

Nicolas Courant

CHIEF CREATIVE OFFICER

Singapore

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office

A 20 years experienced creative and storyteller, I graduated in French Literature and Philosophy and began my career as a copywriter at Lowe Paris where I developed campaigns for Air France, France Telecom, Nestlé, La Société Générale and Unilever. I then moved to Bates France where I worked on Amnesty International, Seat, Georgia Pacific and Pfizer. At the time, CB News ranked me amongst the best French copywriters.

I then joined Ogilvy as Creative Lead to develop an office in Tunis, successfully implementing new capabilities: OgilvyOne (2009), OgilvyAction (2010) and OgilvyPR (2011) and helping drive Ogilvy Tunis to the top 3 most awarded MEA agencies and to the top 10 EMEA agencies (Big Won 2012).

My work has been recognized in every major international creative and effectiveness shows and won top awards several time over, on almost every continent and in all categories from out of home and film to experience, influence, mobile and direct. One Show Gold pencils, Cannes Gold Lions, Grand Clio Awards, D&AD pencils, New York Festival Golds, Gold EFFIE awards and many others.

In 2013, I started working in Asia with Ogilvy Singapore where I have been in charge of global and regional accounts. From Allianz to Philips and Nestle, Unilever to Mondelez and Coca-Cola, I have been instrumental in delivering award winning work on almost all the brands I have been involved in and in winning numerous new business pitches. (Singtel, BMW, Dairy Farm Asia, Decathlon, NCPC, Land Transport Authority... to name a few)

Since 2020, I am Chief Creative Officer of Ogilvy Singapore and Malaysia.

Experience

OGILVY Singapore (2018 - Present)

Chief Creative Office Singapore and Malaysia (since November 2020)

Mondelez Toyota Lexus Pringles Unilever and more.

Co-Chief Creative Officer Ogilvy Singapore (since July 2018)

Global Executive Creative Director on Pond's (Unilever)

Regional Executive Creative Director Unilever (Comfort, Vaseline)

Other brands: Mondelez Cadbury Dairy Milk, Philips, Nestle

New Business Wins: Dairy Farm Asia - Decathlon - NCPC - William Grant and Sons

OGILVY&MATHER Singapore (2013 - 2018)

Executive Creative Director (2015-2018)

Regional Executive Creative Director on Comfort (Unilever) (2015-2018)

Regional Executive Creative Director Allianz (2015-2017)

Regional Executive Creative Director The Coca-Cola Company (Coke, Sprite, Aquarius) (2015-2016)

Other brands: IBM, Huawei, Pond's, Philips

Integrated Creative Director (2013-2015)

Unilever, Coke, Philips, American Express, UPS, Cisco, Castrol, BMW, SingTel, Unilever Foods solutions

New Business Wins : SingTel, Land Transport Authority, BMW

OGILVY&MATHER Tunis (2006 - 2013)

Executive Creative Director (2010-2013)

Head of the MENA Regional Creative Council since 2012

Creative leadership on Ogilvy Advertising, OgilvyOne, OgilvyAction and OgilvyPR

Unilever (Axe, Sunsilk), Ford, Attijari Bank, Tunisiana, Office du Tourisme Tunisien and FMCG Tunisian local brands.

Creative Director (2006-2010)

Unilever (Axe, Sunsilk), Ford, Attijari Bank, Tunisiana, Office du Tourisme Tunisien, Ford and FMCG Tunisian local brands

BATES France (2002 - 2005)

Copywriter (2002-2005)

Seat, Georgia Pacific, Pfizer, Laboratoires Roche, Ballantine's, Amnesty International

LOWE Paris (1998 - 2002)

Copywriter (1998-2002)

Air France, Unilever (Rexona, Axe, Carte d'Or, Skip), Elida Fabergé (Signal, Brut), La Société Générale, Nestlé (Nuts, Nestlé Grands Chocolats, Crunch), France Telecom (Itineris, Mobicarte), La Macif, Guronsan, Balhsen, Toyota, Chantelle

AWARDS (2011 - 2022)

CANNES LIONS

8 GOLD LIONS

14 SILVER LIONS

8 BRONZE LIONS

55 SHORTLISTS (Including Titanium)

2022 GOLD Outdoor

2017 GOLD Film

2017 GOLD Film - Mini Series

2017 GOLD PR

2012 GOLD Branded Content

2012 GOLD Promo&Activation

2012 GOLD Promo&Activation

2011 GOLD Media

2022 SILVER Brand Experience&Activation

2021 SILVER Film - Cultural Insight

2021 SILVER Brand Experience&Activation

2017 SILVER Integrated

2017 SILVER Cyber - Online video

2016 SILVER Mobile

2015 SILVER Cyber

2015 SILVER Promo&Activation

2014 SILVER Outdoor

2013 SILVER Outdoor

2013 SILVER Mobile

2013 SILVER Mobile

2013 SILVER Media

2013 SILVER Promo&Activation

2021 GLASS LION

2021 BRONZE Social&Influencer

2018 BRONZE Direct

2018 BRONZE PR

2014 BRONZE Film

2013 BRONZE Branded Content - Documentary

2013 BRONZE Branded Content

2012 BRONZE Film

ONE SHOW

5 GOLD PENCILS
5 SILVER PENCIL
9 BRONZE PENCILS
49 MERIT AWARDS

2020 GOLD Best Documentary OneScreen
2018 GOLD Film Long Form
2018 GOLD Direct Social Viral
2017 GOLD Branded Entertainment - User generated content -
2014 GOLD One Show Interactive - Social

2020 SILVER Social Media
2018 SILVER Film Long form
2018 SILVER Film
2018 SILVER Branded Entertainment Long Form
2016 SILVER One Show Entertainment - Short form

2021 BRONZE Social&Influencer
2020 BRONZE - Film - Long Form
2018 BRONZE Direct Social Viral Campaign
2016 BRONZE One Show Entertainment - Short form
2016 BRONZE One Show - Direct - Digital
2014 BRONZE One Show - Direct - Mobile
2014 BRONZE One Show Entertainment -Documentary
2012 BRONZE One Show Interactive - Online/Live Events
2012 BRONZE One Show - Experiential - Installations

2024 11x MERIT
2023 3x MERIT
2022 3xMERIT
2020 4xMERIT
2019 6xMERIT
2018 2xMERIT
2017 6x MERIT
2016 5xMERIT
2015 5xMERIT
2014 1xMERIT
2012 3xMERIT

D&AD

5 GRAPHITE PENCILS

12 WOOD PENCILS

2019 GRAPHITE PENCIL - Film

2018 GRAPHITE PENCIL - Film- Campaign

2018 GRAPHITE PENCIL- Digital- Online video

2016 GRAPHITE PENCIL- PR - Social Responsibility

2016 GRAPHITE PENCIL - Digital - Social Video

2023 WOOD PENCIL - Direct - Press and Outdoor

2023 WOOD PENCIL - Direct - Acquisition and Retention

2020 WOOD PENCIL - Entertainment

2018 WOOD PENCIL- Branded Ent- Campaign

2018 WOOD PENCIL- Branded Ent- Single

2018 WOOD PENCIL- Direct- Integrated

2018 WOOD PENCIL- PR- B2C Campaign

2016 WOOD PENCIL - Film - Cinema

2016 WOOD PENCIL - Film - Public Service

2016 WOOD PENCIL - PR - Use of Social

2015 WOOD PENCIL - Direct - Direct Response Ambient

2014 WOOD PENCIL - Outdoor - Tactical

CLIO AWARDS

2 GRAND CLIO

3 GOLD

7 SILVER

14 BRONZE

7 SHORTLISTS

2014 GRAND CLIO Sports - Social Digital - Mobilizing the 12th Man

2012 GRAND CLIO Innovative Media - The Return of Dictator Ben Ali

2018 GOLD Film - Pitching French Films to Hollywood - Alliance Française

2014 GOLD Direct - Mobilizing the 12th Man

2012 GOLD Outdoor - The Return of Dictator Ben Ali

2023 SILVER Creative commerce - Gamer Asylum - Artotel Group

2023 SILVER PR - Gamer Asylum - Artotel Group

2018 SILVER Branded Entertainment - Pitching French Films to Hollywood - Alliance Française

2015 SILVER Social Media - Mums&Maids - TWC2

2014 SILVER Engagement - Mobilizing the 12th Man

2014 SILVER Branded Content - The Day I Visited My son - Comfort

2012 SILVER Content&Contact - The Return of Dictator Ben Ali

2021 BRONZE Branded Entertainment Please Arrest Me - RIT Foundation

2023 BRONZE Out of Home Flags of Generosity - Cadbury

2023 BRONZE Gaming - Gamer Asylum - Artotel Group

2021 BRONZE Direct Please Arrest Me - RIT Foundation

2021 BRONZE PR Please Arrest Me - RIT Foundation

2021 BRONZE Social Video Please Arrest Me - RIT Foundation

2018 BRONZE Social - Pitching French Films to Hollywood - Alliance Française

2015 BRONZE Branded Content - Film - Mums&Maids - TWC2

2015 BRONZE Branded Entertainment - Digital - The SoftTest - Comfort

2014 BRONZE Branded Content - Documentary - Mobilizing the 12th Man

2014 BRONZE Outdoor - Mobilizing the 12th Man

2014 BRONZE Digital Social - Mobilizing the 12th Man

2012 BRONZE Film - Online - The Return of Dictator Ben Ali

2012 BRONZE PR - Special Events - The Return of Dictator Ben Ali

LONDON INTERNATIONAL AWARDS

8 GOLD
11 SILVER
17 BRONZE
11 FINALISTS

WEBBYS

2016 WEBBY - Online Film&Video- Unscripted - Mums&Maids
- TWC2
2016 PEOPLE'S VOICE - Online Film&Video- Unscripted -
Mums&Maids - TWC2

TED ADS WORTH SPREADING

1 WINNER

NEW YORK FESTIVAL

2018
2 GOLD
3 SILVER

EPICA AWARDS

1 GRAND PRIX
5 SILVER EPICA
5 BRONZE EPICA
3 IN-BOOK EPICA

2013 GRAND EPICA Interactive Media & Entertainment -
Mobilizing the 12th Man

SPIKES ASIA

1 GRAND PRIX
2 GOLD
1 SILVER
2 BRONZE
5 SHORTLISTS

2014 FILM CRAFT GRAND PRIX - The day I Visited My Son -
Comfort - 2014

DUBAI LYNX (2010-2013)

3 GRAND PRIX
22 GOLD
6 SILVER
10 BRONZE
10 SHORTLISTS

2014 MOBILE GRAND PRIX - Apps and downloadable tools -
Mobilizing The 12th Man
2014 MEDIA GRAND PRIX - Special Events - Mobilizing The
12th Man
2010 INTERACTIVE GRAND PRIX - Viral - Old Lady - Boga
Cidre

EFFECTIVENESS AWARDS

1 EURO EFFIE GOLD
1 MENA EFFIE GOLD
1 AMES SILVER
1 AMES BRONZE
1 MENA EFFIE BRONZE

RANKINGS

CAMPAIGNBRIEF 2016

Ogilvy Singapore Agency of the Year.

CAMPAIGNBRIEF ASIA 2016

Ogilvy Singapore #2 Most Awarded Agency in Asia.

GUNN REPORT 2012

The Return of Dictator Ben Ali

3rd Most awarded campaign in Innovative and Integrated categories (All Gunns Blazing)

BIG WON REPORT 2012

4th Most awarded Creative Director in the world

Memac Ogilvy Label

17th most creative agency across all media in the world

10th Europe Middle East & Africa most creative agency

3rd Middle East & Africa most creative agency

The Return of Dictator Ben Ali

2nd most awarded campaign in the world across all media.

4th most awarded outdoor campaign

7th most awarded direct campaign

6th most awarded PR campaign

OTHER AWARDS

ADSTARS AWARDS

1 GOLD

LISBON INTERNATIONAL AD FESTIVAL

2 GOLD

2 BRONZE