

CV and INTRODUCTION

GREG WOOD

DIGITAL / DIRECT / INTEGRATED CREATIVE DIRECTOR

MAR 2009

*** AN INTRODUCTION ***

Here's a question for you: When are your customers above the line? When do they consider themselves below the line?

Here's what I believe: It's time for us to take this industry well beyond the line – with absolutely relevant, wildly creative ideas based on genuine data-driven insights. Radical ideas that change behaviour and get results – regardless of where those ideas sit on our mythical line. I'm talking about innovative, integrated ideas that aren't easily commoditised; that is, ideas that not only sell, but ideas that can be sold.

If you want to generate that kind of idea, you require a team with direction and drive. A team that knows where it's going – and why. And that's where I can help. As an aggressively creative, decisively strategic Creative Director, it's my job to lead teams towards developing radical, relevant, beyond-the-line ideas. Preferably in a company that respects and cultivates extraordinary creative thinking. A company full of people who want to win more awards, for more effective work, for more demanding clients.

Generating great ideas requires specific skills, all of which I offer:

Creative Solution Development – Listening, leading brainstorming, and extracting solutions from seemingly intractable problems to create rare, refreshing, relevant, useful, campaignable ideas, with clear implementation options.

Communication Strategy – Combining insight with consumer advocacy, communication flows, dialogue marketing and results analysis to get the right message through the right channels to the right people. At the right time, too.

Digital Expertise – Applying broad connection ideas to the ideal mix of search marketing, mobile image recognition, chunk-based personalised emails, highly usable websites, social network profiles and applications...

Direct Marketing – An obsession with results and the knowledge to produce them.

Copywriting – Great headlines, persuasive print advertising, evocative long copy, comprehensive direct and digital experience; focused in IT, telecommunications, banking and FMCG.

Presentation – A love of storytelling, a desire to communicate with clarity, an eye for an audience, an ability to close the deal.

Team Management – Opportunity definition, strengths development, forecast and budget management, conflict resolution, team building, entrepreneurial approach.

My philosophy towards work and our industry comes from the way I live the rest of my life: traveling, listening, getting involved, thinking, sharing, and creating. A good friend of mine once pointed out that any great creative has an attic full of influences, so I hold myself responsible for ensuring there's time outside work for all kinds of adventures – in music, cooking, friends, family, bikes, books, philosophical debate, art, craft beer, and great wine (preferably all at once). And if asked, I expect my friends would say I'm genial, enthusiastic, a good listener, and I relate well to people from all walks of life (well, that's what I've been paying them to say, anyway...).

You'll find examples of the kind of ideas I've been involved in bringing to fruition and what I'm currently working on or thinking about at www.gregwood.info – or just call me and I'll come over.



Greg Wood

Auckland, March 2009

*** WHAT I DO ***

Sure, I can help you come up with a clever idea for a one-off direct mail campaign. Or a 50-page LFM strategy PowerPoint presentation to persuade a client to invest in CRM. Or help perpetuate marketing monologues by writing another TV commercial – or help you achieve percentage-point growth by nagging your consumers into action through statement stuffers. But there are probably other people who are better at those kinds of things.

My expertise is “Digital Integration” – that perfect blend of broadcast, broadband, and mobile, where we upload your TVC onto YouTube (your production company remembered to get model release for global web usage, right?) and send an email to some people on a database we collected last year (risking a \$150,000 fine by forgetting to put an unsubscribe link on the email...).

Seriously, though – Digital Integration is not about whacking your TVC on YouTube (although you’re welcome to; takes about five minutes). Equally, it doesn’t have to be as complex as the latest, greatest Consumer-Generated-Augmented-Reality-Social-Networking-Blog-and-Forum-Hacking viral propagation (unless of course you’re ready for that kind of brain-bender, and aren’t afraid to risk it; in which case, call me).

Integration is an idea that adds engagement to your expensive TVC in the form of a tasteful txt-4-info call to action, backed up by some engaging copy driven by a fearsomely clever dialogue engine – one that shows just how many of the people who watched your ad ended up with their bums on the seats of the cars you’re trying to sell, for example.

Integration is an idea that captures the attention, interest, and actions of a select, influential group through a real-time MySpace Live event, and gets them to tell the world about your new product – on their own websites, on their own time.

Integration is an idea that remodels your product website to make it more visible to search engines, and dropping customers into the right page depending on their state in the purchase process, defined by the terms they searched – based on the brand ads they’ve seen.

Integration is an idea that opens a dialogue, getting people who should be buying your quick-and-easy Iced Coffee in the morning, but are only ever online at night, to pick up your product and pass it on – by giving us their mobile number, asking us to give them a wake-up call, and cashing in the “pocket voucher” we sent while they were on their way to work.

Integration is what I do. It’s not always easy, but it can be surprisingly simple – and it’s fun.

*** WHAT I’VE BEEN DOING – RECENTLY ***

03/2008 – current: Creative Director, Publicis Digital (Publicis Mojo), Auckland

The opportunity of a creative lifetime: join what would become New Zealand’s most awarded agency by the end of the year (including the Grand Effie for Most Effective Agency). Be part of the shop that brought the Speight’s Great Beer Delivery and the Schweppes Short Film Festival to the world. Work in an integrated agency that values big ideas above all else. Lead the Digital team beyond the tipping point, from the margins to the mainstream. We’ve taken full advantage of that opportunity to:

- Help Taranui Real Iced Coffee to a hugely successful launch, by giving your shambles of a mate a personalised video wake-up call – with a reminder to his mobile the next morning.
- Take the online-only Schweppes Short Film festival to a whole new audience (1.2million visitors and counting) thanks to a bartender who knows what you’ve seen – and has a secret to share.
- Show affordable fashion brand Glassons the tip of the social networking iceberg, helping them to Stop Nudism with an integrated Bebo presence based on protest.
- Create a literal and metaphysical line in the sand for Steinlager Pure – bringing a former Prime Minister’s legendary words to life, putting them in context, and sending them viral in advance of a new TVC.

***** WHERE I'VE BEEN *****

10/2007 – 01/2008: (Co-)General Manager, Interactive, Ogilvy New Zealand

I was invited to return to New Zealand to develop a hard working, fast growing team and ensure its integration across the agency. I fully expected and was prepared for Ogilvy to use my skills to everyone's advantage; however, on arrival the position was clearly not as described and I quickly left to explore more collaborative opportunities.

10/2005 – 05/2006: Creative Director, Profero Singapore

05/2006 – 09/2007: Managing Director, Profero Singapore (www.profero.com)

I joined hot-shop Profero to expand my knowledge of digital creative solutions, and ended up at the head of a small, highly creative and digitally focused team, demanding a very hands-on style. The focus at this independent agency was on working across the region to improve quality, followed by a push towards creativity in CRM solutions. Moving from Creative Direction into Agency Management was a challenge, but one met with relish – Profero provided an intensely enjoyable opportunity to take advantage of the skills I'd developed as CD, and learn how to apply them in new ways: strategic agency direction and problem solving, client relationship development, aggressive budget management, and motivation of a complex team. Achievements included:

- Leading a team of up to 16 Creative, Client Service, Tech, Media and Regional Finance people in a full-service environment with digital at the core.
- Continuing to create full-service digitally based campaigns for existing clients including Apple, Mercedes-Benz, Millennium & Copthorne Hotels, Canon Business Systems.
- Restructuring the agency to include Project Management and more mid-level Client Service, giving the Creative and Tech teams space to breathe.
- Developing and implementing quarterly reviews, job descriptions, some systems and processes, weekly internal training, targets and goals; and instilling a sense of belonging and purpose.
- Winning new business including Starwood Hotels and BBC Global Channels regional work, and Buena Vista International in Singapore.

I would still be at Profero if not for a need to move home to New Zealand to be closer to family.

05/2001 - 12/2003: Associate Creative Director, Wunderman Singapore

01/2004 – 02/2005: Creative Director, Wunderman Singapore

03/2005 – 09/2005: Creative Director, Wunderman Hong Kong

Directed and managed creative teams, with a focus on DM and web. Produced highly relevant, cut-through creative that delivered sound results. Assisted the Kuala Lumpur and Hong Kong offices. Rebuilt and reinvigorated the Hong Kong office in preparation for a major new client.

- Re-instituted the basics (WIP, traffic, briefs, environment, equipment and training)
- Developed regional credentials, and created Y&R's AsiaPac BAV tools demonstrator
- Won pitches including Johnnie Walker (CRM: events, DM, web); Microsoft (web, DM); SingTel (DM, digital); Changi Airport (digital); Corona (posters, collateral, ideas); EMC (DM, digital)

11/2000 - 04/2001: Senior Writer, Dentsu Singapore

06/2000 - 11/2000: Self-funded Sabbatical, Tokyo. Internships: Namaiki, W+K, Saatchi&Saatchi

09/1995 - 06/2000: Creative Partner, Dynamite Advertising & Magnet Direct, Auckland

01/1991 - 09/1995: Freelance Creative; Senior Writer, Radio 95bFM, Auckland

***** QUALIFICATIONS, REPRESENTATIONS, and REFERENCES *****

Career Awards for Strategy, Innovation, Lead Generation, Art Direction, Copywriting, including:

- DMASIA Silver (Best Viral) 2005
- London Finalist 2004
- China 4As Gold / Silver 2004
- ADMA International Award for Art Direction 2001
- NZDMA Gold awards for Lead Generation & Innovation 2000
- ORCA (NZ Radio Awards) Finalists 1995-98

Industry Representative and Jury Member:

- Jury member, Cannes Cyber Lions, 2009
- Chairman of the Jury, DMAsia 2006
- Jury Member, Presenter, DMAsia 2003 – 2006
- Jury Member, Wunderman Global Award for Marketing Innovation, 2004
- Wunderman APAC Representative, Cannes 2002 – 2005
- Consultant, Singapore Mobile Marketing Guidelines, 2004
- Co-Host, Wunderman Global Creative Directors' Conference, Cannes 2003

Knowledge Based on Constant Learning:

- Cannes Lions Direct Conferences 2002 – 2005
- Microsoft Global Brand Forum 2004
- DM Asia Conferences 2003 – 2006
- Cert. Direct Marketing (AIS) 1996
- Graduate, NZ Creative Circle 1993
- Graduate, Axis Advertising Ideas School (NZ) 1993
- Dip. Marketing, Advertising Major (AIT) 1992 (9/10ths)

REFERENCES

The most valuable and relevant references are always the most recent, which will come from people I currently work with. I will gladly supply their contact details upon request – just email to.gregwood@gmail.com or call me on +64 (0)21-273-0358