



Greg Wood
Digital Creative Director

Auckland, New Zealand
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It took me nearly three years in my early twenties as a dial-a-pizza delivery boy to realise what anybody who knew me could've easily told me: I genuinely enjoy connecting with all kinds of people, finding out what they need, and delivering what's required pretty much no matter what time it is.

It's a set of attributes that still serves me very well in my role as Digital Creative Director, although I work until 2am slightly less often these days.

One of the things I remember best about the pizza delivery job was that when it came time to feed the crew, I'd find myself hacking the same old list of ingredients to craft entirely new pizzas that were *far* better than those on the standard menu.

It's been an obsession ever since to push everyone I work with – clients and colleagues alike – to do the same: first, listen to discover a need; then satisfy it by using the familiar to create something quite unexpected.

The result is an ongoing list of impactful ideas based on genuine data-driven insights.

Some highlights:

We made international heavyweight Vodafone into a true-blue Kiwi brand by finding the 30 Things New Zealanders Most Love To Do, and turning those loves into a whole web of content. Centered on a powerful, mobile-responsive portal producing a ton of social engagement, that genuine Top 30 List still drives Kiwis to connect with Vodafone – and download the Apps that help them do their thing better.

We introduced New Zealand's Steinlager Pure to the world by giving every Pure drinker the chance to put their name on a piece of the purest land on the planet. Then we put a piece of that purity right in their hands, through a world-first panoramic iPhone App that looks out across your very own piece of New Zealand native forest, from wherever you are in the world. Result: Pure sold in, and sold out.

We created a year-long campaign encouraging Australasians to Play Melbourne. Super-rich web ads rewarded curiosity, an engaging digital hub hosted a quirky competition teaching visitors to explore, and a five-star-rated App took hip tourists down the rabbit hole. We also took Melbourne to the number one searched travel destination for the duration of the campaign.

We even helped the Auckland City Mission make it through winter, by freezing a \$40,000 donation inside a two-tonne block of ice and asking people to set txt-message-controlled robots to work in order to free the cash. This PR-friendly campaign dramatising how winter weather can make it harder for anyone to get the things they need generated an extra \$10,000 worth of text-message donations.

These are the kinds of radical ideas that change behaviour and get results. Big, innovative, engaging ideas that aren't easily commoditised.

And I know that if you want to generate ideas like that – ideas that not only sell, but *ideas that can be sold* – you'll need a team with direction and drive. A team that knows where it's going, and why.

That's where I do my best work as a strategic, data-driven Creative Director. I'm here to lead my colleagues and our clients to listen, learn, think, understand, and develop cultures and collaborative ways of working that almost inevitably result in radical, satisfying beyond-the-line ideas.

Since 2013: Digital Creative Director, FCB New Zealand

Leading the creative charge towards excellence and innovation in all things digital, across all disciplines within Campaign Brief's Agency of the Year. Digital CD for Vodafone, Air New Zealand, the NZ Government's Health Promotion Agency, DIY retailer Mitre10, Microsoft and more.

"...passionate about everything he does... his enthusiasm speaks volumes when getting clients across new campaigns or leading the team through a particularly intense project."

Rochelle Ivanson, Executive Digital Producer, FCB Auckland

2012 – 2013: Freelance Creative, DraftFCB / Possible Worldwide / String Theory

Leading projects for Vodafone at DraftFCB in Auckland; filling in as creative director at Possible Worldwide, Singapore (another Agency of the Year); acting as a pure-play digital consultant at award-winning boutique brand consultancy String Theory.

"...one of those rare leaders who manage to combine creativity with problem-solving skills... when you work with Greg you know there's passion."

John Ng, Regional Media Director, POSSIBLE Singapore & Profero Singapore

2008 – 2012: Creative Director, Digital, Publicis Mojo Auckland

Heading up the digital team in both Melbourne and Auckland, working across New Zealand and Australia to produce highly engaging and innovative integrated and standalone campaigns for clients in FMCG, electronics, motoring, tourism and IT industries.

"...a crafty copywriter, a patient and generous mentor to emerging creatives, popular and persuasive with clients... a versatile contributor to the culture and direction of the agency."

Andre Louis, Head of Planning, Dare Toronto & GM Digital, Publicis Mojo

2005 – 2007: Creative Director & Managing Director, Profero Singapore

Taking the skills I'd developed as CD and applied them to the MD role at independent full-service digital hot-shop Profero: agency strategy, problem solving, client relationship development, budget management, and motivation of a complex team. Tough job. Learnt plenty.

"...a real grown-ups' creative that understands business ... a solid guy I was happy to have working on the team even though he was half way around the world."

– Pete Pierce, Business Director, Wunderman

2001 – 2005: Associate CD / CD Wunderman Singapore, Hong Kong, Kuala Lumpur

Worked my way up to direct and manage multiple creative teams (at Regional and Country level), with a focus on DM and digital in Singapore, Kuala Lumpur and Hong Kong. Discovered a real affinity for financial, B2B and CRM work.

Prior to 2001:

Senior Writer, Dentsu Singapore; Sabbatical, Tokyo; Creative Partner, Dynamite Advertising; Freelance Creative, Auckland; Senior Writer, Radio 95bFM, Auckland

Career and Team Awards for Strategy, Innovation, Creative Direction

- D&AD Nomination 2014
- CAANZ Axis Gold 2014
- Cannes Lions Shortlist (Media) 2011
- BEST Design Awards Silver 2011
- CAANZ Media Best Use of Digital & Best Smart Media Idea 2010
- AIMIA Best Advertising / Marketing 2010
- IAB Australia Winner Brand Loyalty and Retention 2010
- DMASIA Silver Best Viral 2005
- LIA Finalist 2004
- China 4As Gold / Silver 2004

Industry Representative and Jury Member

- CAANZ Digital Leadership Group 2011-2012
- Media Design School 2011-2012 – Mentor; Consultant; Presenter
- Cannes Young Lions 2010 – NZ Jury
- CAANZ Axis Awards 2010-2014 – Jury
- Cannes Lions 2009 – Cyber Jury
- AUT & Axis Ad School 2008-2010 – Mentor; Consultant; Presenter
- DMAsia 2003-2006 – Jury; Presenter; Jury Chairman
- Wunderman Global Award for Marketing Innovation, 2004 – Jury
- Cannes 2002-2005 – Wunderman APAC Representative
- Singapore Mobile Marketing Guidelines, 2004 – Consultant

Knowledge Based on Constant Learning

- Cannes Lions Direct Conferences 2002 – 2005; 2009
- Kiwi FOO Camp 2012-2013
- Auckland Web Meetup 2008-2012
- DM Asia Conferences 2003 – 2006
- Cert. Direct Marketing (AIS) 1996
- Graduate, NZ Creative Circle & Axis Advertising Ideas School (NZ) 1993
- Dip.Marketing, Advertising Major (AIT) 1992 (incomplete)

Influences and References

My philosophy towards work and our industry comes from the way I live the rest of my life: energetically, with extraordinary curiosity, and in concert with interesting people. I love getting involved, pulling levers to see what happens, thinking, sharing, creating, hacking, and enjoying all kinds of adventures – ideally involving music, food, friends, family, bikes, books, debates, the arts, great beer and good wine. As well as being a dedicated partner and father of three exuberant kids, you'll also find I am an inveterate lover of bikes and am very active in cycling advocacy and culture.

There are a great number of people in my life I'd recommend as referees. Please get in touch and I'll suggest whom best to ask about my approach to making great stuff happen.

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