

Matt Smith

THE HAIRY BANANA - CREATIVE - 0422 367 131

Sydney, Australia

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Matt Smith loves ideas, working closely with agencies and brands solving their business problems with effective and unforgettable ideas and teaching the young creative minds of the future how to create ideas.

Matt currently lives in Sydney, Australia. He's 53 years young, a father of two smart and talented daughters, Moya, 23 and Marcella, 18 and a whippet named Otis Brown Potato.

He's the Creative Founder of THE HAIRY BANANA Pty Ltd (Established 1996), Creative Partner at WECOULDDOTHAT.com (Established 2017 with Rocky Ranallo) and Founding Partner and Head Tutor of Western Sydney Ad School (Established 2019 also with Rocky Ranallo). When he's not working he dabbles as an en plein air oil painter. Matt likes to be busy.

Matt thrives on creating effective, award winning ideas for the biggest and most challenging brands.

With 30 years experience locally and internationally (EMEA) working at agencies Saatchi & Saatchi (Sydney, Auckland, Christchurch, Geneva, Paris), The Monkeys, Leo Burnett, 303MullenLowe, JWT, TBWA and BWM on high calibre clients like Procter & Gamble (S&S Regional Creative Director CEEMEA), Audi, Perrier, T-Mobile, Telstra, Optus, Heineken, Canon, Red Cross and many more. There's not much he hasn't seen or had fun doing during his creative advertising career.

Matt's work has been recognised for his creative insights and effective ideas at Cannes, P&G Brand Building Awards EMEA, AWARD, NY One Show, Clio, London International Awards, Lynx Awards, Golden Drum, Eurobest, AXIS Awards and many other advertising award shows.

If you need an experienced creative that can Creative Direct, Art Direct, Design and Write award winning ideas in any medium that will be liked, loved, shared, talked about at BBQ's and sell... give him a call.

MATT SMITH'S CREATIVE CONTACTS:

If you're an agency with a freelance Creative Director, Art Director, Designer or Copywriter project that needs solving please give Matt a yell.

The Hairy Banana Pty Ltd.

Call: +61 422 367 131

Email: matt_the_hairy_banana@hotmail.com

If you're a brand with an appetite for effective, unforgettable ideas and experience bar none... we could do that.

Call: +61 422 367 131

Website: WECOULDDO THAT.COM

Email: matt@wecoulddothat.com

If you fancy a career in advertising as a creative but can't find a way in please speak to Western Sydney Ad School.

Website: westernsydneyadschool.com.au

Email: matt@westernsydneyadschool.com.au

Awards

Awards & Achievements

2019 - Present

Western Sydney Ad School - westernsydneyadschool.com.au
Founding Partner and Head Tutor with Rocky Ranallo
Establishing an advertising course based in Parramatta that's affordable and more accessible to creative people who wouldn't normally consider an advertising career. Offering marketing departments a new wave of creatives from all walks of life with different perspectives and diverse ideas.

2017 - Present

WECOULDDOTHAT - wecoulddothat.com

Founding Creative Partner with Rocky Ranallo

Clients:

Sydney Brewery - Creating the brand's #sosydney campaign celebrating all things uniquely Sydney.

Red Eight Produce - Australia's first mobile abattoir. Brand strategy, identity and website.

The Humble Trading Company - Start-up launching 2021. Brand strategy, identity and website.

Well Bean Coffee - Start-up launching 2021. Brand strategy, identity and packaging.

2015 - 2016

The Department of Treasury - Australia Talks: The Internet Roadtrip

WEBBY - Honoree - Government & Civil Innovation

National Art School - Open Day - 303 Mullen Lowe

AWARD Finalist - Craft in Advertising

The Department of Treasury - Australia Talks - Challenge of Change - 303 Mullen Lowe

AWARD Finalist - Digital - Website - Business to Consumer

2014

Bookworld - A Great Australian Story - VCCP

Locus Award 2014 - Experiential Campaign of the Year

Locus Award 2014 - Retail Outlet

BX Earth Natural Australian Body Wash Series

Product of the Year 2014

Fisherman's Friend - Your Best Friend For Freshness- Office
& First Date - MJW
ACES - Finalist March X 2

2013

Voiceless - The Animal Protection Institute
Australian Writers & Art Directors - AWARD
4 x bronze for Craft - Photography & Retouching
4 x Finalist for Outdoor
1 x Finalist individual poster
1x Finalist Campaign

2012

Belgiovani Williams Mackay - (Creative Group Head and
Creative)
Red Cross Flooded House - AWARD - Australian Writers and
Art Directors - Bronze

2011

Belgiovani Williams Mackay - (Creative Group Head and
Creative)
Red Cross Flooded House - London International Awards -
Shortlist

2010

Three Drunk Monkeys - (Creative)
UBank - Saving is the new spending - Effies Award Finalist

2008

S&S Paris - (S&S CEEMEA Regional CD)
IFAW - Eurobest Ambient Shortlist

S&S Geneva - (Creative and S&S CEEMEA Regional CD)
NOVARTIS - VOLTAFLEX
Cannes Promo - Bronze Lion
Eurobest - Sales Promotion Shortlist

UNITED PLANET - Cannes Direct Shortlist - (Creative)

S&S Poland* - (S&S CEEMEA Regional CD)
Cannes - Outdoor Shortlist - Ariel Stain Glass
Cannes - Press Shortlist - Ariel Sterile Laundry Peg

Cannes - Press Shortlist - Ariel Sterile Clothes Hanger
Cannes - Press Shortlist - Ariel Sterile Clothes Line

KTR - Poland agency of the Year 2008
(P&G Ariel was the most awarded brand at the KTR show and contributed to S&S Poland winning Agency of the year for a third year in a row.)
KTR - Gold - Ariel Stain Glass - Outdoor
KTR - Gold - Ariel Stain Glass - Special Journalist Award
KTR - Gold - Ariel Sterile - Print
KTR - Bronze - Ariel Colour Tree - Ambient

EPICA - Silver - Ariel Stain Glass - Outdoor

Golden Drum - Short List - Ariel Sterile - Print

2008

S&S Romania* - (S&S CEEMEA Regional CD)
Golden Drum - Gold Print - P&G ARIEL - KETCHUP

Eurobest - Bronze Print - P&G ARIEL - GRASS

Cannes - Print Shortlist - P&G Ariel - Mustard
Cannes - Print Shortlist - P&G Ariel - Ketchup
Cannes - Print Shortlist - P&G Ariel - Grass
Cannes - Print Shortlist - P&G Ariel - Hot Chocolate

2007

S&S UAE* - (S&S CEEMEA Regional CD)

ARIEL SOFT BILLBOARD - (Creative)
Dubai Lynx Awards - Bronze - Outdoor

Ariel Jasmin Campaign
MENA Cristal Awards – Gold - Print
Dubai Lynx – Silver – Print

S&S Poland* - (CEEMEA Regional CD)
ARIEL Don't let memories fade

KTR (local festival) – Silver – Ariel Colour – Print

KTR (local festival) – Bronze – Google Earth - Ariel Colour – Print

S&S Russia* - (CEEMEA Regional CD)
Idea National Advertising Festival 07 – Silver – Ariel White
Rose - Print

2006

S&S Hungary* - (CEEMEA Regional CD)
Ariel Colour Band T-shirts
Golden Drum Festival – Portoroz
Golden Blade Festival – Gold

S&S Israel* - (CEEMEA Regional CD)
Ariel cold water Fridge
Cactus Competition – 2nd Award – Print

S&S Russia* - (CEEMEA Regional CD)
Ariel Lenor Effect Campaign
Effie Awards – Silver
Idea National Advertising Festival 06 – Gold – Print

2005

Leo Burnett - Australia - (Creative)
CANON 'RODEO' – TVC
Bestadsontv.com Awards – Best Ad Australasia
Bestadsontv.com Awards – Silver
Adfest – Silver
AWARD - Silver

2004

Leo Burnett - Australia - (Creative)
CANON 'HELL CHILD' - TVC
Cannes – Finalist
ATV Awards – Best of Category

SUBARU – Print - Leo Burnett - Australia - (Creative)
AWARD – Finalist
Folio – Finalist

MAYTAG – Print - Leo Burnett - Australia - (Creative)
Caxtons – Finalist
Folio – Finalist

2001

Whybin Lawrence TBWA - Sydney
DISCOVERY CHANNEL 'MOZZIE' – TVC - (Creative)
AWARD – Finalist

2000

Ammirati Puris Lintas - Australia - (Creative)
COMMONWEALTH BANK 'ATM' - Cinema
One Show - Finalist

1998 - 1999

Ammirati Puris Lintas - Australia - (Creative)
COMMONWEALTH BANK 'ATM' - Cinema
Cannes - Finalist
London International Awards - Finalist

COMMONWEALTH BANK 'VROOM' - Radio - (Creative)
AWARD - Finalist
New York One Show - Finalist
London International Awards - Finalist

FRISKIES - Mighty Dog - Print Campaign - (Creative)
Cannes - Finalist
London International Awards - Finalist
Folio Awards - Finalist

AFA - 'Brain' - Print Ad - (Creative)
London International Awards - Gold

1997

Saatchi & Saatchi - New Zealand - (Creative)
MINIMA DESIGN – TVC Campaign - AXIS - Silver

BLACK STALLION - Outdoor - AXIS - Finalist

1996

Saatchi & Saatchi - New Zealand - (Creative)
HANNAH'S SHOES - Outdoor - AXIS - Silver

PALAZZIO SEAFOOD RESTAURANT - Print - Cannes -
Finalist

PEACHES & CREAM ADULT BOUTIQUE - TVC - AXIS –
Bronze

Experience

Founding Partner / Head Tutor

Parramatta

- Present

Western Sydney Ad School

Our school's mission is to offer an advertising course that's affordable and more accessible to creative people who wouldn't normally consider an advertising career due to being less affluent and less connected. We're offering advertising agencies and marketing departments a new wave of creative from all walks of life with different perspectives and diverse ideas.

IDEAS CAN COME FROM ANYWHERE.

Founding Creative Partner

Sydney, Australia

- Present

WECOULDDOTHAT

WECOULDDOTHAT is a creative consultancy that loves ideas. Brands, start-ups, ad agencies, media agencies, digital shops, international and local, whatever your model or medium, if you need ideas that will be watched, shared, liked and loved... 'we could do that'.

Clients:

Sydney Brewery - Creating the brand's #sosydney campaign celebrating all things uniquely Sydney.

Red Eight Produce - Australia's first mobile abattoir. Brand strategy, identity and website.

The Humble Trading Company - Start-up launching 2021.

Brand strategy, identity and website.

Well Bean Coffee - Start-up launching 2021. Brand strategy, identity and packaging.

Senior Creative / Senior Art Director

Sydney
Feb 2015 - Present

303 Mullen Lowe

Responsible for creative ideas and bringing them to life, in every medium, on a wide range of 303 Mullen Lowe clients. I've been having fun working on Audi, launching The Treasury Department's The Intergenerational Report campaign and getting Australians talking about our nation's future, the National Art School's most successful Open Day ever with an increase of registrations by 85%, winning against 20 agencies and launching the Department of Foreign Affairs Free Trade Agreement Open For Business campaign, Aussie Home Loans, Macquarie University, Harley Davidson and eBay.

Creative Group Head

Sydney
Jan 2010 - Feb 2012

Belgiovani Williams Mackay

Responsible for the creative output of the biggest telco brand in Australia, Telstra, Telstra Business and BigPond. Successfully launched their TV content and movie product - T-Box.

Lead and won pitches for Selleys, Sportingbet and Quickflix.

Recognised with a London International Award for Red Cross, Flooded House ambient outdoor.

Clients - Telstra, Telstra Business, BigPond, Selleys, Red Cross, Sportingbet, Caxton Awards & Seminar, Quickflix.

CEEMEA Regional Creative Director, Saatchi & Saatchi Paris & Switzerland

Paris and Geneva
Jan 2006 - Jan 2009

Saatchi & Saatchi CEEMEA

Reporting to the Global Creative Director in Saatchi New York, creative leader of 10 creative teams in 9 countries, developed and implemented strategies with the GBU Procter & Gamble marketing team on Ariel, the premium brand in the washing detergent category, targeting 36 countries.

- * Created the first unified campaign for the Middle East region, winning the prestigious P&G Global Brand Building Award for the Best Holistic Communication with over 60 billion packs sold and 20% annual growth.

- * Won more than 30 international advertising awards resulting in Saatchi & Saatchi Warsaw, Bucharest and Dubai becoming Agency of the Year.

Senior Art Director

Sydney
Jan 2002 - Dec 2005

Leo Burnett Sydney

In charge of developing integrated campaigns for Subaru, Canon, Colonial First State Bank, Kellogg, Diageo, Heineken, Dairy Farmers, Rabobank, Maytag & Malaysian Airlines.

- * Instrumental in winning the global pitch for Heineken's sponsorship of the Rugby World Cup 2003.

- * Created the Canon 'Advanced Simplicity' platform, transforming the Canon digital SLR business to market leader with over 56% volume share.

Senior Art Director

Sydney
Jan 2000 - Dec 2001

Whybin Lawrence TBWA, Sydney

Responsible for some of the biggest online campaigns during Australia's dot com boom.

Clients – Sydney Morning Herald, St George Bank, Sony Playstation, [Drive.com](#), Wine Pros, [Domain.com](#)

Middleweight Art Director

Sydney
Jan 1998 - Dec 2000

Ammirati Puris Lintas

Clients – Commonwealth Bank, Nestle (Carnation Milk), Accor Hotels, Friskies Dog Food, Burger King, Johnson & Johnson.

Winning awards at prestigious advertising award shows.

Art Director

Auckland and Christchurch
Jan 1995 - Dec 1997

Saatchi & Saatchi New Zealand

Clients: Air New Zealand, Lion Nathan Breweries, New Zealand Wine & Spirits, TV NZ, ACP, Sanitarium, Hannah's Shoes, Hertz and MM Cables.

Many campaigns winning awards at prestigious advertising award shows.

Co Founder and Creative

Sydney
Jan 1996 - Present

The Hairy Banana

The Hairy Banana, a creative consultancy developing strategy, marketing, merchandising, event management and advertising for Blue Chip clients and top advertising agencies.

Clients: Herron Pharmaceuticals, Challenger International Bank, Australian Basketball Federation, Australian Baseball Federation, Leo Burnett Sydney, Y&R Adelaide, The Glue Society and Ogilvy & Mather.

Art Director, Graphic Designer and Owner

Sydney
Jan 1993 - Dec 1994

Matt Smith Design

Major Clients: Sleeman Whitaker Heckendorf & Potter, Creative Campaigns, Andromeda.

Graphic Designer and Art Director

Sydney
Jan 1992 - Dec 1992

Sleeman Whitaker Heckendorf & Potter

Clients: Retail Toyota - helping create the Toyota Means Business campaign that is still running today.

Backpacker

London to Cape Town
Jan 1990 - Dec 1991

Travelled from London to Cape Town. Working in pubs, as a sign writer, graphic designer, house painter, jewelry maker and tourist map producer.

Graphic Designer

Sydney
Jan 1987 - Dec 1989

Zulu Advertising

The fun started here.

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