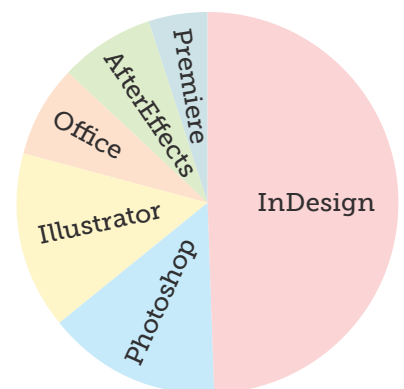
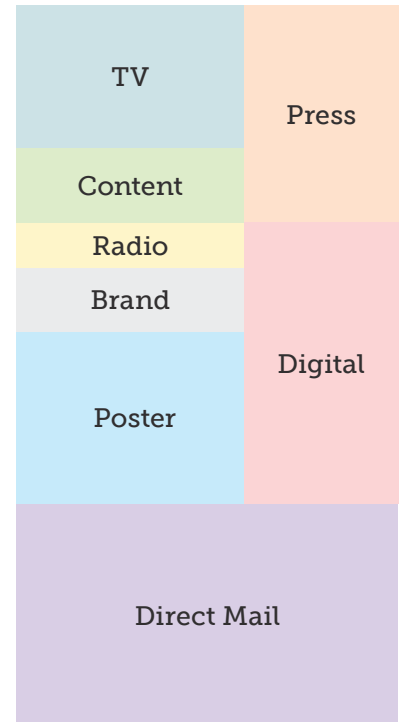


Andy Powell // Creative

Strategising, art-directing, creative-directing writer of
advertising, direct mail, digital, content and other zeitgeisty buzzwords.

20// **GOOD Agency // Creative Director** // WaterAid, Macmillan, Oxfam,
19// UNISON, Shelter, Sport Relief, Barnardo's, Save the Children, ShelterBox,
18// Cats Protection, Brooke, RSPCA, Cancer Research UK, The Royal British
17// Legion, Scope, YMCA, British Heart Foundation, Prostate Cancer
16// UK, Centrepont, Action for Children, ActionAid, RNIB, WWF, CODE,
15// Restorative Justice Council, RAF Benevolent Fund, NSPCC, Samaritans,
14// Fairtrade, Fight for Sight, Mercy Ships, VSO, Wrigley.
13//
12//
11//
10//
09// **Identica // Freelance** // Fat Face, Mersey Travel.
08// **Mabox // Creative Director** // UBS, Barnardo's, Sanyo, Tourism Ireland,
07// Reed, Radisson SAS, Lend Lease, ITN Source, Telstra, Cabinet War Rooms,
06// HMS Belfast, First Utility, Nectar, Totally Fitness.
05// **Farm/JWT/Electric // Freelance** // smile.co.uk, Kenco, Lux, Barratt.
04// **Leo Burnett // Copywriter** // McDonald's, COI, Nintendo, Kellogg, Fiat,
03// Strongbow, Procter & Gamble, Western Union.
02//
01// **D'Arcy // Copywriter** // Tetley, Hovis, Wickes, TSB, Epson, Mars,
00// Fiat, Procter & Gamble, House of Fraser, COI, Sanatogen, Littlewoods,
99// Umbro, Australian Tourist Commission.
98//
97//
96// **Buckinghamshire College** // B.A. (Hons) Graphic Design and Advertising.
93// **North Warwickshire College** // B.T.E.C. Graphic Design.
91// **The Coleshill School** // G.C.S.E. English, Maths, Design Communication,
Art & Design, Commerce, English Literature, Physics, History.



DMA Gold Best integrated campaign	DMA Gold Best charity campaign	Campaigns for Good Best fundraising campaign
The Drum Award Best advertising campaign	Third Sector Best fundraising campaign	IoF Gold Best creative agency
B2B Gold Best digital campaign	PPA Gold Best direct campaign	IDM Silver Best Direct Creative
DMA shortlist Best creative solution	IoF Awards shortlist Best innovation	IoF Awards shortlist Best IG campaign
The Drum Commended Best charity campaign	Campaign Big Shortlist Best charity campaign	Caples Bronze Best integrated campaign
Caples Shortlist Best innovation	The Drum Shortlist Best charity campaign	The Drum Shortlist Best charity content
Revolution Shortlist Best B2B campaign	B2B Shortlist Small budget campaign	B2B Shortlist Best CRM campaign

Culture on the Southbank
Aston Villa FC
Playing guitar
Travel



Had song lyrics
personally approved
by the Bee Gees.



Conceived the UK's
first interactive
aquascript installation



Created Spice Girl dog
lookalikes that created
PR across Europe.



Judged at D&AD, DMA,
Campaigns for Good,
Third Sector and MCCA.