

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 creating social ads, OOH, 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...



Advertising creatives +

Dave & Ade 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).



30 Agencies worked for

Ogilvy Ogilvy One Publicis VCCP WCRS Wunderman Abbott Mead Vickers BBDO Gravity Road Tribal DDB Amsterdam Mullen Lowe Dubai Momentum UK & Dubai Hurrell & Dawson Mitchell Patterson Grime Mitchell Lida Glue Agency.com Razorfish Jigsaw CMW / Stack Creature Weapon 7 Lateral Isobar Odd London Havas Helia Fall Off The Wall FP7 McCann Dubai J Walter Thompson Dubai True Reprise Dubai

Other companies worked for

The BBC Channel 4 Hat Trick productions Zeppotron Productions RDF Television The Observer



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 ΕE **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.lv Sainsburv's Santander School Food Trust Science Museum

Scottish Power Sky Atlantic Sky Broadband Sky Movies Skv 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)



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'





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

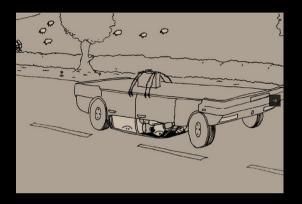
2001 Digit magazine A two page article featured their 'Fancyteeth' online animation series



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, 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.



B B C



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'.

Curriculum Vitae

DEC 2024 TRUE

WORKED ON A PITCH PRODUCING A HIGHLY POLISHED DECK AND IMAGES USING AI FOR A B2B BRAND

SEP 2024 OGILVY

CONTRIBUTED CREATIVE ROUTES TO THE TEAM'S PITCH FOR NOMAD FOODS EUROPE

NOMAD FOODS / BIRDS EYE

APR, JUNE & SEP 2024 MULLEN LOWE (DUBAI)

WORKED ON SKY DIVE DUBAI POS HEADLINES, A MEGA PITCH FEATURING NUMEROUS 360 CAMPAIGN BRIEFS FOR A MAJOR UAE BLUE CHIP, STILL UNDER NDA, PLUS NUMEROUS ACTIVATION CAMPAIGNS FOR A PROACTIVE AWARDS BRIEF.

> SKYDIVE DUBAI UNDISCLOSED COMPANY (PITCH) PROACTIVE AWARDS BRIEF

JAN - JUL 2024 TRUE

WORKED THROUGHOUT THIS PERIOD ON VARIOUS B2B CAMPAIGNS. CREATED A CAMPAIN FOR EXEL COMPOSITES FEATURING AN ANIMATED CARTOON ONLINE VIDEO AND A SERIES OF DIGITAL DISPLAY ADS ALSO BRIEFED ON TWO PITCHES FOR B2B BRANDS. CREATED THROUGH-THE-LINE CAMPAIGNS FOR ROCKET SOFTWARE AND IMANAGE STILL IN ONGOING DEVELOPMENT PHASE.

> CYNERGY MIURA EXEL COMPOSITES ROCKET SOFTWARE IMANAGE

NOV - JAN 2024 MOMENTUM (DUBAI)

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

YAS ISLAND

JUN - OCT 2023 MULLEN LOWE (DUBAI)

WORKED ON A NUMBER OF THROUGH-THE-LINE AND ACTIVATION PROJECTS FOR COP28 DUBAI, DUBAI HARBOUR, MAF SHOPPING MALLS, CITY CENTRE SHOPPING MALLS, MBR LIBRARY, DUBAI SAFARI PARK AND XDUBAI (EXTREME SPORTS).

COP28 DUBAI HARBOUR MOHAMMED BIN RASHEED LIBRARY CITY CENTRE SHOPPING MALLS (MAF) DUBAI SAFARI PARK XDUBAI

MAR 2023 REPRISE

THEY 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 DUBAI

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 DUBAI

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 DUBAI

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 ETIHAD

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 ASSURED 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 AUTOTRADER CLICKTRAVEL 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

THEY WERE INVITED BACK TO FOTW TO WORK ON DRTV IDEAS AND SCRIPTS FOR SKY Q.

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

TESCO

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)

UNILEVER - 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)

EASTPAK

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

THEY CREATED AN ACTIVATION PIECE FOR BRITISH AIRWAYS CALLED 'MOOD BLANKETS' THAT WENT ON TO WIN OGILVY A CREATIVE CIRCLE SILVER PLUS CANNES LIONS SHORTLIST. 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 MCLAREN

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 HEINIEKEN

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 ONE

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

TUENTI O2

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

PADDYPOWER

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

NESQUIK

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 O2

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 CHANNEL4.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 E4 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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ADE'S ILLUSTRATIONS & ANIMATIONS

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