

Simon William Johnson



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Hello...!

As a multi-award-winning International Creative Director with 25 years of experience leading fully integrated global brands, I am excited to apply for the position of Creative Director. Throughout my career, I have successfully driven creative excellence, built high-performing teams, and developed award-winning campaigns across four continents. As a true global marketer, I bring strategic insight, entrepreneurial spirit, and the ability to translate complex briefs into compelling creative solutions that elevate brands.

I have had the privilege of working with some of the world's top agencies, including AMV BBDO London, RKCR London, DDB Sydney, Clemenger BBDO Melbourne, and Saatchi & Saatchi across Singapore, Hong Kong, and London. Additionally, my experience at 180, Sid Lee, and BSUR Amsterdam has given me a unique perspective on global brand storytelling. My work has been recognised with numerous creative awards and I have played a pivotal role in securing multimillion-pound (and dollar) pitch wins.

Some career highlights include:

NEWS UK – Led creative direction for The Sun at The&Partnership, overseeing multi-platform campaigns that engaged an audience of 32 million monthly readers and strengthened the brand's market presence.

VODAFONE – Consolidated a £50M account by winning a £10M digital pitch for RKCR Y&R, leading to my promotion as UK Creative Director, where I oversaw the integrated account and mentored creative teams.

CARLSBERG – Secured and delivered the 'Euro 2012' campaign for Fold7, outperforming major competitors, with the final spot achieving 1.5 million YouTube views in just a few days.

MINI – Developed and executed 'Another Day. Another Adventure.', a global, fully integrated campaign that leveraged social media and experiential marketing to drive brand engagement.

NAPCAN – Created a socially impactful campaign adopted in over 20 countries for government and educational use. It was ranked the Gunn Report's 17th most awarded ad in the world in 2007 and contributed to DDB being named Agency of the Year in 2008.

LUCAS FILM – Gained invaluable insights into Hollywood post-production, with a personal highlight being an unforgettable visit to George Lucas' home (whether he was actually there remains a mystery!).

I thrive on bold creativity, strategic thinking, and hands-on leadership, always eager to collaborate directly with clients and teams to craft campaigns that make brands shine. I would welcome the opportunity to bring this passion and expertise to your organisation.

Thank you for your time and consideration. I look forward to the possibility of discussing how my experience and vision can contribute to your team's success. Please feel free to contact me regarding my CV or portfolio at simonwjohnson@mac.com or via simonwjohnson.com.

Best regards,

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CREATIVE DIRECTOR

Award-Winning Creative Director

Innovative, strategic and results-driven Creative Director with 25 years of experience shaping global brand narratives. Proven expertise in crafting award-winning, multi-platform campaigns, leading high-performance teams, and delivering commercially successful creative solutions. Adept at transforming complex briefs into compelling brand stories that resonate across markets.

KEY ACHIEVEMENTS

- **The Sun** (News UK): Led creative direction, overseeing multi-platform campaigns that **engaged 32 million monthly readers**.
- **Vodafone**: Won a **£10M digital pitch**, securing a **£50M account** at RKCR Y&R, leading to promotion as UK Creative Director.
- **Carlsberg**: Developed the **Euro 2012** campaign, outperforming competitors, achieving **1.5M YouTube views** in days.
- **MINI**: Created the **'Another Day. Another Adventure.'** global campaign, driving high brand engagement globally.
- **NAPCAN**: Produced an award-winning campaign ranked **17th most awarded ad globally**, adopted in over 20 countries.

PROFESSIONAL EXPERIENCE

The & Partnership, London (Jan 2022 – Jan 2024)

Creative Director – The Sun, TalkSport & Virgin Radio

Led strategic creative direction across high-profile brands, enhancing audience engagement and market positioning.

Managed creative teams, driving award-winning content and campaign development.

The Lemonade Stall, London (Jan 2010 – Present)

Founder | Creative Director | Consultant

Established a creative consultancy working with **AMV BBDO, Grey, M&C Saatchi, Saatchi & Saatchi, Leo Burnett, and Unilever**.

Delivered integrated campaigns for brands including **BBC, Carlsberg, Guinness, Land Rover, McDonald's, MINI, Vodafone and VW**.

Created pitch winning campaigns for **Adidas, Adobe, Brittany Ferries, Carlsberg, Lloyds Bank, Mercedes, Santander, Virgin Atlantic, Visa and Vodafone**.

RKCR/Y&R, London (May 2012 – Jan 2015)

UK Creative Director – Vodafone

Led the successful **£10M Vodafone pitch**, securing and consolidating a **£50M integrated account**.

Oversaw multi-channel campaigns for **Land Rover, Lloyds Bank, M&S, and Virgin Atlantic**.

DDB, Sydney (Jan 2006 – Mar 2010)

Creative Group Head

Led creative strategy for **Arnott's, Energizer, VW, and McDonald's**.

Won multiple industry awards, contributing to **DDB's Agency of the Year** titles.

Global Agency Experience:

- **Clemenger BBDO, Melbourne** – Senior Creative
- **Saatchi & Saatchi (Singapore, Hong Kong, London)** – Art Director
- **180, Sid Lee, BSUR (Amsterdam)** – Creative Consultant

AWARDS & RECOGNITION

74 International Advertising Accolades

- D&AD, Cannes Lions, One Show, Clio, British Arrows, CCA, LIAA, Epica, Mobius, Adfest, Youngguns
- Winner of multiple Gold, Silver & Bronze awards across TV, Print, Digital & Integrated campaigns
- Led campaigns ranked globally for creative excellence (Gunn Report, Campaign Brief)

SKILLS & EXPERTISE

- Brand Strategy & Creative Direction
- Integrated Campaign Development
- Team Leadership & Mentorship
- Pitching & Business Development
- Digital & Social Media Innovation
- Storytelling & Art Direction

EDUCATION & INTERESTS

BA (Hons) Fine Art – Middlesex University

- **Mentorship:** Supporting young creatives through JOLT
- **Sports & Interests:** Golf, mountain biking, lifelong Manchester United fan
- **Personal Projects:** Writing a sitcom and side-hustle – Jigpaws.com

CONTACT

Let's Talk!

For portfolio requests or opportunities, please reach out via email: simonwjohanson@mac.com or visit simonwjohanson.com