



judging panel

**BADC**

twenty | twelve

## DESIGN

### Dan Johnson

#### Hoyme Design - Melbourne | Creative Director

As Creative Director of the award winning Melbourne Design Studio, Hoyme Design, Dan has worked as an international brand consultant for over 13 years, running creative teams and businesses in the UK, Australia and New Zealand. Dan has led and played an integral role in the rebranding of major businesses including British Steel (UK), Amey (UK), Dick Smith (Australia) and recently won a contract to become a brand consultant for Emirates. Over the course of his career Dan's clients have included British Telecom, Cirque De Soleil, Colonial First State, Foster's Group, Harrods, IBM, UBS Warburg, Telstra and Toyota. His work has been published in books and creative journals across the world including Communication Arts, Creative Review, Design Week, Desktop Magazine and Grafik. He has won numerous coveted awards and has been recognised by prestigious creative schemes including Art Director's Club, AGDA, D&AD and Graphis. Dan has held three positions as Creative Director and worked for leading agencies including The Partners, Interbrand and Radley Yeldar. He established the branding department at Radley Yeldar — the UK's largest independent creative business. The department has gone on to account for a substantial part of the businesses \$24.5m revenue.

1

### Chris Maclean

#### Interbrand - Sydney | Creative Director

Chris Maclean is Creative Director for Interbrand Australia. Originally from the UK, Chris settled in Sydney after travelling the world, becoming the Interbrand network's youngest creative director at 28. He has been recognised by some of the world's most prestigious awards bodies including AGDA, D&AD and Red Dot, and has helped transform brands such as Griffin Theatre Company, Alzheimer's Australia and Queensland Art Gallery. Last year was responsible for the rebrand of Australia's biggest brand, Telstra. Recently Chris was recognised as one of Australia's Power 20 by Australian Creative magazine for bravery in the creative industry.

2

### Matt McKenzie

#### See Saw Design - Melbourne | Creative Director

As Creative Director, Matt's strategic, technical and creative sensibilities deliver market leading brand solutions for Seesaw's clientele. With strong commercial acumen developed through broad sector experience, Matt's focus on brand strategy has led to successful market entry and brand repositioning for a large spectrum of clients. Matt's design intellect and expertise have attracted the attention of some of Melbourne's leading tertiary institutions, resulting in dedicated relationships with senior lecturers and students as mentor and assessor of student work. Matt draws inspiration from the good things in life; architecture, wood working, fine wine and his adorable yet somewhat bratty studio mutts, Louis and Klaus.

3

### Hugh Edwards

#### Creative Plantation - Brisbane | Creative Director

With a rare ability to pen a headline and finesse a layout, Hugh Edwards brings to every project a wealth of experience. Hugh has developed his craft over 35 years in the design and advertising industry and has extensive knowledge on branding. Hugh gained international recognition for designing the 1982 Commonwealth Games logo and accompanying Matilda mascot and games collateral. Since then, Hugh has consistently won national and local design awards for advertising, identity and illustration. Hugh is too modest to admit that he is a living legend in the local design and advertising industry and was entered into the Brisbane Advertising and Design Awards Hall of Fame for his contribution to the advertising and design industry.

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## PRINT

### John Koay

#### JWT - Sydney | Senior Art Director

John Koay is a senior art director from a country who says 'sux' instead of 'six', called New Zealand (currently in Sydney). He grew up with a deep interest in art, design and also geeky techy stuff which led him to get into the business of advertising. Since then, he's taken these interests and used them in his ads, and that work has been recognised in the major award shows including D&AD, Cannes Lions, The One Show, Clio, London International Awards, NY Festivals and AWARD.

1

### Peter Becker

#### Grey - Melbourne | Art Director

Started at Clemenger BBDO Melbourne in 1982, and left there in 2006. A longish stint! Worked on just about everything including Gas and Fuel Corp, Dulux, NM Royal Bank, Sorbent, 4'n'20 Pies, Mercedes-Benz, Jeep, Yellow Pages, and RACV. Awards include MADC (Melbourne Art Directors Club), AWARD, Clio, London International, New York Festival, One Show, Cannes Lions, and D&AD. After 25 years at Clems, I joined Grey Melbourne in late 2006, partnering Creative Director and writer Nigel Dawson, working mainly on the TAC (Transport Accident Commission) and Worksafe Victoria.

2

### Paul Dunne

#### M & C Saatchi - Sydney | Creative Director

From his early days at George Patts in Brisbane, Paul has grown to become one of Australia's leading creatives, working across some of the country's most loved brands. Having created some of the country's most popular and successful campaigns, Paul's portfolio includes work on Arnotts, Woolworths, Huggies, Optus and Qantas. His work has been recognised by every major Australian awards body, as well as internationally through Clio, One Show, London International, New York Festivals and Cannes.

3

### Marianne Harvey

#### Sapient Nitro - Brisbane | Senior Copywriter

Marianne has 10 years experience working in Australia and New Zealand, has picked up at Cannes, One Show, AWARD and Clio, and was ranked the 19th young creative in the world. But now that she's 32 and getting on, she can't say that for much longer. She has helped build brands including Virgin, Foot Locker, Coke and News Ltd. Recently she pitched and won the global digital account for the biggest soap brand in the world, Lux by Unilever. Last year she was invited to chair and present at the national Social Media Summit, she's had work featured in Contagious magazine and has consistently picked up international awards ranging from a Gold at YoungGuns in 2005 to a Craft Cannes Gold and shortlist for the Cannes Grand Prix for Good in 2012.

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## PHOTOGRAPHY

### Sean Izzard

#### The Pool | Photographer

Sean Izzard has been working as a professional photographer for 25 years, spanning editorial news and sports to high-end advertising. His eye for light and composition, combined with a honed technical ability, has allowed him the ability to visualise and execute the most difficult of advertising briefs, resulting in many national and international awards.

1

### Andreas Bommert

#### Andreas Bommert Photographer | Photographer

Andreas Bommert started his career in Cologne, Germany, but has been based as a photographer in Sydney since 1997. He quickly established a reputation for being able to transform simple subjects into arresting images, bringing his skills as a still life photographer to campaigns for clients such as Sony, Canon, Epson, Streets, Technics, Brother, the Commonwealth Bank and Lion Nathan. Over recent years Andreas' focus has changed from being a still life photographer to shooting more location-oriented advertising working with Canon, Cadbury, Telstra Harley Davidson, Sony, Honda, Telstra, Philips, Qantas to name a few. His work has been recognised at Cannes, Luerzers Archive, Luerzers Archive Top200 Photographer Worldwide, World photography award, d&AD by the British Art Directors Club, the New York Advertising Festival, AWARD and Caxton.

2

### Adam Taylor

#### Adam Taylor Photography | Photographer

Named the prestigious International Photography Awards (IPA), Advertising Photographer of the Year in 2011, Taylor is the recipient of the 2012 Australian Hotshop Award, for Photographer of the Year and he is featured in the LUERZER'S Archive, 200 Best Advertising Photographers Worldwide 2012/13. Working across advertising, people and landscape, Taylor has worked with high-end advertising clients including Emirates, Schweppes, Qantas, Samsung, Subaru, Smirnoff, Coca-Cola, Australian Tourism, WWF, Canon, Bayer, Olympus and Wrigleys. The award-winning photographer is also emerging into motion film direction.

3

### Steve York

#### Cream | Director

Steve started in Advertising over 30 years ago. Originally doing typography and hand lettering eventually moved into retouching and is now an owner of Cream Studios. With an enviable reputation for high-end photographic retouching and 3D-imaging, Cream has established itself as one of the industry's leading studios in Australia.

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## ELECTRONIC

### Noah Regan

#### **CHAIRMAN OF JUDGES The Monkeys - Sydney | Creative Director**

Noah has over 14 years industry experience, both in Australia and internationally. Until the end of September 2012, Noah was Creative Director and partner at The Monkeys, Sydney. In October 2012, he moved to Singapore to become the Creative Director for internationally renowned agency - BBH. In 2011 Noah's 'Ship Song Project' for Sydney Opera House was named B&T's campaign of the year and Australian Creative magazine's Ad of the year. Noah has won multiple awards at every major international award show. UK Campaign magazine selected his work as one of the ten best UK press campaigns of the noughties. Noah was named one of the top 40 under 40 industry figures in Australian Advertising and media by AdNews magazine. In 2008, Noah was awarded Grand Prix in the Epica Advertising annual and in 2007, was the world's most featured Art Director in Luerzer's Archive Magazine.

1

### Tom Martin

#### **Clemenger BBDO - Melbourne | Creative Director**

Tom Martin is Creative Director of Clemenger BBDO Melbourne (Campaign Brief's Creative Agency of the Year, Four years running and Australia's Most Effective Agency of the Year, three years running). He is responsible for such work as the multi-Cannes Gold lion winning FourN Twenty Magic Salad Plate and the multi-Cannes lion winning Guide Dog Australia's Support Scent. In 2011 however, he turned the banking world on its head as co-creator of the NAB 'Break Up' Campaign, which took out a Cannes Grand Prix and two Grand Prix Spikes. With over 200 advertising awards to his name, his more recent ones include 11 Cannes lions, D&AD, One Show, Clio and a host of Best of Show awards at local and international shows. As a Creative leader of Clemenger, it is his daily task to judge what it takes for an idea to be truly unique, what it takes for an idea to really resonate with people - not to mention deliver effective results in the face of the world's cold commercial realities.

2

### Andrew Woodhead

#### **Leo Burnett - Melbourne | Creative Group Head**

Andrew Woodhead, one of the most awarded creatives in Australasia, is Creative Group Head of Leo Burnett Melbourne. His work has been recognized at every major award show in the world, most notably receiving the prestigious Cannes Grand Prix for Good in 2011 and the inaugural Clio Facebook Award in 2012. Under his creative captainship, the agency, has continued to garner international and local award success at D&AD, One Show, Spikes, Adfest, NYF, LIA, AWARD, YoungGuns and the Effies. It is a tally that has amassed 200 award accolades in just four years. Campaign Magazine ranked Andrew the No.2 writer in Australasia 2012, placing him in the top 30 creatives. A position he concurrently holds in the Gunn Report creative listings. He has had the honour of sitting on the Leo Burnett global creative council, responsible for lifting the network's international creative standard, as well as being placed on international radio and integrated juries. When Andrew is not hard at work he is tutoring or teaching the next generation of young creatives.

3

### Sandra Hind

#### **The Hoopla Family - Brisbane | aka 'shehoopla' is partner, creative director and copywriter**

The hoopla family's award-winning shehoopla is well known for her creative and on-strategy writing. Partner, creative director, copywriter and receptionist at the hoopla family, she started working in advertising close to 17 years ago (almost predating email). She worked at BCM, DDB and Publicis Mojo in Brisbane before heading to the bright lights of London. On returning to Brisbane, she joined the agency Junior and rekindled her creative partnership with hehoopla (Matt Emmerson), leading to the creation of the hoopla family. With experience in everything from TV and radio to DM and online, she has worked on brands such as Brisbane Writers Festival, Flight Centre Limited, Conrad Jupiters, Australia Post, Triumph International, Procter & Gamble, Lloyds TSB, British Gas, Yellow Pages, NRMA Insurance, QueensPlaza, Tourism Queensland, Sky Digital, The Courier-Mail, Herron Pharmaceuticals, Queensland Transport, Golden Casket, NSPCC and WWF.

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## ELECTRONIC CRAFT

### Fabio Nardo

#### Film Graphics | Director

Fabio's passion for visual storytelling led him to Filmgraphics where he honed his skills in design, animation, post-production and direction. Fabio has helmed a variety of award-winning spots and campaigns for clients as diverse as Hyundai, Eveready, Kellogg's and Lexus. His detailed pre-visualisation and storyboards play an integral part in delivering a treatment with a fresh perspective and unique vision. He also believes in keeping the process fluid and collaborative. Whether it is shooting live-action combined with animation or vfx, cars, beautiful visuals, or simply capturing human performance and emotion, Fabio is dedicated to creating the best work possible on every job.

1

### Ramesh Sathian

#### SongZu | Creative Director & Composer Song Zu Sydney

Mesh is a Partner and a Creative Director of Song Zu. He is always working on a variety of projects and in the last few years has been producing records for Australian bands, including Grinspoon's 'Alibis and Other Lies' which reached no. 2 position on the ARIA chart. His latest advertising work includes Smirnoff featuring Pharrell Williams and Bundy 5 (Ain't No Nancy Drink) the latter winning a Gold Clio, a London International, an AWARD award and two Adfest awards. Song Zu was recently awarded as the Australian Creative Magazine Hotshop - Best Music and Sound Design company 2011. Mesh started working for Song Zu Sydney in 1996, and within three years at the age of twenty-five, was made Creative Director of Song Zu Singapore. In this time his work took him across the world, working on worldwide and regional campaigns for companies such as Motorola, Nokia, Coca-Cola, and Singapore Airlines.

2

### David Mosqueda

#### VFX Director | BLCK

An Artisan of light and form, Senior Composer / VFX Supervisor David Mosqueda takes design to the next level, adding magic in motion to any footage he touches. With a refined aesthetic sensitivity and attention to detail garnered from his early experience working as graphic designer for one of Latin America's most acclaimed art directors, David perfectly blends creative precision with technical dexterity, understands the making of a shot inside and out, and comes to the pre-production table with informed and inspired vision. Whether overseeing cinematography, animation direction, compositing or visual effects, David pursues both excellence and the latest digital information relentlessly, with a dedication to the end result above and beyond the call of duty. Always broadening his horizons, David also loves imparting knowledge, his generous patience, good humour and efficiency making him a perfect VFX supervisor.

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## DIGITAL

### Andy Ferguson

#### Droga 5 - Sydney | Digital Creative Director

Andrew studied design in a part of Sydney better known for mullets than typography. He then went on to work at TEQUILA Australia where he stayed for many years, building banners for banks, and great websites for bad movies. Along the way he picked up a few awards for his troubles, from the likes of D&AD, Cannes, IAB and One Show. Eventually, he made his way to Droga5 Sydney, where he currently resides as a Creative Director, making work for Telstra and the UN.

1

### Michael Hughes

#### Soap Creative - Sydney | Creative Director

Following a successful design career that spanned four continents, Michael moved into art direction and digital five years ago. Since then, he has gone on to work on some of the world's biggest brands picking up numerous awards along the way. He also makes a good cup of tea.

2

### Zaid Al-Asady

#### Leo Burnett - Sydney | Creative/Art Director

Zaid Al-Asady is a multi award winning Creative/Art Director at Leo Burnett Sydney, where he works on integrated campaigns across a number of brands including Samsung, Bundaberg and Australian Bureau of Statistics. Zaid has worked as an art director and digital creative director at some of the world's leading agencies including Wieden+Kennedy and Mother London, with experience spanning across a very impressive list of clients such as Nike, Nokia, Stella Artois, Ikea, Diesel and most recently, playing a major role in the highly acclaimed Beck's Green Box Project. In his spare time he is also a proud member of Sweden based, Kickraider Collective, dabbling in fashion, film and interactive storytelling.

3

### Ben Huxter

#### Minimega - Brisbane | Founder/Creative

As a Digital Art Director at M&C Saatchi/MARK, Ben created integrated campaigns for Optus, Qantas, Woolworths, Freedom, ANZ, EMI, Nestle, Pizza Hut, E\*Trade. In 2011, he moved to Brisbane to start a game development studio, MiniMega. MiniMega specialise in games and game-thinking for marketing, they also develop independent titles.

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