

Andrew Allsop

CD/SENIOR WRITER

Sydney, Australia

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I am a highly versatile and collaborative creative with a passion for big, unconventional thinking and a practical approach to problem solving.

Over the course of my career, I have written and produced award winning campaigns across every discipline for some of the world's most loved brands.

My work has been recognised at Cannes, London International, Spikes, One Show, AWARD and the major effectiveness shows.

I believe in creating work that's provocative, culturally significant and true, always striving to make a positive impact on the world.

After 20 years in this industry, cracking a tough business problem with a flawless idea is still one of the greatest feelings imaginable.

Experience

Creative Director/ Senior Copywriter

Sydney

Apr 2017 - Present

Freelance

Highlights:

New business pitch wins for the Commonwealth Bank, OPSM, TAB, Pfizer, Snackbrands and hipages.com.au

Agencies:

Leo Burnett, Publicis Mojo, Ikon Communications, Spark44, 303 Lowe, MJW

Clients:

McDonald's, Commonwealth Bank, Samsung, TAB, OPSM, Colonial First State

Senior Copywriter

Sydney
May 2014 - Mar 2017

JWT

Highlights:

Leading the direction for creative on RAC, Kimberley Clark and Nestle.

Clients:

RAC, Kimberley Clark, Nestle, Kellogg's, Johnson and Johnson

Senior Copywriter

Sydney
Nov 2010 - May 2014

DDB

Highlights:

Winning the entire Arnott's creative account following the success of our integrated campaign for Tim Tam. Producing the pitch winning work for BWS.

Clients:

Arnott's, McDonald's, Volkswagen, Telstra, BWS

Senior Copywriter

Sydney
Nov 2009 - Nov 2010

Ogilvy

Freelance Senior Copywriter

Sydney
Jul 2009 - Nov 2009

DDB

Senior Copywriter

Sydney
Jan 2004 - Jun 2009

Arnold/ The Furnace

Copywriter

Melbourne
Aug 2002 - Nov 2003

Publicis Mojo

Copywriter

DDB

Sydney
Sep 2001 - Aug 2002

Managing Director

MindShare Indonesia

Jakarta
Sep 1997 - May 2001

Awards

London International Award Gold
Cannes Award Shortlist Press x3
Cannes Award Shortlist Direct x2
Spikes Film Shortlist
One Show Print Shortlist
AFA Effectiveness Grand Pinnacle Award
Communication Arts Advertising Annual
AWARD Bronze x3
AWARD Finalist x2
Caxton Award x5
Siren Award
Folio Award
Mobius Award

Other Acknowledgements

Ad campaign hanging in the Louvre Paris, French National
Collection, Musee De La Publicite.
Lurzer's Archive appearances x4
Shots Reel appearance x1
Shots Magazine appearance x1
Front Cover image of Campaign Brief x2
Campaign Brief appearances x5
The Work appearances x6
Advertising Now Print appearances x2
Best Ads On TV appearances x 22

