



**Anomaly NY 2014 - 2018** • Creative Director • Panera, Campbell's, Hershey, Google, Android

**TBWA\Chiat\Day 2012 - 2014** • Associate Creative Director • Nissan (Europe & America), Gatorade, adidas ORIGINALS, Infiniti (China & America), GRAMMY's

**SAATCHI & SAATCHI LA 2010 - 2012** • Creative • Prius, Tundra, Camry

**ColensoBBDO 2004 - 2010** • Creative • Mini, Monaco (Xbox), Air New Zealand, Bank of New Zealand, TVNZ, Vodafone, Frucor Beverages, BMW, Random House

Hi there! I'm Bec. An award-winning Creative Director currently living & working in New York.

In the last 14yrs I have invented a sport, created a commercial in my garage which was recognized at Cannes. Sold someone's soul for pizza, recreated WWII in Auckland Harbor, lowered the death toll on roads. Helped Panera become 'Marketer of the Year' (Adage 2018) and one of Forbes 'brands to watch.' Created a person made of people, elevated the Prius c to the fastest selling car in the US. Designed a jacket that reads your emotions and smashed together some wrecking balls filled with yoghurt and fruit.

I have worked in Shanghai, Paris, Auckland (NZ), LA & most recently NY. For me it's always about finding the most creative solve for the client's business problem and executing it in whatever median will reach the target audience, in the most effective way.

Awards aren't everything, but I have won some; from Cannes Lions to One Show, Clio, AWARD, Axis and The Effie's. My work has also been spoken about in many places from the local news of Rodney District in New Zealand to CNN, Forbes, Huffington Post and The New York Times. My campaigns regularly appear on Creativity, Adweek, Adage, Campaign Brief, and Perez Hilton has even talked about my work on his blog.

Cheers & Enjoy

## AWARDS

Adage Marketer of the year (2018) - Panera

Cannes Black - The Pacific Dog Fight  
 Cannes Gold - BNZ Campus Pack Direct  
 Cannes Silver - Haunted Girl Outdoor  
 Cannes Bronze - The Pacific Dog Fight Outdoor  
 Cannes Bronze - The Pacific Dog Fight Integrated  
 Cannes Finalist - ARC Trees Kauri Outdoor  
 Cannes Finalist - ARC Trees Ponga Outdoor  
 Cannes Finalist - Trade My Soul TV  
 Cannes Finalist - Hell Puppets Viral

The Spikes Grand Prix - The Pacific Campaign

Caples Gold- Real Stories 'The Pacific' Launch  
 Caples Silver - Real Stories 'The Pacific' Outdoor

Effie Gold - V Monster Truck TV  
 Effie Silver - NZI Stolen Stuff TV  
 AME - V Monster Truck TV

IAC Award - Prius Family People Person Online Film

Clio - The Pacific Dog Fight Outdoor  
 Clio - ARC Trees Kauri Outdoor  
 Clio - ARC Trees Ponga Outdoor  
 Clio - ARC Trees Kauri Outdoor

One Show - Prius C Configurator UX Design Interactive  
 One Show - The Pacific Dog Fight Outdoor  
 One Show - The Pacific Dog Fight Experiential  
 One Show - The Pacific Real Stories Integrated  
 One Show - Monaco Zombie Print  
 One Show - ARC Trees Campaign  
 One Show - ARC Trees Campaign

Webby Awards - Prius C Game of Life  
 Best use of video/moving image  
 Best navigation/structure  
 Best use of interactive  
 Best auto & auto service

FWA - SOTD - Prius C Configurator  
 FWA - SOTD - Prius C Game of Life  
 FWA - SOTD - Panera Land of Clean

Forbes 'Fastest Selling Car' (2012) - Prius C  
 Forbes 'Most Influential Brand Right Now' (2015) - Panera

Young Guns - Little Girl Outdoor Poster  
 Young Guns - Hell Credit Card TV  
 Young Guns - Little Girl Maverick  
 Young Guns - ARC Trees Campaign  
 Young Guns - The Pacific Campaign

AWARD - The Pacific Dog Fight Outdoor  
 AWARD - The Pacific Integrated  
 AWARD - ARC Trees Kauri Outdoor  
 AWARD - ARC Trees Ponga Outdoor  
 AWARD - NZI Stolen Stuff TV

Shorty Awards - Preservatives with a purpose  
 Awwwards - SOTD - Panera Land of Clean

Creativity Pick of the Day - Prius Family  
 Adweek Pick of the Day - Prius Family  
 Adweek Pick of the Day - Panera 'Should Be'  
 Adcritic Top 20 (no.1) - Prius Family  
 Adage Editors Pick - Prius C Configurator

Axis - Hung Billboard  
 Axis - The Pacific Dog Fight Guerilla  
 Axis - The Pacific Dog Fight Outdoor  
 Axis - V Monster Truck Direction  
 Axis - The Pacific Letters Direct  
 Axis - V Ladders Editing  
 Axis - V Ladders Visual Craft  
 Axis - NZ Book Council Cinema  
 Axis - V ladders Craft Direction  
 Axis - The Pacific Integrated  
 Axis - V Ladders Integrated  
 Axis - V Ladders TV  
 Axis - Wrecking Balls Visual Craft  
 Axis - Wrecking Balls Direction  
 Axis - Wrecking Balls Soundtrack  
 Axis - Wrecking Balls Art Direction  
 Axis - Wrecking Balls Cinema  
 Axis - Wrecking Balls TV  
 Axis - Wrecking Balls Original Arrangement Music  
 Axis - The Pacific Real Stories Art Direction  
 Axis - V Ladders Digital Craft  
 Axis - The Pacific Direct Campaign  
 Axis - V Ladders Branded Content  
 Axis Emerging Talent (2005)

bestadsonline.com - V Ladders Outdoor (Best)  
 bestadsonline.com - V Ladders Interactive (Best)  
 bestadsonline.com - V Ladders TV (Best)  
 bestadsonline.com - TVNZ Hung Outdoor (Best)  
 bestadsonline.com - Wrecking Balls TV(Best)  
 bestadsonline.com - Random House Outdoor (Best)  
 bestadsonline.com - Little Girl Outdoor (Best)