

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 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...



glue

agency●com

VCCP

Ogilvy

+ WUNDERMAN

PUBLICIS

M U L L E N L O W E

WCRS

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
 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
 Mondri B2B
 Mushroom Bureau
 Nesquik
 News UK
 Nokia
 Now TV
 Npower
 O2 Germany
 O2 UK
 One B2B
 Ovum B2B
 Paddy Power
 Payoneer B2B
 Peninsula B2B
 Peugeot
 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)

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

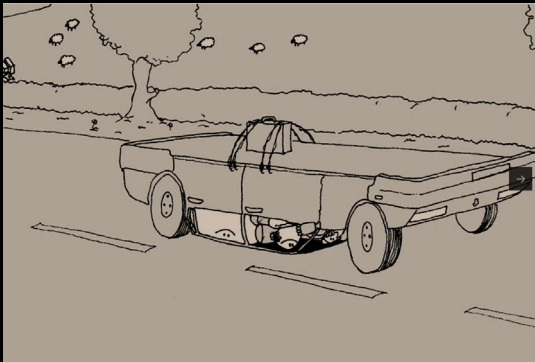
2001 Digit magazine
A two page article featured their 'Fancyteeth' online animation series



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, 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

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 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. CREATED THROUGH-THE-LINE CAMPAIGNS FOR ROCKET SOFTWARE AND IMANAGE STILL IN ONGOING DEVELOPMENT PHASE.

*CYNERGY
MIURA
EXEL COMPOSITES
ROCKET SOFTWARE
IMANAGE*

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Their websites

PORTFOLIO

daveandade.com

COMEDY WRITING & ANIMATION

mantlepies.co.uk

ADE'S ILLUSTRATIONS & ANIMATIONS

awpeters.uk

giphy.com/worldofmrpeters

instagram.com/worldofmrpeters