

Kelly Lovelock

CREATIVE DIRECTOR / ART DIRECTOR

Auckland, New Zealand

Kelly Lovelock is an award winning, multi-skilled creative with over 15 years' experience. He started out in advertising in 02, after a competitive surfing career, since then Lovelock has spent time at Publicis Mojo Sydney, Leo Burnett Sydney, and 10 years at FCB NZ where he played an integral role across significant new business wins including: BMW/MINI, National Bank and Volkswagen. Kelly was creative group head on BMW, MINI, Prime TV, NZI, PAK'nSAVE, Health Promotion Agency, VW and Mercury Energy whilst making significant contributions to various other accounts including; Vodafone, National Bank, Mitre 10 and Air NZ. The social change work delivered, resulting in dozens of EFFIE awards and long and trusted relationships with many key clients is what Lovelock says he is most proud of. He has also added to the NZ vernacular, introducing the term 'Beersies' which is now included in both the Urban and Collins dictionaries. In addition to driving business results, Kelly's work has been highly awarded in all the major international creative shows, including multiple golds at Cannes, One Show and D&AD Yellow Pencils.

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Awards

NZ Marketing Awards 2019
Best In-House Marketing Campaign
NZSki

NZDM Awards 2016
Gold - Retail, Channel Gold
Sony New Zealand

NZDM Awards 2016
Gold - Social Media & Viral
Sony New Zealand

D&AD 2014
YELLOW PENCIL NOMINATION
The Devils Chair
NZI - New Zealand Insurance

AWARD 2014
SILVER x 2
The Devils Chair
NZI - New Zealand Insurance

AWARD 2014
BRONZE x 2
The Devils Chair
NZI - New Zealand Insurance

AWARD 2014
SILVER x 3
Secret Diary of a Call Girl
Prime TV

AWARD 2014
BRONZE x 2
Secret Diary of a Call Girl
Prime TV

AXIS (NZ) 2014
GRAND PRIX
The Devils Chair
NZI - New Zealand Insurance

AXIS (NZ) 2014
GOLD x 3
The Devils Chair
NZI - New Zealand Insurance

AXIS (NZ) 2014
SILVER
The Devils Chair
NZI - New Zealand Insurance

AXIS (NZ) 2014
SILVER x 2
Kids Party
Gregg's Jelly

CANNES LIONS 2013
GOLD
Best Use of Radio as a Medium
Secret Diary of a Call Girl
Prime TV

CANNES LIONS 2013
GOLD
Radio, Publications & Media
Secret Diary of a Call Girl
Prime TV

CANNES LIONS 2013
SILVER
Guerilla Marketing
Secret Diary of a Call Girl
Prime TV

CANNES LIONS 2013
BRONZE
Ambient
Secret Diary of a Call Girl
Prime TV

D&AD 2013
YELLOW PENCIL
Radio
Secret Diary of a Call Girl
Prime TV

ONE SHOW 2013
SILVER
Consumer Radio Single
Secret Diary of a Call Girl
Prime TV

ANDYS 2013
GOLD
Radio/Reset
Secret Diary of a Call Girl
Prime TV

LIA 2013
GOLD
Innovative use of Radio
Secret Diary of a Call Girl
Prime TV

CAPLES 2013
GOLD
Radio and Podcast
Secret Diary of a Call Girl
Prime TV

SPIKES Asia 2013
GOLD
Use of Radio as a Medium
Secret Diary of a Call Girl
Prime TV

NEW YORK FESTIVALS 2013
SILVER
Best Use of Medium, Radio
Call Girl
Prime TV

CLIO AWARDS 2013
BRONZE
Innovative Media
Secret Diary of a Call Girl
Prime TV

AXIS (NZ) 2013
GRAND PRIX
Screen Content & Radio
Secret Diary of a Call Girl
Prime TV

ORCA's (NZ) 2013
GRAND ORCA
Secret Diary of a Call Girl
Prime TV

CAPLES 2012
BRONZE
Direct Response TV
Meet the Meat of Your Dreams
Pak'nSave

BRONZE
Radio & Podcast

Meet the Meat of Your Dreams
Pak'nSave

AWARD 2012
BRONZE
Direct Response
Meet the Meat of Your Dreams
Pak'nSave

AWARD 2011
BRONZE
Print Campaign
Man Vs Wild, Prime TV

BRONZE
Press Single
Man Vs Wild, Prime TV

BRONZE
Press Single
Man Vs Wild, Prime TV

BRONZE
Direct Response Campaign
EFFIES Call for Entry
Making it Personal

THE WORK 2011
IN BOOK
Print Campaign
Man Vs Wild, Prime TV

CAXTONS 2011
GOLD
Man Vs Wild, Prime TV

PEOPLE'S CHOICE AWARD
Man Vs Wild, Prime TV

AWARD 2009
SILVER
Campaign, Art direction
Outdoor Gallery, Robert Harris

CANNES LIONS 2009
FINALIST
Best use of outdoor media,
Outdoor Gallery, Robert Harris

THE WORK 2009
IN BOOK

Outdoor Campaign
Outdoor Gallery, Robert Harris

THE WORK 2009
IN BOOK
Art Direction
Outdoor Gallery, Robert Harris

ONE SHOW 2008
BRONZE
Consumer Television Campaign
L word - Prime

AWARD 2007
SILVER
Print Craft
Clubhouse Magazine, Canadian Club

BRONZE
Dimensional Mail, Canadian Club

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