPERTY DEVELOPMENTS, ONE RESIDENTIAL THE OTHER RETAIL, WITH EACH ONE NEEDING A UNIQUE BUSINESS OR ADVERTISING SOLUTION.

A SECOND PROJECT WAS A PITCH FOR YAS ISLAND, A TOURIST DESTINATION IN ABU DHABI.

EACH PROJECT REQUIRED AN INTEGRATED RESPONSE SO THEIR FINAL PRESENTATIONS FOR EACH INCLUDED EVERYTHING FROM BRANDED CONTENT FILMS, RADIO ADS AND ACTIVATION IDEAS TO BRAND IDENTITY WORK THAT INCLUDED WAYFINDING SIGNAGE AND LETTERHEADS.

DUBAI PROPERTIES
YAS ISLAND

DEC 2017 FP7 McCANN DUBAI

THEY WERE INVITED TO DUBAI TO HELP ON THE DU PITCH AT FP7. THIS INVOLVED GENERATING CONCEPTS FOR BIG PLATFORM IDEAS AS WELL AS CREATING BRANDED CONTENT FILMS FOR SOCIAL MEDIA, RADIO, PR STUNTS, OUTDOOR, PRESS AND DIGITAL COMMS THAT WOULD BRING THEIR BIG IDEAS TO LIFE.

DU TELECOM

JULY 2017 FALL OFF THE WALL

WHILST AT FOTW THEY WERE TASKED TO DO RADIO, PRINT, OUTDOOR, DIGITAL AND SOCIAL IDEAS FOR THE NEW SKY BROADBAND CAMPAIGN.

SKY BROADBAND

JULY 2016 - DEC 2016 WCRS

DURING THEIR TIME AT WCRS THEY WERE IN CHARGE OF THE RADIO, PRINT, OUTDOOR, DIGITAL AND SOCIAL IDEAS FOR THE NEW SKY BROADBAND CAMPAIGN FEATURING LEGO BATMAN.

SKY BROADBAND SKY Q

DEC 2015 - MAR 2016 HAVAS HELIA

WORKED ON MULTIPLE DIGITAL CAMPAIGNS FOR VARIOUS 'DOVE' FEMALE & BABY PRODUCTS
AS WELL AS A DM BRIEF FOR 'TESCO' STAFF CLUBCARD (3 MONTHS)

UNILEVER - DOVE

AUG - SEP 2015 STACK

CREATED AN EMAIL CAMPAIGN AIMED AT A YOUTH AUDIENCE FOR THE PEUGOT 108
ALSO CREATED A B2B EMAIL CAMPAIGN AND MICROSITE FOR OVUM (1 WEEK)

PEUGOT OVUM

APR - AUG 2015 HAVAS HELIA

CREATED CONCEPTS FOR NUMEROUS DIGITAL CAMPAIGNS FOR DOVE MEN & WOMEN'S RANGE OF BODY WASHES (5 MONTHS)

UNII FVFR - DOVE

JAN 2015 OGILVY

THEY WERE CALLED BACK TO CONTINUE CREATING SOCIAL MEDIA CONTENT (VIRAL VIDEOS AND IMAGE IDEAS)

FOR UNILEVER'S SNUGGLE BRAND (2 WEEKS)

UNILEVER

JAN 2015 ODD LONDON

HELPED CREATE PR AND SOCIAL MEDIA CONTENT FOR CLOTHING BRAND EASTPAK (1 WEEK

FASTPAK

JAN 2015 GRAVITY ROAD

WORKED ON AN IDEA AND SCRIPT FOR A VIRAL VIDEO FOR SAINSBURY'S (2.5 DAYS

SAINSBURY'S

DEC 2014 OGILVY

HELPED CREATE SOCIAL MEDIA CONTENT (VIRAL VIDEOS AND IMAGE IDEAS) FOR UNILEVER'S, GLOBAL FABRIC SOFTNER BRAND, SNUGGLE (3DAYS)

UNILEVER

SEP 2014 ISOBAR

DELIVERED AN ON-GOING SOCIAL FACEBOOK CAMPAIGN FOR KELLOG'S EUROPE, WITH NUMEROUS CONTENT IDEAS (3DAYS)

KELLOGG'S EUROPE

NOV 13 - JUN 2014 OGILVY ONE

CONCEPTED A PR STUNT, NEW TECHNOLOGY PIECE FOR BRITISH AIRWAYS

(SOON TO BE LAUNCHED)

CREATED IDEAS FOR VARIOUS EMAIL COMMUNICATIONS FOR BRITISH GAS AND BA.

CONCEPTED PR STUNTS FOR CATERPILLAR. CONCEPTED A BILLBOARD PROMOTING SHOREDITCH BASED

CREATIVE STARTUP COMPANY, GATHER.LY, IN CONJUCTION WITH SAGE.

HELPED OUT DEVELOPING IDEAS FOR HELLMAN'S SOCIAL CONTENT

DEVELOPED A STRATEGIC AND CREATIVE IDEA TO WORK ACROSS PHILIPS SOCIAL MEDIA SITES. THEY ALSO

DEVELOPED A VISUAL NARRATIVE FOR A PRESENTATION TO THE BOARD OF DIRECTORS AT NEWS UK

(FORMERLY NEWS INTERNATIONAL)

BRITISH AIRWAYS
SAGE/GATHER.LY
CATERPILLAR
BRITISH GAS
HELLMAN'S
NEWS UK
PHILIPS

JUL – SEP 2013 ISOBAR

DELIVERED AN INTEGRATED CAMPAIGN IDEA FOR SCOTTISHPOWER, WHICH INCLUDED OUTDOOR, ONLINE, SOCIAL AND PRINT. THEY ALSO CREATED A MOBILE SOCIAL CAMPAIGN FOR FOOTLOCKER THAT HELPED ISOBAR WIN THE EUROPEAN DIGITAL ACCOUNT.

ALSO CONCEPTED A BANNER CAMPAIGN FOR KELLOGS SPECIAL K & COCO POPS

SCOTTISH POWER

LEGO

FOOTLOCKER

KELOGGS

MAR - MAY 2013 RAZORFISH

THEY WORKED ON A NUMBER OF PROJECTS FOR BLACKBERRY, INCLUDING IDEAS FOR BLACKBERRY'S SPONSORSHIP OF MERCEDES F1, THEIR NEW SKYPE APP AND SOCIAL IDEAS FOR THE LAUNCH OF THE Q5 HANDSET. THEY WERE ALSO BRIEFED TO CREATE IDEAS TO LAUNCH MCDONALD'S RANGE OF ICED FRAPPÉ DRINKS.

BLACKBERRY MCDONALD'S

FEB – MAR 2013 VCCP

THEY WERE TASKED WITH CREATING A DIGITAL CAMPAIGN FOR AVIS, PRINT ADS FOR O2'S EASTER PROMOTION AND AN INTEGRATED CAMPAIGN IDEA FOR ASUS ULTRABOOKS.

O2 ASUS AVIS

JAN – FEB 2013 OGILVY ONE

THEY WERE BRIEFED TO CREATE AN IDEA TO LAUNCH CALVÉ'S FACEBOOK PAGE.

(CALVÉ IS HELLMAN'S INTERNATIONAL BRAND)

CALVÉ (HELLMAN'S)

OCT – NOV 2012 RAZORFISH

THEY CONCEPTED ONLINE CAMPAIGNS FOR THE MCDONALD'S SAVER MENU AND DELI CHOICES RANGE. THEY ALSO WORKED ON THE DIGITAL CAMPAIGN FOR WEIGHT WATCHERS.

MCDONALD'S WEIGHT WATCHERS

MAY – SEP 2012 WCRS

THEY WERE RESPONSIBLE FOR DEVELOPING ONLINE CONCEPTS AND OVERSEEING PRODUCTION
OF ONLINE AND DIGITAL OUTDOOR ADVERTISING FOR NOW TV, SKY'S NEW ON DEMAND TV AND MOVIE
CHANNEL. DURING THIS TIME, THEY ALSO WORKED ON SKY BROADBAND, A SOCIAL AND DIGITAL AD CAMPAIGN
FOR ANDREX AND A PITCH FOR WARBURTONS GLUTEN FREE RANGE OF PRODUCTS.

NOW TV SKY BROADBAND ANDREX WARBURTONS

APRIL 2012 LATERAL GROUP

THEY WERE TASKED TO COME UP WITH A COMPLEX ECRM CAMPAIGN FOR DOMINO'S. THEY HAD TO CONCEPT IDEAS FOR EVERY PART OF THE USER JOURNEY FROM PRE-PURCHASE TO MANY MONTHS AFTER PURCHASE. THEY CREATED ONLINE ADS, SOCIAL MEDIA IDEAS, A.R. IPHONE APPS, REWORKED PARTS OF THEIR CURRENT WEBSITE AND CREATED NUMEROUS EMAILS FOR MANY DIFFERENT TYPES OF CUSTOMERS – 2.5 WEEKS

DOMINO'S

MAR 2012 HAT TRICK PRODUCTIONS

THEY WROTE SOME COMEDY SKETCHES FOR A NEW SHOW ON BBC3 (WORKING TITLE: THE REVOLUTION WILL BE TELEVISED) - 1 WEEK

BBC3 SHOW

MAR 2012 PUBLICIS

HELPED PUBLICIS CHEMISTRY WIN THE PITCH FOR 'EVERYTHING EVERYWHERE' (ORANGE AND TMOBILE). THE WORK FEATURED DIGITAL AND OFFLINE INTERACTIVE EXPERIENCES, PR STUNTS, SOCIAL MEDIA, INTERACTIVE ADSHELS AND STANDARD PRESS – 2.5 WEEKS.

ORANGE/TMOBILE

FEB 2012 WEAPON 7

THEY WORKED ON A DM CAMPAIGN AND WROTE COPY FOR AN AUGMENTED REALITY IPAD APP BOTH FOR MERCEDES – 1 WEEK

MERCEDES

DEC 2011 VCCP

THEY WERE BRIEFED TO COME UP WITH AN IPOD GAME FEATURING THE MEERKAT CHARACTER FOR COMPARETHEMARKET.COM. THEY ALSO HELPED OUT ON THEIR PITCH FOR MCLAREN CARS – 4.5 WEEKS

COMPARETHEMARKET.COM

OCT 2011 WCRS

DURING OCTOBER THEY CONCEPTED INTERACTIVE, RICH, DIGITAL ADS FOR MINI AS WELL AS A FACEBOOK CAMPAIGN GAME FOR SUBWAY. THEY ALSO CONCEPTED A REAL WORLD, ONLINE, INTERACTIVE GAME FOR FREIXENET AND FINALLY, THEY CONCEPTED AND OVERSAW A LARGE DIGITAL CAMPAIGN TRANSLATING SKY MOVIES PRINT & TV ADS INTO ONLINE. SUBSEQUENTLY THEIR WORK FOR MINI, SUBWAY & SKY ALL WENT LIVE

— 3.5 WEEKS

SKY MOVIES FREIXENET SUBWAY MINI

AUG 2011 TRIBAL DDB AMSTERDAM

THEY CAME UP WITH MANY CONCEPTS FOR DIGITAL AND EXPERIENTIAL FOR A HEINEKEN BRIEF. THEY ALSO WORKED ON SOME BIG DIGITAL, OUTDOOR PR & POS IDEAS FOR THE PHILIPS FIDELIO RANGE. – 3.5 WEEKS

PHILIPS HEINEKEN

2011 CREATURE

DELIVERED CONCEPTS AND WROTE SCRIPTS FOR A FILM TO PRESENT TO DIRECTORS AND EMPLOYEES OF ACCENTURE. ALSO HELPED DEVELOP A WEBSITE FOR THE SCIENCE MUSEUM'S SPACE EXHIBITION – 3 WEEKS

> SCIENCE MUSEUM ONF

2011 VCCP

WORKED ON A PITCH FOR SPAIN'S MOST POPULAR SOCIAL NETWORKING SITE 'TUENTI' AND THE LAUNCH OF O2 PRIORITY MOMENTS, A LOCATION BASED SMARTPHONE APP THAT GIVES OFFERS FOR HIGH STREET SHOPS RESTAURANTS, CAFES, CINEMAS ETC. - 1.5 MONTHS

TUENT.

2011 WUNDERMAN

WORKED ON WINDOWS 7 AND OFFICE 2010 RICH MEDIA CAMPAIGN, AS WELL AS SOCIAL NETWORKING AND THROUGH THE LINE IDEAS FOR NOKIA. - 1 MONTH

MICROSOFT NOKIA

2010 WCRS

CONCEPTED TV, PRESS, POSTER AND DIGITAL IDEAS FOR THE NEXT PHASE OF THE SANTANDER CAMPAIGN.
WORKED ON A SUCCESSFUL PITCH FOR SKY MOVIES AS WELL AS SOME RICH AND SOCIAL MEDIA IDEAS FOR SKY
ATLANTIC. - 4 MONTHS

SKY BROADBAND SKY ATLANTIC SANTANDER SKY MOVIES

2010 CMW

THEY WERE BROUGHT IN TO PROVIDE SOCIAL NETWORKING IDEAS FOR THE KELLOGG'S CRUNCHY NUT BRUCE BOWLS CAMPAIGN, FEATURING ROB BRYDON. ALSO WORKED ON VIRAL AND RICH MEDIA IDEAS FOR KELLOGG'S SPECIAL K AND PADDYPOWER. - 2 WEEKS

KELLOGG'S

2010 VCCP

PROVIDED DIGITAL IDEAS TO SUPPORT THE O2 BROADBAND 'NIGGLES AND NARKS' CAMPAIGN, INCLUDING IPAD AND IPHONE APPS AND GAMES. ALSO SUPPLIED RICH MEDIA IDEAS FOR NPOWER AND A FACEBOOK VIRAL CAMPAIGN FOR A BMW PITCH. - 3 MONTHS

UNILEVER – FLORA STANDARD LIFE O2 GERMANY NPOWER PIRELLI BMW O2

2009 JIGSAW

THEY WERE BRIEFED TO PRODUCE IDEAS FOR A NEW NESQUIK MICROSITE. - 2 WEEKS

NESOLIIK

2009 RAZORFISH

TASKED WITH AN UNUSUAL DESIGN BRIEF TO RESIZE GIFS FOR MCDONALD'S AND WRITE A PRESS RELEASE FOR THE NEW AUDI SHOWROOM IN WEST LONDON. - 1 WEEK

> MCDONALD'S AUDI

2008 - 2009 VCCP

THEY WORKED ON A NUMBER OF 360 BRIEFS WHERE THEY CAME UP WITH THROUGH THE LINE IDEAS THAT
INCLUDED PR EVENTS, SOCIAL NETWORKING STRATEGIES, TV SHOWS, AMBIENT MEDIA, AS WELL AS
TRADITIONAL POSTER, PRESS, TV AND DIGITAL. THEY ALSO WORKED ON RECONCEPTING THE DESIGN OF VCCP'S
WEBSITE INTO AN AGGREGATED CONTENT, MODULE BASED SITE - 9 MONTHS

FOOD STANDARDS AGENCY
SCHOOL FOOD TRUST
MUSHROOM BUREAU
UNILEVER - ADEZ
UNILEVER - SKIP
TEXACO
02

2008 PUBLICIS

DURING MAY 2008 THEY WORKED ON A NUMBER OF CAMPAIGNS AND PITCHES. THEY ALSO PRODUCED CONCEPTS FOR A NEW PUBLICIS WEBSITE. - 2 MONTHS

HEWLETT PACKARD BRITISH AIRWAYS CADBURYS GARNIER

2008 LIDA

IN FEB 2008 THEY FREELANCED FOR TWO WEEKS WORKING ON CAMPAIGNS FOR:

FINDUS - GO (OMEGA 3 TABLETS) SPORTING BET MINI

2006 - 2007 HURRELL & DAWSON

CONCEPTED INTERACTIVE RICH MEDIA AND APP IDEAS FOR AUTOTRADER. - 1 MONTH

AUTOTRADER

2006 RDF MEDIA

THEY TOOK A BREAK FROM ADVERTISING TO WRITE A COMEDY SHOW WITH RDF MEDIA TO PITCH TO CHANNEL 4. - 6 MONTHS

PERMANENT

2003 - 2006 AGENCY.COM

IN 2003 THEY WERE HIRED AS A SENIOR CREATIVE DIGITAL TEAM AT AGENCY.COM. WORKING INITIALLY AS THEIR CORE TEAM ON BT, THEY WENT ON TO WIN THE ABOVE THE LINE IKEA ACCOUNT AND CREATE AGENCY.COM'S FIRST THROUGH-THE-LINE CAMPAIGN FOR IKEA KITCHENS. THEY ALSO WON THEM NUMEROUS AWARDS FOR THE DULUX COLOUR CHEMISTRY CAMPAIGN.

BT CONSUMER & BUSINESS
BRITISH AIRWAYS
JOHN LEWIS
DULUX
COI
IKEA

2004 BBC2 & BBC3

THEY WERE COMMISSIONED TO WORK WITH ARMANDO IANNUCCI TO PRODUCE A SERIES OF COMEDY SKETCHES FOR HIS TV SHOW '2004 THE STUPID VERSION'.

THE SHOW WAS AIRED ON BBC 3, DECEMBER 2004 AND ON BBC 2, JANUARY 2005.

2001 CHANNEL4.COM

THEY WERE COMMISSIONED TO PRODUCE AN ANIMATED CARTOON WEBSHOW CALLED FANCYTEETH WHICH RAN ON CHANNFI 4 COM

2001 MANTLEPIES.COM

PRODUCED AND LAUNCHED THEIR OWN PERSONAL WEBSITE UNDER THE NAME MANTLEPIES.
MANTLEPIES.COM IS AN ENTERTAINMENT WEBSITE CONTAINING ANIMATIONS, CARTOONS AND GAMES.

2000 - 2003 GLUE

IN 2000 THEY WERE HIRED AS ONE OF TWO DIGITAL TEAMS TO HELP GLUE IN ITS INFANCY. WORKING ON SIMPLE BANNER PROJECTS TO VIRAL AND RICH MEDIA,
THEY HELPED THEM WIN A NUMBER OF PITCHES AND ALSO HELPED RAISE GLUES REPUTATION ACROSS THE INDUSTRY.

VIRGIN MONEY VIRGIN MOBILE
TRAVELOCITY VIRGIN TRAINS
TERRENCE HIGGINS HARD ROCK CASINO
THOMAS COOK WORKTHING.COM
MCDONALD'S SMILE BANK
SKY TIVO RANK
CHANNEL4 FILM FOUR
QUORN TMOBILE
F4 COI

1998 AMV BBDO

ONE MONTH FREELANCE ON MARS, BUSINESS PAGES AND A GLOBAL BALLENTINE'S WHISKEY PITCH FOR BBDO

BUSINESS PAGES BALLENTINES MARS

1995 - 1998 CENTRAL SAINT MARTINS COLLEGE

THEY BOTH STUDIED ADVERTISING ON THE GRAPHIC DESIGN BA HONS COURSE ACHIEVING A FIRST AND TWO ONE, BETWEEN THEM.

Contact them

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Their websites

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COMEDY WRITING & ANIMATION

mantlepies.co.uk

ADE'S ILLUSTRATIONS & ANIMATIONS

awpeters.uk giphy.com/worldofmrpeters instagram.com/worldofmrpeters