

# Judging Panels



TWENTY SEVENTEEN AWARDS



#### 1. TOM MARTIN | Executive Creative Director Cummins&Partners **PANEL CHAIR**

Tom Martin is a partner and Executive Creative Director at Cummins & Partners Sydney. Tom with his work partner of 10 years Julian Schreiber first established themselves as creatives, then Creative Directors of Clemenger BBDO Melbourne (Campaign Brief's Creative Agency of the Year, five years running and Australia's Most Effective Agency of the Year, three years running). They then moved to New York to become the ECDs of Johannes Leonardo NY and have now returned to become the founding partners of Cummins & Partners Sydney.

As creatives then CDs and now ECDs, they have been responsible for many multi-Cannes lion winning campaigns such as Four'N Twenty's Magic Salad Plate, Cricket Australia's Big Wornie, Guide Dog Australia's Support Scent, Tourism Victoria's Remote Control Tourist and Pedigree's K9FM. It was in 2011 however, they turned the banking world on its head as co-creators of the NAB 'Break Up' Campaign, which took out a Cannes Grand Prix and three Grand Prix Spikes (including the first ever Grand Prix for effectiveness). With over 200 advertising awards to their names, including 23 Cannes lions, a D&AD Black Pencil, One Show Gold Pencil and a host of Best of Show awards at local and international shows including 3 'Best of Show' awards at Australasia's pre-eminent award show AWARD.

#### 2. LAUREN DOOLAN | Associate Creative Director WhiteGrey

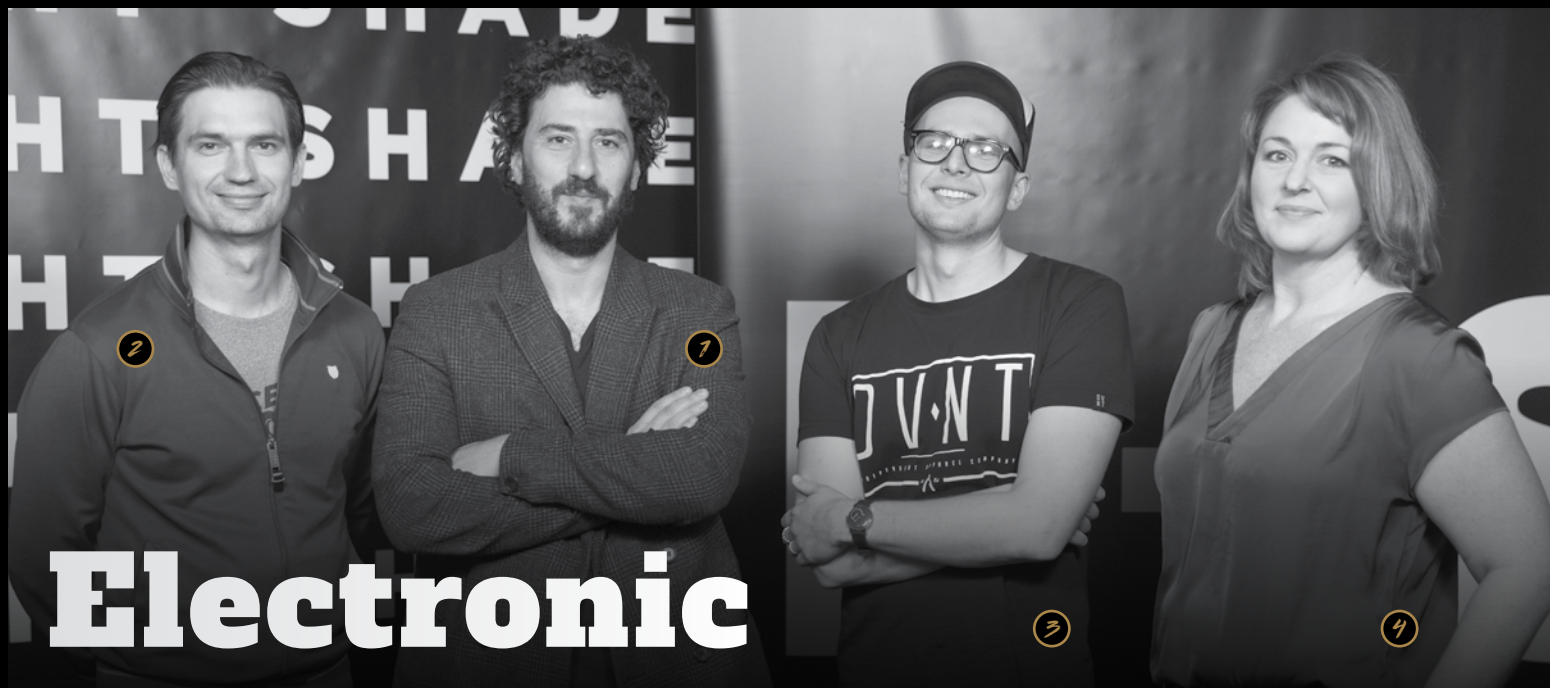
With over twelve years of art direction experience under her belt, Lauren's career has spanned both local and international campaigns for clients including Nintendo, P&G, 7-Eleven, Blackberry, CUB, Suzuki and General Mills. These campaigns have led to recognition at award shows including Cannes, Sirens, Spikes, Award, Caples, ADMA and MADC.

#### 3. KATE HUNTER | Senior Copywriter Freelance

Kate has been a copywriter since 1987 (a graduate of the first AWARD school run in Brisbane). Since then, Kate's worked with agencies in the UK, New Zealand, Sydney and Brisbane. In 2010 the first in her series of novels for kids 'Mosquito Advertising' was published by UQP.

#### 4. PIERO RAMON RUZZENE | Associate Creative Director Saatchi & Saatchi

Piero is an associate creative director from Saatchi & Saatchi. In under a decade in the ad game, he's helmed iconic campaigns and award-winning work for some of Australia's biggest brands, including ALDI's 'Surfing Santas' and more recently Westpac's 'Rescue Rashie' which picked up two bronze Lions and an Innovation shortlist at Cannes this year.



### 1. JULIAN SCHREIBER | Executive Creative Director/ Creative Partner, Cummins&Partners **PANEL CHAIR**

Julian Schreiber is a partner and Executive Creative Director at Cummins & Partners Sydney. With his creative partner and co-ECD Tom Martin, he has been responsible for many multi-Cannes lion winning campaigns such as Four'N Twenty's Magic Salad Plate, Guide Dog Australia's Support Scent, Tourism Victoria's Remote Control Tourist and Pedrigree's K9FM. It was 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 three Grand Prix Spikes (including the first ever Grand Prix for effectiveness). With over 200 advertising awards to his name, his more recent ones include 21 Cannes lions, a D&AD Black Pencil, One Show, Clios and a host of Best of Show awards at local and international shows.

As creative leader of Cummins & Partners Sydney, Julian's daily task is 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. JASON KEMPEN | Senior Copywriter Brother & Co.

Jason has worked at some of the most creative agencies in Johannesburg, Cape Town, Sydney and Brisbane. In his 15 year career he has managed to scoop creative and effectiveness accolades at Cannes, D&AD and the One Show. As a copywriter, he has learnt there is nothing more important than passion, bravery and to triple-check every word on the page so that there are no typos.

### 3. ALEX METSON | Senior Copywriter Leo Burnett Melbourne

Alex is a Senior Copywriter at Leo Burnett Melbourne. A native Kiwi, he began his career at Clemenger BBDO Wellington, crashing cars to save lives for the New Zealand Transport Authority. After a stint in the Canadian Rockies and failed attempt to become a snowboard instructor, Alex returned to advertising. In 2013, he joined Clemenger BBDO Melbourne, before moving across to work with the talented team at Leo Burnett.

Alex has been fortunate enough to work alongside some of the industry's best creative leaders. Along the way, he's created award-winning work for clients both in Australia and New Zealand, including NZTA, Carlton United Breweries, Honda and SPC Ardmona. But, even after all this time, every brief still scares the hell out of him.

### 4. SHARON EDMONDSTON | Creative Director M&C Saatchi

Sharon's creative background puts her in a unique position to deliver great ideas which contribute to society, building brands that can, and should be loved. She's worked in specialist agencies during her career, giving her a wealth of experience across CRM, digital, social, experiential and innovation across brands such as Optus, Samsung, Diageo and McDonald's, and is currently a Creative Director on Lexus.

Sharon's work has been recognised at many prestigious award shows, including Adfest, Cannes, One Show and D&AD.1





#### 1. JACK MUSSETT | Creative Director Motherbird PANEL CHAIR

Jack Mussett is Principal and Creative Director at Australian design studio Motherbird. The studio works with a diverse set of clients from all around the world including; MTV, Nickelodeon, Qantas, ABC, Warner Music, the Australian Government and Netball Victoria. Motherbird was named a Top 10 Design Force in Australia by Design Quarterly magazine, as well as taking out the SOYA Award for best young creative in the country.

With a passion for the industry, Jack has been the Victorian Chairman for the Australian Graphic Design Association (AGDA) and is a member of the Desktop Magazine Advisory Board. Amongst giving regular lectures at Australia's leading universities, Jack's public speaking engagements include; Semi-Permanent (Sydney & Wellington), Vivid Sydney, Creative Mornings, Sex, Drugs & Helvetica and Analogue Digital. He's had the honour of being an emcee at the internationally renowned agIdeas design conference as well as recently being on the judging panel for the Create Awards. He has recently launched Word-Form, which is a platform to explore the creative mind through written word.

Jack has a love of brutalist architecture and cheeky wordplay, and concedes that this is a ridiculous juxtaposition.

#### 2. STELLA DANALIS | Senior Graphic Designer & Illustrator Freelance

As a senior graphic designer and illustrator with 30 years experience, Stella has had the opportunity to find creative expression within a variety of industries such as graphic design, advertising, publishing, education and the visual arts.

Stella's graphic eye has brought publications, novels, posters, packaging, advertisements and brand identities to life. Her children's picture books have been nominated for children's book of the year and published in a number of languages and her illustrations have featured in many of Australia's top magazines and newspapers. Stella's work has been exhibited both nationally and internationally and published in Australian and International journals. She has also had the opportunity to pass on her knowledge and passion to others as a lecturer at Griffith University. Stella's dedication to the creative process has seen her receive over 100 awards and honours for her work.

#### 3. JAKE MUIR | Design Director Canyon

With over seven years experience and a number of creative awards to his name, Jake has developed brand identity and communications for a diverse range of clients including Cbus Property, Sustainability Victoria, Norkse Skog, the Victorian College of the Arts, Malthouse Theatre, Teach for Australia, Western Bulldogs and the Melbourne School of Design.

#### 4. ROÍSON LOWE | Creative, Communication Design (HCD) Tank

Róisín is a Melbourne-based communication designer. Passionate about working with organisations to create positive impact, Róisín has developed strategic brand identities and communications for a diverse range of clients including Bank Australia, Victorian Institute of Forensic Medicine (VIFM), Royal Australian College of General Practitioners (RACGP), Grocon, Federation University, Sensis, The Department of Social Services and Australia Post. In her down time, you'll find Róisín walking her cat Luna and playing the part of design assistant for Cat People Magazine.



### 1. CARMELA SOARES | Executive Creative Director Isobar **CHAIRPERSON OF JUDGES**

Carmela has worked in South America, Europe and Australia and has won more than 100 international awards including Cannes Lions, One Show, D&AD, LIAA, Webby's Awards, Shorty Awards among others. Her work has been featured in industry publications such as Contagious Magazine, Creativity Online, Directory, Adweek, PSFK and many others.

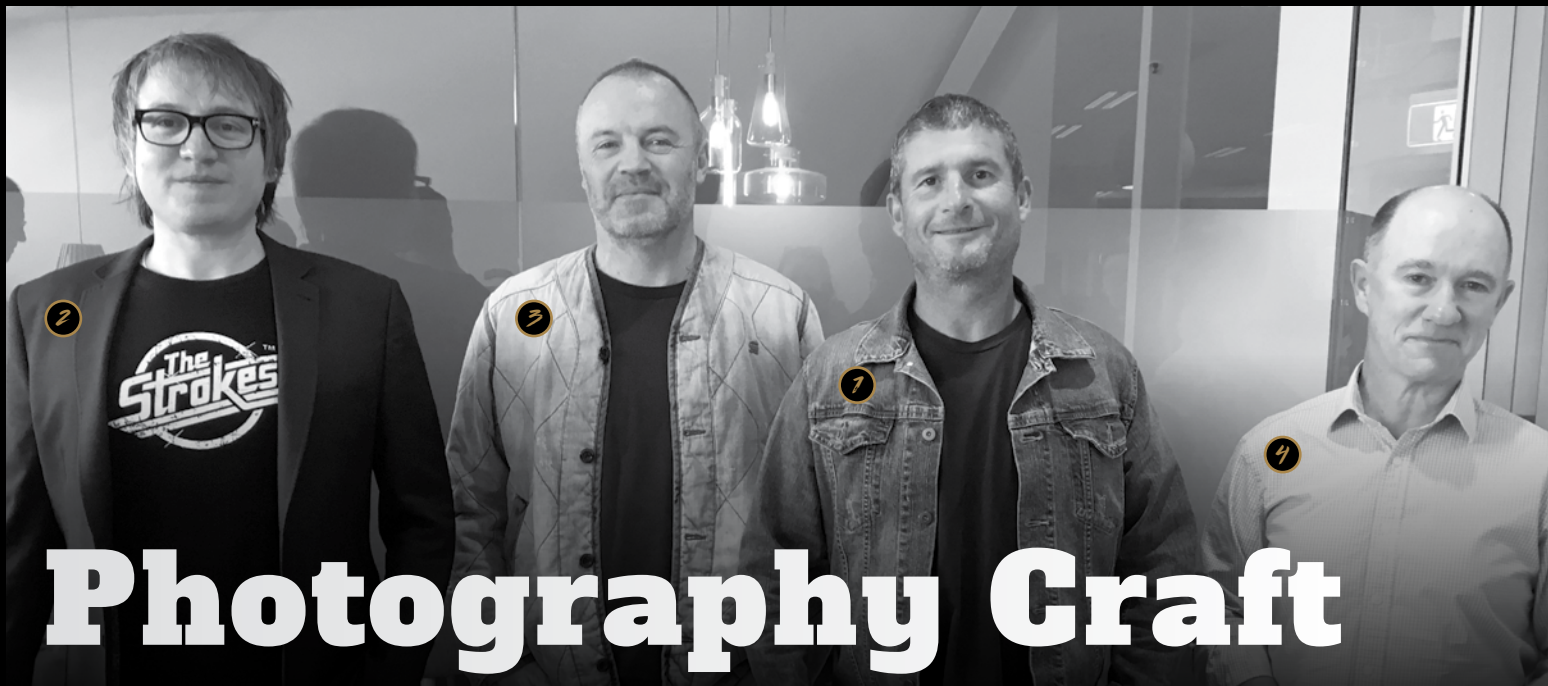
She currently leads the Creative Team at Isobar Australia, and has been recently nominated by Campaign Asia as 'Women Leading Change Award - Creative Leader'.

### 2. CHRIS JOVANOV | Creative Director AKQA

Chris Jovanov is a Creative Director at AKQA Melbourne. Chris has international experience working in NYC for 4 years at various agencies including R/GA leading the Nike Basketball account and Saatchi and Saatchi. Chris brings 12 years of experience working on integrated campaigns and platforms for the likes of Nike, Samsung, Beats by Dre, Chase Bank, TNT, Yoplait, Heineken, NAB, Myer, TAC, Officeworks and many more. More recently Chris worked at Clemenger BBDO Melbourne as a Creative Director.

### 3. DAMIAN ROYCE | Executive Design Director Havas Melbourne

Damian is a globally awarded executive creative director and thinker who leads innovative and engaging ideas that combine strong storytelling, interactivity and utility to solve challenges for brands. Damian's work and creative leadership has been recognised at every major international award show, including Cannes Lions, One Show, D&AD, London International Awards, Clio, New York Festivals, Webby's, Spikes Asia, AWARD, Effie Awards and more. In recognition of his creative leadership, Damian has been an agency board director, has been involved in AC&E (Australian Creative & Effectiveness Awards) and MADC mentor speaker programmes and has judged at various global award shows including Cannes Lions, New York Festivals, London International Awards, Dubai Lynx, AWARD, South by Southwest (SXSW), AIMIA Awards and a Jury President for AC&E and MADC Awards.



# Photography Craft

## 1. SEAN IZZARD | Photographer The Pool Collective PANEL CHAIR

My life in photography started pretty much as soon as I left school. Dad worked in magazine publishing and my interest in the printed page had developed from an early age. In lieu of not knowing what else to do, I was off to work with him.

Initially I worked in the storeroom and accounts, alternately swapping the forklift for a calculator each week. Soon after I was fortunate enough to find a home in the darkroom and secured a cadetship in the photographic department. It proved to be a fantastic learning ground where I was able to appreciate the qualities of a well-framed image and a well-exposed negative. Before long I was out taking pictures, and whether running the sideline at the footy, shooting road-tests for 'Overlander' and 'Two Wheels' mags or in the studio lighting still-life, I was underway.

My transition to commercial photography happened soon after but my early influences have continued to shape how I see. I am still very much a lover of shooting what's in front of me, relying as much on subject matter and composition as the unexpected that unfolds. Commercially, planning and pre-production is imperative, yet I still aim to bring reality and spontaneity to the picture.

## 2. CAMERON GRAY | Managing Director The Pool Collective

Upon completing an honours degree in film theory, Cameron moved to Paris to seek his fortune. Unfortunately there were simply too many small cinemas playing Polanski and Ernst Lubitsch retrospectives, cheap bottles of burgundy and pretty girls for him to get any proper work done.

Returning to Sydney, Cameron spent the next three years in television production, finding a niche scouting locations for directors as diverse as Alex Proyas, Garth Davis and Bryan Singer.

In 2002 he entered the world of photography, producing commercial projects for photographers both in Australia and abroad. After eight years as a freelance producer both in and outside of agencies such as DDB

Sydney, he finally found a permanent home at the Pool Collective where they seem to tolerate his penchant for French cigarettes and cowboy hats.

He sleeps inside a projector at night and as a result, the entire history of cinema is burnt into his brain. This has left him with a good eye for the image and unfortunately at times, ecstatic fevered visions.

## 3. BILLY PLUMMER | Photographer Billy Plummer Photographer

London born & based in Sydney, Billy Plummer grew up in an eccentric family; his Grandfather was the first ever horseracing tipster in the UK newspapers, his Aunt the first non-French principal dancer at the Folies Bergère and his Uncle, a Dallas newspaper editor was 2 cars behind Kennedy in the Dallas motorcade.

Billy's background as a creative in some of the world's best ad agencies means he fully "gets" concepts and relishes the opportunity to bring them to life. He also understands the need to develop and deliver unique themes and vibes for his clients.

He's shot everything from hill tribes and homeless to Tony Abbott and Richard Branson and believes there's real magic to be found in the everyday and that there's always extraordinary to be found in the ordinary.

His personal work has been exhibited in Australia and Europe, including Honey & Dust at Northern Europe's largest photographic festival, Nordic Light International Festival of Photography, in Norway in 2013 and Reportage Without A Cause at Australia's renowned documentary photography festival, Reportage, in Sydney in 2010.

## 4. GARY SHEPPARD | Photographer Gary Sheppard Stills / Motion

Gary Sheppard is an advertising photographer and motion director based in Sydney, Australia. He works on national and international campaigns throughout Australasia. With over 25 years experience, Gary has won extensive national and international awards including Cannes, One Show, D&AD and is an AIPP Master of Photography.





### 1. STEVE HUDSON | Director Plaza Films PANEL CHAIR

Steve started his career as an advertising creative in London. As an art director, he worked at such high profile agencies as DDB London, BBH London, and AMV BBDO London winning dozens of advertising awards for clients such as Levis, Volkswagen, Audi and British Telecom before being acknowledged by Creative Circle as the 8th most awarded Creative in Great Britain.

He now utilises his experience as a creative and combines it with direction. As a result he has either won or been nominated in all the major advertising awards as a commercials director including Cannes, D&AD, The US One Show, BTAA and the Creative Circle.

As a director he is unafraid of any subject matter whether it be a huge car stunt involving 12 cameras, a comedy piece involving tractors or a hard hitting charity piece. As a result, it is hard to pigeon-hole him into one style of directing, although the one common denominator throughout his work is his love of performance and casting.

He recently decided to make a more permanent move to Australia and is looking forward to capitalising on the great work currently lighting up awards juries around the world.

### 2. TONE ASHTON | Creative Director & Sound Designer Rumble

As a kid, Tone's dream was to play guitar for pretty much any glam metal band that would take him. Since he can't play guitar, none did.

Fortunately he made his way in to sound design where he's been sharpening his craft on award winning campaigns ever since. His dedication to the art of sound has seen his reputation spread from local to international agencies and production companies alike.

While he loves creating beautiful soundscapes and directing talent to get the perfect read, his greatest career achievement has been bringing Rumble Studios to life with Johnny Green. Tone has recently stretched his wings to co-create the children's cartoon series "Kazoops", currently in production for worldwide distribution through ABC Australia, BBC UK and Netflix.

### 3. MAX McMULLIN | Head of 3D Heckler VFX

Max McMullin has been involved in special effects and animation for film and television since 1998.

From 1998 to 2002 he ran a CGI studio called C D A in London, working closely with a variety of TV and broadcast directors and post production houses. In 2002 he joined from Animal Logic to work on The Jim Henson Company's "Farscape", as a senior 3d animator.

In 2003 he got a call from former collaborator and well known illustrator - Dave McKean - who asked him to go back to London to become the CGI producer and lead supervisor on his and Niel Gaiman's new feature film "MirrorMask" (produced by Sony Pictures and the Jim Henson Company).

In early 2006 Max joined Resolution Design as Head of 3d, during his five year spell there Resolution rose to be recognised as a post production house of outstanding quality, ranking along side bigger rivals such as Animal Logic and Fuel. In 2015 Max joined Heckler VFX as Head of 3d, and has since overseen the growth of the department into one of Australia's best short form VFX team, having picked up a string of international awards.