

Anton Ezer
8 Clyde Road London N22 7AE

07740818264 02088886932 antonezer.co.uk

I am an experienced integrated creative thinker in Advertising and Broadcast.
I specialise in creating persuasive, original and memorable work that helps
build brands and increase sales.

Though the course of a diverse and interesting career I have developed a rare set of skills,
combining the rigour of top tier advertising agencies, the disruptive innovation of start-ups, the
fast moving creative broadcast industry, the practicality and pragmatism of running
departments of multi-national agencies and the credibility and expertise of having
worked at a senior level for many years.

I enjoy all elements of this creative mix - equally comfortable in creative departments, working
closely with brands in house or rolling up my sleeves and getting my hands dirty.

My career has taken me to some weird and wonderful places, from working closely with Anita
Roddick at The Bodyshop, to creating a campaign launching BBC Four, managing a 360 creative
department of over 30 people at RedBee Media and helping Saatchi & Saatchi
to win agency of the year in Denmark.

My roles have come under a variety of headings - Creative Director, Head Of Art, Head of Off-
Air, Head of Brand, etc, with a common thread of combining original thinking,
innovation and impactful ideas.

Freelance Integrated Senior Creative - 2014-Present

Give me a challenge, the right resources and environment and my
creative pride will ensure I do not give up until I have created and implemented the sort of work
that builds brand loyalty, increases sales and gets talked about.

Some of my most recent clients include ITV Creative, RedBee Media, The Specialist Works, Grey
Dusseldorf, Gravity Road, Channel Five, ID Mobile, Tesco F&F.

Creative Director - Beta London

I was responsible for all creative output for this dynamic fledgling start-up.
In an extremely competitive environment, we won accounts - Low Cost Holidays and
Virgin Casino in our first 12 months.

Case Study:

LowCost Holidays sales increased by over 140% after our multi-platform campaign dominated the summer of 2013.

Successfully launched Virgin Casino their gaming division into the recently deregulated US market.

Creative Director - The Kindred Agency

The Kindred Agency, a creative business born out of the necessity for advertising and PR to work more in sync with each, and under one roof.

As Creative Director I was responsible for delivering growth by identifying opportunities with-in our client list where a PR lead approach, coupled with an advertising campaign would be more beneficial than the traditional advertising only approach.

Case Study:

The NHS Check yourself for Bowel Cancer campaign asked for a leaflet in surgeries. Instead, we wrote a song and arranged for a band to tour summer festivals in the Anglian area and sing the message to a captive audience.

The resultant uptake of people checking themselves went up ten-fold.

The Make Mine Milk campaign used posters, digital marketing, experiential and social executions to take the unfashionable drink, fashionable again.

Creative Director - RedBee Media (BBC Creative)

The in-house creative department of at BBC had consisted of producers and account execs.

As Creative Director, I was responsible for bringing an advertising thinking and campaign structure to the world of BBC broadcast.

Joining with this challenge, we implemented a re-structure of the creative department, hiring and working with an eclectic mix of creative thinkers. The haul of awards over 9 years, culminating in a D&AD pencil for the BBC Four launch campaign was testimony to our success.

In 2006 I became the Creative Director of RedBee 360, a department where digital experts, website designers and advertising creatives worked side by side, producing a string of multi-platform award winning campaigns and on-line content for BBC marketing.

Case Study:

Created over fifty OOH campaigns, that brought the BBC offering to light viewers who otherwise might not have engaged with the brand.

Successfully launched their first digital TV Channel BBC Four, producing an award winning, multi-platform campaign of TV, Posters, Print, Digital and Experiential.

Worked closely with SyFy USA to create a campaign that re-launched the channel across the United States.

Head Of Art - Saatchi & Saatchi (Denmark)

Lived and worked in Copenhagen for three years for the only
Saatchi & Saatchi office in the Scandic regions.

As Head Of Art I was responsible for the look of all the agencies output.

I Implemented a more stringent art-directional ethic, and helped shape a new creative studio as well as working across some of the agencies biggest clients.

Case Study:

Head Of Brand for the Den Danske Bank account, Denmarks largest bank, creating a new art-directional look and tone of voice, helping them to reach a younger demographic.

Worked closely with Saatchi ECD Patrick Issacs on the Carlsberg DK account,
Producing work that increased their sales across the Scandic regions.

Creative Director - The BodyShop

The Creative Greenhouse, a first of its kind in-house creative agency for Anita Roddick & The BodyShop. It served to produce reactive communications promoting her campaigning, and spearheading her story, driving brand loyalty & customer engagement.

Case Study:

Created the campaign that brought the atrocities and human rights violations of Shell Petroleums illegal drilling in Nigeria to the attention of Parliament and the British public.

Created campaigns alongside the Big-Issue magazine.

Instrumental in highlighting the plight of endangered species in Africa and Asia.

References on request