

CV and INTRODUCTION

GREG WOOD

DIGITAL / DIRECT / INTEGRATED / CREATIVE / DIRECTOR

JANUARY 2012

CREATIVE, STRATEGIC, INTEGRATED TEAM LEADER

GREG WOOD | www.gregwood.info | +64 21 273 0358 | "to.gregwood@gmail.com"

I'VE DRAWN THE LINE ON THIS ADVERTISING BUSINESS.

Here's a question for you: When is a customer above the line? When do they consider themselves below the line?

Let's put that in context.

How do you get a small New Zealand beer brand into the Big Apple?

The *easy* answer is to buy a single, big, above-the-line billboard in Times Square for a month. But it turns out that the *right* answer lies in creating a totally unique experience: connecting directly with jaded beer drinkers in their Brooklyn bars and transporting them to the land of Steinlager Pure, by giving them their very own piece of native New Zealand forest that they can visit any time they like - through motion-tracking panoramas that exist right there, on their iPhones, in their hands, and via picturesque posters advertising the idea.

That's the kind of work I like to produce. Not a line in sight.

You see, when I started in this industry, I'd never even heard of the line. That didn't stop me from crossing it at every opportunity in my first gig, creating radio ads that people actually *recorded to play to their friends*.

Nor did it hold me back at my second gig: running a boutique agency where we often turned down the offer of work if the brief was "we want an ad." *Nobody wants an "ad"*; they want sales, or recognition, or to use up their budget before year-end - and there are plenty of ways of achieving that that aren't disposable. Like sponsoring the subscriber base of the most active radio station in the country. Or putting kitchen designers on the catwalk.

My third gig - freelancing ideas in a Tokyo collective of architects, designers, artists and musicians - had no line. Nor my fourth, at a world-famous agency where we tore up the brief that asked for an ad, and instead teased geeks into showing off for us - revealing their security secrets in the process.

And now, at long last, our erstwhile line appears to be fading. Regular people armed with Twitter accounts and a YouTube channel and the knowledge that the salesman does not have their best interests at heart - they're stepping straight over it while you weren't even looking.

And it's about time. 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 once sat on our mythical line.

I'm talking about innovative, integrated ideas that aren't easily commoditised. That means ideas that not only sell, but ideas that can be sold.

Generating that kind of idea takes a team with direction and drive. A team that knows where it's going and why. It's my job to lead teams in developing those 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.

You'll find examples of the kind of ideas I've been involved in bringing to fruition at www.gregwood.info - or just call me and I'll come over.



Greg Wood
Auckland, January 2012

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~ WHAT I'VE BEEN UP TO RECENTLY ~

03/2008 - current: Creative Director, Digital, Publicis Mojo Auckland

I joined the tiny, specialist Digital team at Mojo for creative opportunities like these:

- Introducing Steinlager Pure to the world through a virtual window of wonder;
- Creating a year-long campaign encouraging Australians to Play Melbourne, including super-rich web ads that reward curiosity, a rich digital hub hosting a quirky competition, and a five-star-rated mobile App guide that takes hip tourists on delightful diversions down the rabbit hole;
- Proving that making a choice doesn't mean making a compromise, by co-opting content to produce an extraordinary choose-your-own-adventure web experience for the launch of Steinlager Edge;
- Helping Auckland City Mission make it through winter by freezing a \$40,000 donation inside a two-tonne block of ice, and having txt-controlled robots free the cash - extracting an extra \$10,000 worth of text message donations from an online audience;
- Taking the online-only Schweppes Short Film festival to a whole new audience - 5.5 million visitors and counting - thanks to a bartender who knows what you've seen, and has a secret to share.

Over the last four years, as well as being invited to join the CAANZ Digital Leadership Group, attending Kiwi FOO Camp, mentoring and lecturing at Media Design School, and regularly speaking at Web Meetups, I've served on the Cannes Cyber Jury - bringing home a Gold Lion for the team for that last piece of work. I look forward to beating *that*...

~ WHERE I'VE BEEN ~

11/2007 - 01/2008: General Manager / Executive Director, Interactive, Ogilvy New Zealand

I was invited to return to New Zealand, to lead a hard working, fast growing team and ensure its integration across the agency. On arrival the position was clearly not as described, so I moved on to Mojo - a more collaborative environment focused on producing great work.

10/2005 - 10/2007: Creative Director / 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. Moving into agency management was a challenge - but Profero provided an opportunity to take the skills I'd developed as CD, and apply them to agency direction and problem solving, client relationship development, budget management, and motivation of a complex team. Achievements included:

- Leading a team in a full-service environment with digital at the core.
- Creating campaigns for Apple, Mercedes-Benz, Millennium & Copthorne Hotels, Canon and more.
- Restructuring the agency, giving the Creative and Tech teams space to breathe.
- Developing and implementing quarterly reviews, job descriptions, systems and processes, weekly internal training, targets and goals; and instilling a sense of belonging and purpose.
- Winning new business: Starwood Hotels, BBC Global Channels, Buena Vista (Disney / Pixar films).

I thrived at Profero and would still be there, if it weren't for the opportunity to move home to New Zealand to be closer to family.

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~ WHERE I'VE BEEN (cont...) ~

05/2001 - 09/2005: Associate CD / CD Wunderman Singapore; CD Wunderman Hong Kong

Directed and managed multiple creative teams, with a focus on DM and digital. Produced highly relevant, cut-through creative delivering sound results. Worked my way up to lead the Singapore team, and assisted the Regional team, Kuala Lumpur and Hong Kong offices. Rebuilt and reinvigorated the Hong Kong office in preparation for Citibank's global realignment.

- 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 Cisco Systems (ads, DM, digital); 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 and Team Awards for Strategy, Innovation, Lead Generation, Art Direction, Copywriting:

- Cannes Lions Shortlist (Media) 2011
- BEST Design Awards Silver 2011
- CAANZ Media Finalist (Best Use of Digital & Best Smart Media Idea) 2010
- AIMIA Finalists (Best Advertising / Marketing) 2010
- IAB Australia Winner (Brand Loyalty and Retention) 2010
- DMASIA Silver (Best Viral) 2005
- London Finalist 2004
- China 4As Gold / Silver 2004
- ADMA International - Art Direction 2001
- NZDMA Gold awards for Lead Generation & Innovation 2000
- ORCA (NZ Radio Awards) Finalists 1995-98

Industry Representative and Jury Member:

- Cannes Young Lions 2010 - NZ Jury
- CAANZ Axis Awards 2010 - 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
- Cannes 2003 - Wunderman Global Creative Directors' Conference Co-Host

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- QUALIFICATIONS, REPRESENTATIONS, and REFERENCES (cont...) -

Knowledge Based on Constant Learning:

- Cannes Lions Direct Conferences 2002 - 2005; 2009
- Kiwi FOO Camp 2012
- Auckland Web Meetup 2008-2012
- 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 (incomplete)

Influences and References:

My philosophy towards work and our industry comes from the way I live the rest of my life: travelling, listening, getting involved, thinking, sharing, creating and enjoying all kinds of adventures - in music, food, friends, family, bikes, books, debates, the arts, craft beer, and great wine (ideally all at once).

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 (that's what I've been *paying* them to say, anyway). To that end, the most valuable and relevant references are always the most recent, which will come from people with whom I currently work. I will gladly supply their contact details upon request - just email to.gregwood@gmail.com - or call me on +64-21-273-0358.

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