

Regan Grafton

EXECUTIVE CREATIVE DIRECTOR

Auckland, New Zealand

Regan currently works as the Executive Creative Director at Ogilvy New Zealand. Previously, he worked as the ECD of FCB NZ and as the Creative Director at DDB New Zealand.

Regan has been instrumental in many agency successes, and was a key part in winning Campaign Brief Creative Agency of the year 7 times for DDB. Most recently he has won FCB's first Campaign Brief Creative Agency of the year title. As well as numerous other industry number one titles including Young Guns Global Agency of the Year, Spikes Network of the Year, National Business Review Agency of the Year and multiple Ad Media Agency of the Year wins.

On a personal level, Regan is currently ranked number six in the world (2014 Won Report), number one in NZ (Campaign Brief NZ 2014-15), has 35 Cannes lions to his name. Along with other countless international Grand prix, golds, silvers and bronzes from Cannes, One Show, D&AD, Clio, Andys, London international, NY festival, Australian Award, Spikes, Webbys, Caples, and the NZ Axis Awards.

Whilst the quality of the creative product is paramount, Regan is also focused on effectiveness and business profitability. Regan has consistently contributed to revenue growth through maximising existing revenue streams as well delivering growth via new business wins.

Experience

Executive Creative Director

Ogilvy

Parnell, Auckland, New Zealand
Sep 2015 - Present

Executive Creative Director

FCB

Auckland, New Zealand
Apr 2012 - Present

Creative Director

DDB

Auckland, New Zealand
Mar 2003 - Mar 2012

Art Director

Y&R

Auckland
Mar 1999 - Dec 2002

Art Director

Creative Partnership

Auckland
Jan 1998 - Mar 1999

Education

AUT Bachelor of Graphic Design

AUT University

First place – Honours

Auckland, New Zealand
Apr 2012 - Present

Auckland, New Zealand
Jan 1993 - Dec 1997

Certificate in Art and Design

AUT University

Auckland
Feb 1992 - Dec 1992

Axis Advertising School

Auckland
Jan 1998 - Aug 1998

Awards

Awards

Cannes : Gold : Paradise Hill : Print
Cannes : Gold : Brothers in Arms : Media
Cannes : Gold : Driving Dogs : Direct/Product and services - Charity
Cannes : Gold : Secret Diary of a call girl : Radio/Publications
Cannes : Gold : Secret Diary of a call girl : Radio/Best use
Cannes : Gold : Coast Guard : Direct
Cannes : Gold : Stienlager : Effectiveness
Cannes : Gold : NZ Girl : Direct
Cannes : Gold : NZ Girl : PR
Cannes : Silver : Paradise Hill : Health
Cannes : Silver : Unicef - Food Photos Save Lives : Mobile
Cannes : Silver : Driving Dogs : Direct : Best use of digital marketing
Cannes : Silver : Driving Dogs : PR/Charity
Cannes : Silver : Driving dogs : Promo and activation
Cannes : Silver : Driving dogs : Promo and activation - Charity
Cannes : Silver : Driving dogs : Promo and activation - Guerrilla
Cannes : Silver : Hutchwilco Secret fishing spots : Mobile - Integrated
Cannes : Silver : Coast Guard : Direct
Cannes : Silver : Sky TV : Radio
Cannes : Bronze : Steinlager - Be the Artist - Film
Cannes : Bronze : Sony Bottled Walkman - Media
Cannes : Bronze : Sony Bottled Walkman - Design
Cannes : Bronze : Sony Bottled Walkman - Design
Cannes : Bronze : Unicef Food Photos Save Lives - Outdoor
Cannes : Bronze : Driving dogs : PR - Integrated
Cannes : Bronze : Driving dogs : Outdoor - Ambient
Cannes : Bronze : Secret Diary of a call girl : Outdoor - Ambient - Live stunt
Cannes : Bronze : Driving dogs : Outdoor : Cyber - Viral
Cannes : Bronze : Hutchwilco Secret fishing spots : Promo activation
Cannes : Bronze : Hutchwilco Secret fishing spots : Mobile apps
Cannes : Bronze : Hutchwilco Secret fishing spots : Branded Content
Cannes : Bronze : Stienlager : Promo
Cannes : Bronze : NZ Girl : Direct
Cannes : Bronze : Water Safety NZ : TVC
Cannes : Bronze : Safety belts : TVC
Cannes : Bronze : Art Sale : Ambient

D&AD : Yellow pencil : UNICEF - Food photos : Mobile
D&AD : Yellow pencil : Call Girl : Radio

D&AD : Silver nomination : Brother in arms - Bank job : Direct
D&AD : Silver nomination : NZI - Devil's Chair : Animation
D&AD : Wood pencil : Auckland Council - A Kauri Cries : Audio
Radio
D&AD : Wood pencil : NZPolice - Recruitment video :
Collaboration
D&AD : In book : Lion - Be the artist : TV
D&AD : In book : Mini/SPCA : Direct
D&AD : In book : Mini/SPCA : Integrated & Earned
D&AD : In book : Mini/SPCA : Digital, Integrated
D&AD : In book : Mini/SPCA : Branding, brand experience and
event
D&AD : In book : Safety belts : Outdoor
D&AD : In book : Sky TV Fresh : Integrated
D&AD : In book : Lotteries : Ambient

Andy's : Gold : Secret Diary of a Call Girl : Radio
Andy's : Gold : Domestic violence, Paradise Hill : Magazine

Clio : Gold : Driving Dogs : Content and Contact
Clio Gold - Driving Dogs : PR - Public Service
Clio : Bronze : Driving Dogs : Direct mixed campaign
Clio : Bronze : VW : Poster

One Show : Gold : SPCA/Mini : Integrated branding, consumer
campaign
One Show Entertainment : Gold : Driving Dogs : Custom
Content
One Show Entertainment : Silver : Short form
One Show : Silver : Auckland Council : A Kauri Cries : Audio
design
One Show : Silver : Call Girl : Radio
One Show : Silver : Safety belts : Outdoor
One Show : Bronze : Lotto Lucky Dog : TVC

Adfest : Best in Show Lotus : Steinlager 'White Can'
Adfest : Grande 360 Lotus : Coastguard : Direct
Adfest : Grande 360 Lotus : Cadbury Moro
Adfest : Best in show Lotus : NZ Girl
Adfest : Silver : Coastguard Mayday : Print

Award : Gold : Driving Dogs : Branded Content
Award : Gold : NZ Police : Recruitment Video : For Good
Award : Gold : NZ Police : Recruitment Video : Best use of
content for PR
Award : Gold : NZ Police : Recruitment Video : Branded
Entertainment
Award : Gold : Auckland Council : A Kauri Cries : Best use of
music
Award : Silver : Auckland Council : A Kauri Cries : Original
Music

Award : Silver : NZ Police : Recruitment Video : TV over 30"
Award : Silver : NZ Police : Recruitment Video : Integrated
Award : Silver : NZ Police : Recruitment Video : Online film
Award : Silver : Lotto Lucky Dog : TVC
Award : Silver : Instant Kiwi – Doug TVC
Award : Silver : NZ Girl : Direct
Award : Silver : NZ Girl : Ambient
Award : Silver : Beach Babes : TVC
Award : Bronze : NZ Police : Pirihimana Car : Transit
Award : Bronze : Instant Kiwi – Doug TVC
Award : Bronze : Sky Fresh
Award : Bronze : Sky Fresh
Award : Bronze : Sky Fresh
Award : Bronze : Sky Fresh
Award : Bronze : Sky Fresh
Award : Bronze : NZ Girl
Award : Bronze : NZ Girl

Spikes : Grande Prix : Driving dogs : PR
Spikes : Gold : Driving Dogs : Live Event
Spikes : Gold : Driving Dogs : PR Media relations
Spikes : Gold : Driving Dogs : Digital
Spikes : Gold : Driving Dogs : Outdoor
Spikes : Gold : Driving Dogs : Branded Content
Spikes : Gold : Call Girl : Radio
Spikes : Silver : Call Girl : Radio
Spikes : Silver : Call Girl : Radio
Spikes : Bronze : Driving Dogs : Direct
Spikes : Gold : SKYTV Rialto : Print Craft
Spikes : Gold : Coast Guard : Digital Direct
Spikes : Gold : Coast Guard : Charity
Spikes : Gold : Coast Guard : Direct Campaign
Spikes : Bronze : Coast Guard : Digital
Spikes : Bronze : Coast Guard : Intergrated

NY Festival : Gold : Driving Dogs : Viral Video
NY Festival : Silver : Driving Dogs : Public service
NY Festival : Bronze : Driving Dogs : Branded Content
NY Festival : Bronze : Driving Dogs : Creative Marketing
Effectiveness
Axis : Grand Prix : SPCA/Mini : Direct/PR
Axis : Grande Prix : Call Girl : Radio
Axis : Grand Prix : NZ Girl
Axis : Grand Axis : SPCA/Mini
Axis : Grand Axis : NZ Girl
Axis : Gold : SPCA/Mini : Direct
Axis : Gold : SPCA/Mini : PR
Axis : Gold : SPCA/Mini : Branded Content
Axis : Gold : SPCA/Mini : Viral
Axis : Gold : SPCA/Mini : Long Form Content

Axis : Gold : Call Girl : Guerrilla
Axis : Gold : Call Girl : Direct
Axis : Gold : NZ Girl : PR/Experiential
Axis : Gold : SPCA/Mini : Radio
Axis : Gold : Coast Guard : Direct
Axis : Silver : SPCA/Mini : Print craft
Axis : Silver : Teach NZ : TV single
Axis : Silver : Lotto Lucky Dog : TVC
Axis : Silver : Sky Movies : Print
Axis : Silver : NZ Girl
Axis : Silver : Instant Kiwi : TVC
Axis : Silver : SKY : TVC
Axis : Silver : SKY : Ambient media
Axis : Silver : SKY : Ambient media
Axis : Silver : SKY : Ambient media
Axis : Silver : Sky Movies : Ambient
Axis : Silver : NZ Lotteries : None of the above
Axis : Silver : Ambient
Axis : Silver : It's not OK : Paradise Hill : Magazine
Axis : Bronze : Upstairs down stairs : Billboard
Axis : Bronze : Darth Tater
Axis : Bronze : ArtSale : Ambient
Axis : Bronze : NZ Girl : Direct
Axis : Bronze : Adult Channel : Poster
Axis : Bronze : Benny Hill : Ambient
Axis : Bronze : Tui : Multimedia Campaign
Axis : Bronze : Outdoor
Axis : Bronze : Radio
Axis : Bronze : Radio
Axis : Bronze : Radio
Axis : Bronze : Radio
Axis : Bronze : Beach Babes : TVC
Axis : Bronze : It's not OK : Paradise Hill : Image

RSVP : Gold : NZGirl
RSVP : Gold : NZGirl
RSVP : Silver : NZGirl
RSVP : Special Honours : NZGirl
RSVP : Gold : NZGirl
RSVP : Gold : NZGirl
RSVP : Silver : NZGirl
RSVP : Special Honours : NZGirl

Effectiveness Awards : Grande : Steinlager
Effectiveness Awards : Best in Show : Steinlager
Effectiveness Awards : Gold : Steinlager
Effectiveness Awards : Gold : Steinlager
Effectiveness Awards : Gold : Steinlager
Effectiveness Awards : Gold : Child Cancer
Effectiveness Awards : Best in show : McDonalds s Campaign
Effectiveness Awards : Gold : McDonalds s Campaign

Effectiveness Awards : Gold : McDonalds s Campaign
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PR Week Asia Awards : Driving Dogs : Winner of Campaign of the Year

PR Week Asia Awards : Driving Dogs : Winner of Non Profit - Campaign of the Year

PR Week Asia Awards : Driving Dogs : Winner of Promotional - Activity of the Year

PR Week Asia Awards : Driving Dogs : Certificate of Excellence of Social Media

Fairgo : Best ad of the year : Lotto Lucky Dog

Personal Details

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References

DDB

March 19 2012

To whom it may concern

Regan Grafton

It is a pleasure to provide a reference for Regan. We have worked together for a long time and have collaborated on several successful new business presentations over the past two years

In an overall sense, Regan is always available and very approachable. He adds to those qualities with a calmness and thoughtfulness that equates to him being effective at finding solutions and getting good work done

Just as I rate Regan highly, so too do his Clients and several have come to see him as much a friend as a work colleague

Regan leaves DDB having played a large part in creating some of the country's best-loved and most effective work. During his time here he has risen to every challenge and along the way made us all look good

We will miss Regan yet every one of us wish him every success at his next Agency. He that's sort of guy

Yours sincerely

Scott Wallace
Group Business Director
