

Ian Broekhuizen

CREATIVE DIRECTOR

Sydney

office

Over the course of my career, I have produced both local and global campaigns across multiple channels for some of the world's largest brands.

My work has been recognised and awarded at multiple award shows internationally, most recently by D&AD and by winning the Grand Prix Award at the Cannes Lions.

I place a high value on creativity and get excited by brands and ideas which endeavour to make a positive impact on the world.

Info

Personal Details

Nationality: Australian / South African

Status: Married

Date of Birth: April 1979

Advertising Experience

Creative Director

Sydney

Nov 2021 - Jun 2023

It's Friday

Part of the start-up team helping found and grow the business. Responsible for work done on founding client, Dominos as well as new business win, Colonial First State.

Creative Director

Sydney
Aug 2020 - Oct 2021

Clemenger BBDO

Produced creative work on a range of brands including Masterfoods, Unilever and Frucor (Maximus). Worked on new business wins for TAB touch and Sydney Markets.

Creative Director

Sydney, Australia
Aug 2015 - Aug 2020

Leo Burnett

Responsible for all creative work done on Suncorp (Bank & Insurance), GIO Insurance, Apia Insurance, Diageo (Johnny Walker, Bundaberg Rum, Captain Morgan Rum, Smirnoff, Tanqueray etc), Red Rooster, Oporto. Previously: McDonald's.

Creative Director

Sydney, Australia
May 2013 - Jul 2015

ClemengerBBDO

Responsible for all creative work done on Virgin Australia, Hungry Jacks (Burger King), Smiths (PepsiCo), Frucor (V-energy drink) and Telstra.

Senior Art Director

Sydney, Australia
Apr 2012 - Apr 2013

Publicis Mojo

Produced media-neutral creative work across a range of clients including Nestle, Paypal, Toyota and James Boag's (Lion Nathan).

Senior Art Director

Sydney, Australia
Jul 2010 - Apr 2012

DDB Sydney

Produced creative work on a range of brands including McDonalds, Telstra and Wrigleys. Jointly responsible for all creative work done for George Weston Foods, Blood Services Australia, Australian Red Cross, E*Trade and Gatorade.

Creative Group Head

Johannesburg, South Africa
Sep 2003 - Jul 2010

Ogilvy Johannesburg

Group Head on all creative work done for Cadbury and BP and produced creative work for: KFC, Coca-Cola, Exclusive Books, Multichoice (S.A.'s largest television network, including DSTV, M-net and Supersport), Cell-C (large mobile communication provider), Amstel Lager, Castle Lager, Sprite, Fanta, GSK, Kimberly Clark, and Audi.

Designer

Johannesburg, South Africa
Feb 2001 - Feb 2002

Volcano Advertising

Worked on the following brands: Sony, Sony Ericsson, Nu-Metro Cinema's, Subaru, Nola, Coca-Cola, South African Breweries, Uni-lever, Nampak, South African Airlink, Air Mauritius, Makro (large retailer), and more.

Education

Diploma in Higher Education, Graphic Design.

Johannesburg, South Africa
Jan 1998 - Dec 2000

Design Center (Validated by Nottingham Trent University, U.K.)

Qualifications achieved: Foundation Certificate, Design. Certificate in Higher Education, Graphic Design. Diploma in Higher Education, Graphic Design.

Matric

Johannesburg, South Africa
Jan 1989 - Dec 1996

St. Stithians College

Art, English, Biology, Physics, Chemistry, Afrikaans.
Other: Awarded cultural colours for Photography & Majored in Photography (Final Year Art).

Advertising Awards

Advertising Awards & Achievements

- 1 x Adfest Lotus Finalist (Direct)
- 1 x Adfest Lotus Bronze (Film)
- 1x Adfest Bronze (Digital)
- 1 x ADMA awards Silver (Direct)

- 2 x A.W.A.R.D. Bronze (Film)
- 2 x A.W.A.R.D. Bronze (Film craft)
- 9 x A.W.A.R.D. Gold
- 4 x A.W.A.R.D. Silver
- 3 x A.W.A.R.D. Bronze
- 1 x A.W.A.R.D. Finalist (Digital)
- 1 x A.W.A.R.D. Finalist (Outdoor)
- 1 x A.W.A.R.D. Silver (Experiential Guerilla Marketing)
- 1 x A.W.A.R.D. Silver (PR Creative use of media)
- 1 x A.W.A.R.D. Silver (Media Use of Ambient Media)
- 1 x A.W.A.R.D. Silver (PR Use of Events and Stunts)
- 1 x A.W.A.R.D. Silver (Media Best Use of Events and Stunts)
- 1 x A.W.A.R.D. Bronze (PR Use of unpaid talent and Influencers)
- 1 x A.W.A.R.D. Bronze (PR led campaign integrated)
- 1 x A.W.A.R.D. Gold (PR Sponsorships and Partnerships)
- 1 x A.W.A.R.D. shortlist (Experiential Events and Experiences)

- 1 x Clio Bronze Award (Press)
- 1 x Clio Shortlist (Poster)
- 1 x Clio Awards Shortlist (PR)
- 1 x Clio Shortlist (Film)

- 1 x Cannes Bronze Award (Film)
- 1 x Cannes Bronze Award (Outdoor Campaign)
- 1 x Cannes Shortlist (Poster Campaign)
- 1 x Cannes Shortlist (Film)
- 1 x Cannes Shortlist (Film Campaign)
- 1 x Cannes Shortlist (Radio)
- 1 x Cannes Shortlist (Promo & Activation)
- 2 x Cannes Shortlist (Press)
- 1 x Cannes Shortlist (Poster)
- 1 x Cannes Grand Prix (Innovation)
- 1 x Cannes Silver (PR)
- 1 x Cannes Bronze
- 4 x Cannes Shortlist
- 1 x Cannes Lion Bronze (Sponsorship and Partnership)
- 2 x Cannes Lions Shortlist

- 6 x Creative Circle 'Ad of the month' 1st place (Various)

1 x Creative Circle 'Ad of the Year' 1st place (Film Campaign)

1 x D&AD In book award (Outdoor campaign)
1 x D&AD Wooden Pencil (Outdoor campaign)
1 x D&AD In Book award (Film)
1 x D&AD Wooden Pencil
1 x D&AD Shortlist
1 x D&AD Silver Pencil

1 x London International Awards Bronze (Film Craft)
1 x London International Awards Finalist (Film)
3 x London International Awards Bronze
1 x London International Awards Finalist

1 x New York Festivals Finalist (Poster Campaign)
1 x New York Festivals Finalist (Packaging Design)
1 x New York Festivals Finalist (Use of Media)
1 x New York Festivals Finalist (Art Direction)
1 x New York Festivals Finalist (Design - Art Direction)
1 x New York Festivals Finalist (Direct)
1 x New York Festivals Finalist (Outdoor)
1 x New York Festivals Finalist (Packaging and product design)
1 x New York Festivals Bronze (Use of Media)
1 x New York Festivals Bronze (Point of Sale)
1 x New York Festival Finalist (Design, Public Spaces)

1 x One Show Bronze Award (Branded Content/Film)
1 x One Show Merit Award
1 x One Show Merit Award
1 x One Show Merit Award
1 x One Show Bronze Award
1 x One Show Gold Award
1 x One Show Merit Award

1 x Spikes Asia Silver (Film) VW
1 x Spikes Asia Bronze (Design)
2 x Spikes Asia Shortlist (Design)
2 x Spikes Asia Bronze Film
2 x Spikes Asia Grand Prix
2 x Spikes Asia Shortlist
2 x Spikes Asia Silver
2 x Spikes Asia Bronze
1 x Spikes Asia Gold
1 x Spikes Asia Grand Prix
1 x Spikes Asia Silver
1 x Spikes Asia Bronze
1 x Spikes Asia Shortlist

Ian Broekhuizen

office