

Scott Kelly

FREELANCE CREATIVE THINKER, WRITER, DOER.

scott.kelly@me.com

I have over 25 years experience creating big and small ideas for some of the world's most loved brands.

I'm known for combining strategic and creative thinking to quickly arrive at smart solutions for whatever the problem, be it for big brands or retail sales.

I'm a creative thinker, with writing as my specialty. However I have a broad range of skills to draw upon, including art direction, editing, music, direction, and more to get whatever it is done.

So, let's do something cool together.

E: scott.kelly@me.com

M: 021872515

W: scottfromnz.com

scott.kelly@me.com

+6421872515 mobile

Skills

Copywriting - From long to short to tag lines, even brochures.

Art Direction - I have a good eye, and have worked for many years in an Art Director role.

Nurturing - I've worked in many Creative Lead / Group Head roles, and love working with younger talent, helping them get the best out of themselves.

Retail - I'm fast and efficient when it comes to getting the day to day rats and mice jobs out of the way. And it's done to a high standard.

Brand - I get it. Everything, even retail needs to be rooted in the brand platform in some way.

Budgets - From big to small, I'm very conscious of working with what you've realistically got - and seeing how we can get the best out of it.

Adobe In Design, Illustrator, Photoshop - I can Mac up my ideas no worries.

Adobe Premiere / Final Cut Pro - I'm skilled in basic video editing. Great for those pesky award videos and re-edits.

Adobe Audition / Pro-tools - I have mastered basic sound editing.

Direction - I have shot, edited, and directed a number of my own ads, hype tapes, conference videos etc.

Long-form content - I am well-practiced in this area, and provide the creative spark and interest that is often missing from "content".

WORK

Senior Creative (Writer) / Creative Lead

FCB

Creative Lead: Mitre 10

Auckland, New Zealand
2011 - Jan 2019

Freelance Writer

Freelance

Long term contracts at Sugar & FCB

Auckland, New Zealand
2009 - 2011

Senior Creative / Creative Group Head

Auckland, New Zealand
1999 - 2009

Whybin TBWA

Creative Group Head: ASB Bank, The Radio Network, VISA
Lead Creative: Apple (Australasia).
Bass Guitar: agency band.

Creative (Copywriter)

Auckland, New Zealand
1996 - 1999

95bFM

Producing & directing the infamous bFM radio ads in-house.
Brand guardian.

A FEW THOUGHTS

NO WANKERS

Culture is really important to me. A great work environment with supportive, collaborative people facilitates great work. Simple. It's even more important these days when the greatest work is the sum of many parts, disciplines and people. If all the gears aren't working together, then we're not going to get anywhere.

IT'S OUR IDEA

Ideas go nowhere when you keep them to yourself. The more people you let in, the better and bigger it'll be. Keep the idea to yourself, and it won't go far. See below.

THE 'C' WORD

Collaboration. (I know, I know... boardroom bingo!) But these days we're not going to get anywhere without everyone doing their bit. For a campaign to work properly these days you need everyone to do their part. PR, Social, Digital, Media, Design, Strategy – creatives can't do it all, and those who think they can... well, see thought #1.

Fun stuff.

I've hosted radio shows, played in bands, made my obligatory short film, taken cool photos, and written a regular weekly column in a magazine. I can build a mean retaining wall, fix up cars, and change a nappy faster than you can say "How the hell did something so horrible come out of something so cute?" Yep – I like to get my hands dirty.

2018

AWARD – SILVER - Go Balls Out - PR Charity
AWARD – Finalist - Go Balls Out - DIGITAL Mobile Charity
BEACON MEDIA AWARDS - GOLD - Go Balls Out - Charity
D&AD - Wooden Pencil - Go Balls Out - Branded Content & Entertainment - User Generated
D&AD - Wooden Pencil - Go Balls Out - Media - Use of Social
D&AD - Wooden Pencil - Go Balls Out - PR / Use of Digital & Social Media
FESTIVAL OF MEDIA APAC AWARDS - GOLD - Go Balls Out - Best Social Media Campaign
AXIS - Bronze - Go Balls Out - Charity Creative Use of Media
AXIS - Bronze - Go Balls Out - Charity Campaign
AXIS - Bronze - Go Balls Out - Charity PR/Promo & Activation
AXIS - Finalist - Go Balls Out - Charity Direct
NZ DM AWARDS - SILVER - Go Balls Out - Industry - Not for Profit
NZ DM AWARDS - SILVER - Go Balls Out - Channel - Social Media/Viral

2017

STOP PRESS - Go Balls Out - Idea of the Year
EFFIES - GOLD - Go Balls Out Limited Budget
EFFIES - GOLD - Charity Not for Profit
EFFIES - GOLD - Most Effective Social Campaign
SPIKES - Gold - Go Balls Out - PR - Co-creation & User Generated Content
SPIKES - Bronze - Go Balls Out - Mobile - Activation by location
SPIKES - Shortlist - Go Balls Out - Grand Prix for Good
CANNES – Bronze Lion – Go Balls Out - Mobile – Content for User Engagement
CANNES – Bronze Lion – Go Balls Out - PR – Co Creation & User Generated Content
CANNES – Shortlist – Go Balls Out – Mobile – Activation By Location
CANNES – Shortlist – Go Balls Out – Mobile – Co Creation & User Generated Content
CANNES – Shortlist – Go Balls Out – PR – Charities & Non Profit
CANNES – Shortlist – Go Balls Out – Health & Wellness – Brand Led Education & Awareness
AXIS – Finalist – Mitre 10 – Bantermatic - Digital
Beacon Media Awards – Silver - Mitre 10 Weather Mate – Best Use of Technology
Beacon Media Awards – Silver - Mitre 10 Weather Mate – Retail / Etail
Beacon Media Awards – Silver - Mitre 10 Weather Mate – Best Creative Media Idea
Beacon Media Awards – Finalist - Mitre 10 Weather Mate – Best Use of Data

2016-2015

BEACON AWARDS – Silver – Mitre 10 - Sustained Success – Easy As
EFFIES – Bronze - Mitre 10 – Sustained Success – Easy As
NZ Marketing Awards – Winner – Mitre 10 Garden Club – Judges Choice - Marketing Leadership
NZ Marketing Awards – Finalist – Mitre 10 Garden Club – Retail
NZ Marketing Awards – Finalist – Mitre 10 Garden Club – Insight
NZ Marketing Awards – Winner – Mitre 10 - Retail – Proprietary Brands
NZ Marketing Awards – Finalist – Judges Choice – Mitre 10 - Transformational – Proprietary Brands
ORCA – (March) – Gregg's – Happy Endings
AXIS – Bronze – Campaign – Gregg's – Happy Endings
AXIS – Bronze – Single – Gregg's – Bertie the Pig
AXIS – Bronze – Single – Gregg's – Sammy the Snapper
AXIS – Bronze – Copywriting – Gregg's – Bertie the Pig

2014

ORCA – (September) – Bring on the Weekend – Mitre 10
EFFIES – Silver - Electricity Authority - Getting NZ's Number – Sustained Success
DM AWARDS – Gold – Electricity Authority – Direct Response
DM AWARDS – Silver – Electricity Authority – Campaign Website

2013

2013 ONE SHOW – Merit – MINI – Free car with every dog.
MEDIA AWARDS – Silver - Fast Moving Consumer Goods (FMCG) - Cerebos Gregg's Ltd
DM AWARDS – Silver - Bonus Bonds - Brand Re-Launch – Conga
AWARD – Bronze – Bleaargh! – PAK'nSAVE – Best use of experiential marketing in a promotional campaign
AWARD – Bronze – Bleaargh! – PAK'nSAVE – Best use of ambient and/or guerilla marketing in a promotional campaign
AXIS – Finalist – MINI - Free car with every dog.

2012

CAPLES - Gold - Ambient/Guerilla - PAK'nSAVE - Bleargh!
CAPLES - Silver - Retention/Loyalty - PAK'nSAVE - Bleargh!
CAPLES - Finalist - DM Dimensional - ACC - The Killer Rug
CAPLES - Finalist - Best Art Direction - ACC - The Serial Killers
CAPLES - Finalist - Direct Response TV - Cerebos Greggs -
Triple Love
EFFIES – Bronze – Sustained Success – Campaign of Action
on Family Violence
CAPLES – Finalist – Vacuum Cleaner Bag DM – Save the
Children New Zealand
RSVP – Bronze – Kustom Konnections Acquisition – Customer
Acquisition – Genesis Energy
RSVP – Bronze – Kustom Konnections Rewards Programme –
Loyalty/Relationship Programme – Genesis Energy
AXIS – Silver – Bleaarrgh! Have a suck and stick it to them –
PAK'nSAVE
CANNES – Finalist - Bleaarrgh! Have a suck and stick it to
them – PAK'nSAVE
SPIKES – Bronze - Bleaarrgh! Have a suck and stick it to them
– PAK'nSAVE

2011

CAPLES – Bronze – TV – Cardboard Cutouts - Ministry of
Social Development Family and Community Services (New
Zealand)
AXIS – Finalist – Art Direction – MINI – Ponsonby Market Da
EFFIES – Grand EFFIE for Sustained Success – ASB Bank
Goldstein Campaign

2009

2009 MIDAS - Gold - Best Online Advertising - ASB Bank -
Crazy WWWorld
MIDAS - Finalist - Credit Card - ASB Bank - Crazy WWWorld
AXIS – Finalist - Visa – Twitchiker

2008

RSVP - Grand Prix - Oxfam Unwrapped
RSVP - Gold - Sales Generation - Oxfam - Unwrapped
RSVP - Gold - Shoestring Budget - Oxfam - Unwrapped
AXIS - Finalist - Radio Campaign - PlayStation Software
AXIS - People's Choice - ASB Bank Goldstein
EFFIES - Bronze - OXFAM Unwrapped
DMA Echo Awards - Silver - OXFAM - Unwrapped
ORCA - (June) - God of War 2 - PlayStation
ORCA - (September) - Heavenly Sword - PlayStation
BATTLE OF THE AD BANDS - Winner

2007

Media Awards - 2 finalists - Eco Store - Moving Planets
NZ Radio Awards - Winner - Best On Air promotion - 91ZM
Rent Free
TBWA Network Disruption Awards - Eco Store - Moving Planets
FAIR GO AD AWARDS - ASB Bank "World's Fastest Idiot"
RSVP's - Gold - Lead response - ASB Bank - Chocolate Box
RSVP's - Gold - Best Mail - ASB Bank - Chocolate Box
ORCA - (March) - Merit Award - GT4 "Blip Blip"
ORCA - (September) - Tekken 5
DMA Echo Awards - Bronze - ASB Bank - Chocolate Box
EFFIE - Finalist - ASB Bank - FastSaver

2005

RSVP's - Gold - Lead response - ASB Bank - Chocolate Box
RSVP's - Gold - Best Mail - ASB Bank - Chocolate Box
ORCA - (March) - Merit Award - GT4 "Blip Blip"
ORCA - (September) - Tekken 5
DMA Echo Awards - Bronze - ASB Bank - Chocolate Box
EFFIE - Finalist - ASB Bank - FastSaver
NZ Radio Awards - Finalist - Newstalk ZB - Branding
EFFIE - Finalist - Newstalk ZB - Branding

2004

ORCA - (April) Highly Commended - ASB Bank - Tertiary Banking
AXIS - People's Choice Award - ASB Bank 'Goldstein' brand campaign
AXIS - Bronze - Radio (Single) - ASB Bank - Easy
CANNES - Shortlist - 'The Den' - XXXmas poster

2003

AXIS - People's Choice Award - ASB Bank Goldstein
AXIS - Bronze - TV Retail/Promotional - PlayStation2 D.I.Y.
EFFIE - Bronze - ASB Bank
ORCA - (October) Highly Commended - C4 Music TV – Jackass

2002

AXIS - Highly Commended - Radio Sport - Meat Pack
AXIS - People's Choice Award - ASB Bank 'Goldstein' brand campaign
EFFIE - Gold - ASB Bank
EFFIE - Bronze - ASB Bank

2001

ATV - Highly Commended - Nike TV Campaign
ATV - Highly Commended - ASB Bank 'Goldstein' brand campaign
AXIS - Finalist - Radio - PlayStation - Destruction Derby Raw
AXIS - Finalist - Radio - PlayStation - Grind Session
AXIS - Finalist - TV - Nike Granny

1999/2000

International Newspaper Awards - Gold - World Cup radio campaign
Shots Reel - TRN - Classic Hits TVC – Wedding

1997/1998

GRANDE ORCA - Heaven Hill Bourbon - Youth Market
GRANDE ORCA - Runner up - It's Corialanus
ORCA - Heaven Hill Bourbon - Youth Market
ORCA - Auckland Theatre Company - It's Corialanus
ORCA - Classic Comedy Club - Stand Down
ORCA - Highly commended - NZ Travel & Tourism School
NZ Radio Awards - Finalist - ALAC - Fairytale

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