

# Simon William Johnson



London, United Kingdom  
email: simowjohnson@mac.com  
tel: +44 7702 522 490  
website: simonwjohnson.com

## EXPERIENCE

### **THE & PARTNERSHIP, London – Jan 2022 - Present...**

Position: Creative Director – The Sun, TalkSport and Virgin Radio.

### **THE LEMONADE STALL, London – Jan 2015 - Jan 2022.**

Position: Founder, CD, Creative, Writer and Art Director.

Creative consultant:

AMV BBDO, London – BT Sport, Guinness, Hiscox, Maltesers, SCA, Snickers, Visa, Walkers.

AnalogFolk, London – BT, Persil.

BMB, London – Dugout, KP.

Grey, London – M&S.

Leo Burnett's, London – McDonald's.

Saatchi & Saatchi, London – Centrica.

Unilever, Global – Lynx.

### **RKCR/Y&R, London. May 2012 – Jan 2015.**

Position: UK Creative Director on Vodafone.

Creatively lead winning pitch for Vodafone (£10M) and Great Britain.

Accounts: Land Rover (Global), Lloyds Bank, M&S, Virgin Atlantic, Vodafone.

### **THE LEMONADE STALL, London. Jun 2010 - May 2012.**

Position: Founder, CD, Creative, Writer and Art Director.

Creatively lead winning pitch for Carlsberg UK.

Creative consultant:

BSUR, Amsterdam – Mini Global.

180, Amsterdam – Carlsberg, DHL, Opel.

Sid Lee, Amsterdam & Montreal – Adidas.

Fold7, London – Carlsberg.

### **DDB, Sydney. Jan 2006 - Mar 2010.**

Position: Creative Group Head on Arnott's, Energizer and Eveready.

Creatively led the winning pitches for Double A, Sensis 1234 and GWF.

Created a number of award winning campaigns that lead to DDB becoming:

2008 Adnews Creative agency of the Year.

2007 Campaign Brief Agency of the Year.

2007 Australian Creative magazine hotshop of the Year.

2007 Adnews NSW Agency of the Year.

2007 Adnews overall Agency of the Year.

Accounts: Clean Up Australia, Clorox, Continental, Daily Telegraph, Double A, Gatorade, Hasbro, McDonalds, NAPCAN, Sydney Children's Hospital, Wrigley's, WW.

### **CLEMENGER BBDO, Melbourne. Oct 2004 - Nov 2005.**

Position: Art Director.

Accounts: Dufour, Dulux, Duracell, Just Jeans, Libra, Mercedes-Benz, M&M's, Pedigree, Snickers, Sorbent.

### **SAATCHI & SAATCHI, Singapore. Apr 2001 - Oct 2004.**

Position: Art Director.

Accounts: Burger King, Changi Airport International Airport, Chupa Chups, Guinness (Regional), Hewlett-Packard (Regional), Lexus (Regional), Newman Magazine, National Council Against Drug Abuse, P&G, Ricola, Royal Singapore Navy, Wonderbra.

### **SAATCHI & SAATCHI, Hong Kong. Jun 2000 - Apr 2001.**

Position: Art Director.

Accounts: China Light & Power, Hong Kong International Airport, Lexus, P&G (Ariel, Olay, H&S), Speedpost.

### **SAATCHI & SAATCHI, London. Nov 1999 - Jun 2000.**

Position: Art Director.

Accounts: Burton's Biscuits, Carlsberg, COI British Army, Hewlett-Packard, Lexus, Sony, Tetley, Toyota.

# CAREER HIGHLIGHTS

**VODAFONE:** Consolidating the £50M Vodafone account by winning the £10M digital pitch for RKCR Y&R. As a result Simon was promoted the position of UK CD, responsible for the output of the newly integrated account, overseeing and mentoring numerous creative teams.

**CARLSBERG:** Winning the Carlsberg UK 'Euro 2012' pitch for Fold7 against Saatchi & Saatchi. The final spot 'Fan Academy' achieving 1.5 million Youtube hits in the first few days. "Thanks Diego...!"

**MINI:** 'Another Day. Another Adventure.' This was a truly integrated campaign featuring a series of global adventures driven through every social media channel imaginable.

**NAPCAN:** Over 20 countries requested the spot for use in education programmes within government departments, schools and colleges, as well as the thousands of positive national and international responses through social media. Creatively, it was the Gunn Reports 17th most awarded ad in the world 2007, winning numerous creative awards and helping DDB to Agency of the year 2008.

**LUCAS FILM:** A great insight into the Hollywood world of post production and how the big boys play. That said, the highlight was lunch at George Lucas' house (even though he wasn't there, or was he...?)

# SKILLS

I'm a thinker. A doer. A provocateur. A creator of the unique. I bring creative to life in visual arresting ways. I have a proven track record in winning new business. I'm great with clients. And great at building their brands. I bring brands to life. I make brands shine. I win awards for them...

# AWARDS

## D&AD

Wood - TV - NAPCAN, Children see. Children do.

## CANNES

Bronze - TV - NAPCAN, Children see. Children do.

Bronze - DM - VW, Short car songs.

Bronze - Poster - Sorbent, Horse's Ass.

Bronze - Print - Ariel, Mechanic.

Finalist - Radio - NAPCAN, Road Rage.

Finalist - Poster - Sorbent, Contortionist.

Finalist - Print - Ariel, Market.

Finalist - Print - Ariel, Cooking.

Finalist - Print - Greenacres Florist, Lateoras foria birthdaii.

Finalist - Print - Greenacres Florist, Forgettium anivrsaiiorum.

Nat Dip - Radio - National Council Against Drugs, Pizza Hut.

## ONE SHOW

Bronze - TV - NAPCAN, Children see. Children do.

Finalist - TV - Mailplus, Skydiver.

Finalist - TV - Wrigley's, Long live the bubble.

Finalist - TV - Wrigley's, Cat.

Finalist - TV - Wrigley's, Cactus.

Finalist - Print - Lexus, Bump.

## CLIO

Bronze - TV - Sydney Children's Hospital, Mary.

Bronze - Radio - NAPCAN, Road Rage.

Finalist - TV - Wrigley's, Long live the bubble.

Finalist - Print Campaign - National Library Board.

Finalist - Print Campaign - Greenacres Florist.

Finalist - Print - Greenacres Florist, Forgettium anivrsaiiorum.

Finalist - Print - Olay Eye Gel, Finger.

## BRITISH ARROWS

Gold - TV - Vodafone, Family.

## LIAA - London

Gold - TV - NAPCAN, Children see. Children do.

## KINSALE - Ireland

Bronze - TV - Carlsberg, Fan Academy.

## EPICA - Europe

Bronze - TV - Carlsberg, Fan Academy.

## MOBIUS - LA

Gold - TV - Mailplus, Skydiver.

cont...

# AWARDS

## CREATIVITY INTERNATIONAL

Gold - Integrated campaign - MINI, Another day. Another adventure.

### ADFEST - Thailand

Gold - TV - NAPCAN, Children see. Children do.

Gold - Integrated Campaign - National Council Against Drugs.

Bronze - Poster - National Council Against Drugs, Store Directory.

Bronze - Radio - National Council Against Drugs, Yellow Pages.

Bronze - Print - Lexus, Bump.

Finalist - DM - VW, Short car songs.

Finalist - Radio - National Council Against Drugs, Pizza Hut.

Finalist - Poster Campaign - Ariel.

Finalist - Poster - Ariel, Mechanic.

Finalist - Poster - Ariel, Market.

Finalist - Poster - Ariel, Cooking.

### AWARD - Australia

Silver - Ambient Campaign - Newman Magazine.

Bronze - TV - Wrigley's, Long live the bubble.

Bronze - Print - Wrigley's, Long live the bubble.

Bronze - DM - VW, Short car songs.

Bronze - TV - NAPCAN, Children see. Children do.

Finalist - TV Craft - NAPCAN, Children see. Children do.

Finalist - Radio - NAPCAN, Husband.

Finalist - Radio - NAPCAN, Traffic.

### FOLIO - Australia

Silver - Print - Libra, Big Heads.

### MADC - Melbourne

Bronze - Print Campaign - Sorbent.

Bronze - Print - Sorbent, Wrestler.

Bronze - Print - Sorbent, Horse's Ass.

Bronze - Print Craft Campaign - Sorbent.

Bronze - Print Craft - Sorbent, Wrestler.

Bronze - Print - Libra, Big Heads.

### CCA - Singapore

Gold - Print Craft - Greenacres Florist, Lateoras foria birthdaii.

Gold - Print Craft - Greenacres Florist, Forgettium anivrsaiorum.

Silver - Print Craft - Greenacres Florist, Camus homus inebriato.

Bronze - Print - Guinness, Drum.

Bronze - Radio - National Council Against Drugs, Pizza Hut.

Bronze - Radio - National Council Against Drugs, Yellow Pages.

Bronze - Print - Lexus, Bump.

Bronze - Print Craft - Lexus, Bump.

Bronze - Art Direction - Greenacres Florist, Campaign.

Bronze - Art Direction - Greenacres Florist, Lateoras foria birthdaii.

Bronze - Art Direction - Greenacres Florist, Forgettium anivrsaiorum.

Bronze - Art Direction - Greenacres Florist, Camus homus inebriato.

Finalist - Ambient Campaign - Newman Magazine.

Finalist - Ambient Newman Magazine, Catch Me If You Can.

Finalist - Ambient Newman Magazine, The Ring.

### YOUNGGUNS

Finalist - Print - Lexus, Bump.

Finalist - Print Campaign - Chupa Chups.

# EDUCATION

## MIDDLESEX UNIVERSITY

BA Hons Fine Art

# HOBBIES & INTERESTS

## MENTORING

Mentor for JOLT – a gateway into the industry for young people from disadvantaged backgrounds.

## MANCHESTER UNITED

Originally from Manchester, I am a lifelong fan. The highlight, having lunch with Sir Alex and the team whilst they were on their Asian Tour, Singapore.

## TV SERIES

Currently writing a situation comedy.

## ACTIVITIES

Love to keep active at the gym, on the golf course and hurtling down mountain sides on his mountain bike (don't really like the going up bit).