

Kanad Banerjee

CREATIVE DIRECTOR / AD

New York, NY

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9172972284 mobile

Kanad Banerjee (pron. Cun-aad Ban-er-gee) has around two decades of advertising experience, split across the two sides of the world – the east and the west.

The first half of his career was spent in India, where he worked at two of the most award-winning agencies in that fast developing and emerging market. He was amongst the first art directors from the subcontinent to get work accepted in The One Show for his Mauritius Tourism campaign, which essentially put him (and the country) on the global ad map.

In 2000, Kanad brought his experience and expertise to New York, where he began solving complex marketing problems for big budget clients like BP, DuPont and IBM at Ogilvy, New York. During his time at Ogilvy, Kanad not only held fort on tough projects, he also helped defend and win pitches, including the \$150 million dollar Office of the National Drug Control Policy (ONDCP) account.

In 2010, Kanad was part of the high profile creative team to win Ogilvy New York's first ever One Show Gold in the Content category – for DuPont. It was work that was not only creatively ground breaking but also something that had a meaningful social impact on hundreds and thousands of Americans.

Currently, Kanad is a freelance creative consultant available for freelance, and would happily consider long-term opportunities that would take him to the next level. He is also currently dabbling in some personal photography projects, and working on developing apps. He has taken it upon himself to learn the basics of coding and is pretty conversant with HTML and CSS.

When he's not busy with one of his projects, Kanad loves to spend his spare time at his home in West New York, preparing for the day he'll compete in and complete the NY marathon.

Experience

Consultant Creative Director / AD

New York
Oct 2016 - Present

Freelance

Consultant CD/AD at TBWA\Chiat NY on Merck Corporate Campaign (cross media - TV, Print, Digital/Social); FCB NY on Novartis (website redesign); BBDO NY on Amgen (print, tv and digital involving a website redesign), TEVA (pitch), Allergen (pitch); Omnicom Health on Celgene; Evoke Group as Group Creative Director (consulting) on Amgen (Repatha and Enbrel) and Aerie (Rocklatan); FCB NY on Takeda, Novartis (Cosentyx) and Regeneron-Sanofi (Libtayo), BBDO NY on Allergan (Vraylar) and Takeda (Entyvio); Barefoot Proximity on BIC Shaving System.

Creative Director

New York
Aug 2015 - Sep 2016

TBWA/Chiat/Day NY

Hired to work on giving Accenture a new look and feel, and tasked with giving the brand a new direction in the digital world. Also, helped the agency win the Intel B2B account, won a piece of the Merck business and was a part of a team that evolved the Michelin man. Was also involved in a global effort to rebrand Nissan, developing a new advertising platform for the car brand.

Accounts: Accenture, Intel, Michelin, Nissan.

Consultant Creative Director / AD

New York
Aug 2012 - Jul 2015

Freelance

Freelance Art Director at BBDO working on ExxonMobil (Corporate and Oils & Lubes), Gillette, Bayer and Tamiflu; Freelance Art Director at The Darling Agency on Genpact (a business process consultancy); Freelance Art Director at BBDO on AT&T; Freelance Art Director at Ogilvy on Comcast; Freelance Art Director at Organic on BlackBerry; Freelance Art Director at Havas Worldwide Chicago on Citi-AT&T credit card; Freelance Art Director at DDB San Francisco on various accounts; Freelance Art Director at BBDO on Tamiflu (pharma); Freelance Art Director at Ogilvy on Siemens; Freelance Art Director at FCB NY on Abbvie; Freelance Art Director at DigitasLBI NY on American Express; Freelance Art Director at FCB on Linzess and Abbvie; Freelance CD/AD at BBDO on Sheba cat food and Lira (pharma); Freelance CD/AD at Tierney (Philadelphia) on Unisys.

Associate Creative Director

New York, NY
Jan 2000 - Jul 2012

Ogilvy & Mather

Worked extensively on DuPont, establishing the look and feel of its brand portfolio, and creating some of its most well-received and awarded campaigns. This involved everything from branded content and new media applications to multi-platform advertising. Also helped re-pitch and win the ONDCP business.

Accounts: DuPont, American Express, IBM, BP, ONDCP, Citizens Bank, SAB Miller, TD Ameritrade, Morgan Stanley, Goldman Sachs, BlackRock, SAP, Delta, Hellmann's, Dove, Glaxo Smithkline, Siemens.

Creative Director

Mumbai, India
Jan 1997 - Dec 1999

Grey India

In my second inning at this agency, now renamed Grey, was an integral member of a team that helped establish Mauritius as an attractive tourist destination for Indians. And along the way, won awards for effectiveness and creative excellence. Also helped in successfully pitching the Opel business (a European and Asian subsidiary of GM) and led a small team that re-launched India's oldest 5-star hotel - The Imperial, New Delhi.

Accounts: Mauritius Tourism, Dunlop, Otis, P&G, GM, Evian. Bausch and Lomb

Associate Creative Director

Mumbai, India
Jan 1993 - Dec 1996

Karishma Advertising (Subsidiary of Lowe India)

Hired as part of a team to reinvent and turn around a struggling agency. Won the LEGO business and launched the brand in India. Also worked on establishing the Times of India as the country's premier English Daily, and helped launch Dettol hand wash, a liquid antiseptic and one of India's most trusted brands.

Accounts: LEGO, Wrangler, Dettol, The Times of India, Woodland Shoes

Sr. Art Director

Mumbai and Kolkata, India
Jan 1989 - Dec 1992

Trikaya Grey India

Began my career at this iconic Indian agency, and was immediately thrown into the trenches when I was posted to a start-up branch as part of a two person creative team. Helped launch India's first branded table margarine, and worked on national and local assignments for Dunlop and HMV.

Accounts: Dunlop, Bayer, J&J, HMV

Education

BA (Fine) Applied Arts

Maharaja Sayajirao University

Majored in advertising and graphic design, and minored in photography.

Baroda, India

Jun 1984 - Jun 1988

Awards

Honors

One Show Gold, One Show Merit, Graphis, Addys, Effie, Communication Arts, New York Festival, AAAI and CAG (the last two are Indian advertising industry award shows)

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