

# Anton Ezer

## London

Portfolio - [antonezer.co.uk](http://antonezer.co.uk)

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I am a senior creative specialising in the creation of persuasive, original & memorable work that helps build brands and increase sales.

Though the course of a diverse career I have developed a rare set of skills, combining the rigour of top tier London 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 Advertising or Broadcast creative departments, working closely with brands in house, or as a lead Creative direct to clients.

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 integrated creative department of over 30 people at RedBee Media and helping Saatchi & Saatchi Copenhagen 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, lead creative content, with a common thread of combining original thinking, innovation and impactful ideas.

Some of my most recent clients include M&S, Paddy Power, Channel Five, Not On The HighStreet, ITV, BBC, & Grey Agency.

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### **Freelance Creative - Channel 5 - 2021**

Created a campaign to re-launch Channel 5's streaming service My5. TV, posters and digital ran throughout November & December '21

### **Freelance Creative Director - ITV Brand Partnerships - 2020/2021**

With ITV, I helped create the M&S Food Fresh Market Update Campaign. Over a period of 5 months, we shot 80 films, highlighting British grown produce sold at M&S. The campaign became one of their most successful, helping to cement a place in the hearts & minds of UK consumers who look to buy the best of British grown produce.

### **Freelance Creative - FriendlyGiants - 2019/2020**

Asked to join this exciting start-up based in the heart of Dalston, I worked across their existing clients, creating a set of Christmas idents for the online gift shop NotOnTheHighStreet and helping them to several successful new business wins including The London Eye & Netflix Partnerships.

### **Freelance Creative Director - ITV Creative - 2016/2018**

I worked at ITV creative, and ITV commercial, producing work promoting their TV content, and brand partnership campaigns for commercial partners.

### **Creative Director - Beta London - 2014-2015**

Responsible for all creative output at this fledgling start-up. In an extremely competitive environment, we won accounts for 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 2014.

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

### **Creative Director - The Kindred Agency - 2009/2013**

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

### **Creative Director - RedBee Media (BBC Creative) - 2000/2009**

As Creative Director, I helped implement a re-structure of the creative department, hiring and working with an eclectic mix of creative thinkers. The haul of awards over 9 years, Creative Circle Golds, a One Show for SyFY channel, and D&AD success for the BBC Four launch campaign was testimony to its success.

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 TV Channel BBC Four, producing a D&AD award winning, multi-platform campaign consisting of TV, Posters, Print, Digital and Experiential.

Worked closely with NBC SyFy, creating a campaign to re-launch the channel in the USA.

**Head Of Art - Saatchi & Saatchi (Copenhagen) - 1997/2000**

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 reach a younger demographic.

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

**Creative Lead - 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, to help drive 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.

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References on request