

Advertising Creative Team

# Dave & Ade

**30**

Agencies

**133**

Clients

**28**

Awards & Recognition

# About

Dave & Ade have many years of experience working in the ad industry starting out as a digital creative team at Shoreditch digital ad agency, Glue. They went on to work at many agencies developing their skills in, social ads, 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 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...**



**glue**

**agency●com**

**VCCP**

**Ogilvy**

**+ WUNDERMAN**

**PUBLICIS**

**MULLENLOWE**



# Advertising creatives +

D&A are also a legitimate comedy script writing team, with extra skill sets in animation production and illustration. In their free time outside of advertising they worked personally with some great names and companies in the world of television and comedy including The BBC, Channel 4 as well as comedy and film producer Armando Iannucci. This extra experience has been crucial for providing them with the skills to write for social film content and TV ads. So, while they have the experience creating 360 ad campaigns or potential award winning activations, they are an especially strong team when comedy script writing is required.

Some examples being their latest social content brief, writing humorous content films for Ryan Reynolds and their previous work writing Spotify audio ads for Sky featuring Will Arnett (of Arrested Development).



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## **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

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## 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)

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## 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



2005 Eurobest  
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

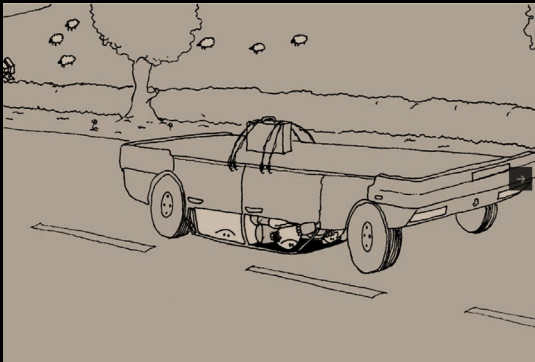
2001 Digit magazine  
A two page article featured their 'Fancyteeth' online animation series



2001 D&AD 'In Book'  
Sky Tivo digital ad awarded a place in the annual

# 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](http://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.



In 2004 **Armando Iannucci** (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 were 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'.

# Curriculum Vitae

IN DETAIL

## APRIL 2024 MULLEN LOWE (DUBAI)

WORKED ON A MEGA PITCH FEATURING NUMEROUS 360 CAMPAIGN BRIEFS FOR A MAJOR UAE BLUE CHIP,  
STILL UNDER NDA

*UNDISCLOSED COMPANY*

## JAN - MAR 2024 TRUE

WORKED ON A B2B CAMPAIGN FOR EXEL COMPOSITES  
FEATURING AN ANIMATED CARTOON ONLINE VIDEO AND A SERIES OF DIGITAL DISPLAY ADS  
ALSO BRIEFED ON TWO PITCHES FOR B2B BRANDS.

*EXEL COMPOSITES  
UNDISCLOSED COMPANY*

## NOV - JAN 2024 MOMENTUM (DUBAI)

WROTE A NUMBER OF SCRIPTS FOR SOCIAL CONTENT VIDEOS FEATURING RYAN REYNOLDS  
FOR YAS ISLAND ABU DHABI

*YAS ISLAND*

































# Contact them

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## Their websites

PORTFOLIO

[daveandade.com](http://daveandade.com)

COMEDY WRITING & ANIMATION

[mantlepies.co.uk](http://mantlepies.co.uk)

ADE'S ILLUSTRATIONS & ANIMATIONS

[awpeters.uk](http://awpeters.uk)  
[giphy.com/worldofmrpeters](https://giphy.com/worldofmrpeters)  
[instagram.com/worldofmrpeters](https://instagram.com/worldofmrpeters)