

# Simon Mannion

## Executive Creative Director

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## Profile

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Hello. I'm a multi-channelled, multi-award winning creative leader with 20 years' experience at some of advertising's finest agencies, inspiring growth through game changing and brand building work.

A core early member of ad agency Iris, I was instrumental in turning a London office of 40 into a 1000+ global network. I've built and led creative departments while developing deeply trusted client relationships through a collaborative, curious and energetic spirit.

Along the way, I've helped Wickes protect builders from skin cancer by creating a range of sunscreen paint pots, launched Shell's biggest brand repositioning across 70 countries and made the top ten in YouTube's most-shared-ads for Adidas.

I've had the opportunity to create work that's been loved by everyone – from mums, kids and Gen Z to Cannes, Clio and D&AD. My love for all things creative extends outside the office, writing children's books, a music blog and as a mentor for School of Communication Arts, D&AD and lecturer at Speakers for Schools.

## Experience

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### Twelve

2022 - Present

#### Executive

#### Creative Director

Running agency alongside Managing Director and Head of Strategy. Responsible for creative output, overseeing Creative and Design department, managing/resourcing briefs, strategy, hirings, mentoring and culture of agency.

Clients include Heineken, Danone, Jack Daniels, NatWest, Weetabix, Strava.

Hurtigruten Cruises. Pitch wins: Travis Perkins, Bulldog Skincare, Radisson Hotels.

### Iris

2004 - 2021

#### Creative Director

#### & Partner

Shell Global CD, Euro CD on Adidas, PepsiCo, Britvic, Sony Mobile, ASUS computers, Nectar, Wickes, Global CD Wacom, Euro CD Bacardi, Dept of Health/Transport and Formula E.

Overseeing creative work, mentoring teams, leading pitches, brand strategy, building relationships with major stakeholders, shaping culture of department.

- Global Digital & Retail CD on Shell for five years – transformed the brand into Iris' largest and most profitable account.
- Created Shell's biggest brand repositioning in their history – Welcome to Shell ran in 44,000 stores across 70 countries.
- Launched Shell's most successful global sales promotion ever – 'Ready Set Build, a socially driven campaign in partnership with LEGO.
- Created Shell's 'F1 Uncovered', a 360 mobile-first immersion, revealing life behind the Ferrari pits – site amassed 250% more visitors than Ferrari's own site.

- Launched global campaign for Sony Xperia phone in partnership with 007 film, Skyfall – live in 28 countries, broke sales records worldwide, quadrupled targets.
- To launch ASUS' new gaming laptop, we hacked Twitch and turned the largest gaming platform into the greatest product demo – outperformed social engagement targets by 1800%.
- To raise awareness of ASUS' gaming brand, we created 'Unlock Ultimate Power', a high-stakes game played across social – increased reach from 2.5m to 134m and recruited 200k new fans.
- Adidas Football content film - 10th most shared ad on YouTube in year of launch.
- Created multi-platformed campaign 'Get Your Nectar On' to launch their new app –became UK's most downloaded app within 48 hours of launch.
- Helped Wickes combat skin cancer amongst builders by launching a range of suncream paint pots 'Tradesman's Suncream'. Trade loyalty sign-ups increased by over 2k a week during initiative.
- Helped give Wickes their biggest sales weekend ever with multi-platformed Easter campaign 'Buy Now Do It Later'.
- Launched Cinch, a new online service for finding, buying and selling used cars. Created entire brand and comms, including name, ATL, Social, eCRM and beyond.
- Broke previous sales records for holiday brand Haven with the launch of a multi-platformed campaign including award-winning TV ad.

**TBWA**  
2002-2003  
**Senior Creative**

- Copywriter/Art Director, accounts including Dulux, Morrisons and PZ Cussons.

**McCann**  
1998-2001  
**Creative**

- Copywriter/Art Director, accounts including Mastercard, Nescafé and Air Canada.

## Portfolio

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[simonmannion.com](http://simonmannion.com)

## Volunteer work

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Motivational speaker at Speakers for Schools  
Deliver talks at schools across the country imparting life lessons and career advice.

Mentor for School of Communication Arts  
Visit college regularly to critique students' work.

Mentor for D&AD New Blood Shift  
Key member of initiative that's helping diversify the advertising industry.

## Industry writing

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My ad blog Wichita Adman – lessons in advertising courtesy of the music industry – serialised online by LBB, reaching 20,000+ visitors a day.

## Clients

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Acer, Adidas, Air Canada, AMEX, Andrex, ASUS, Avanti Insurance, Bacardi, BMW, British Gas, Britvic, Budweiser, Bulldog Skincare, Channel 4, Cinch, Club Wembley, CNN, Coca-Cola, Co-op Group, Danone, Delta Air Lines, Department for Transport/Health/Education, Discovery Channel, Disney, Dulux, Epson, Formula E, Gala Bingo, Greene King, Guinness, Harbour Beer, Haleon Healthcare, Haven, Heineken, Home Office (Police, Fraud, National Highways), Hurtigruten Cruises, Jack Daniels, KFC, LEGO, Lindeman's, London Fire Brigade, L'Oréal, Manchester United, Maplin, Mastercard, McDonald's, Ministry of Sound, Morrisons, NatWest, Nectar, Nestlé, Orange, PayPal, PepsiCo, Perrier, Philips, Pizza Hut, Polar, Powerade, PZ Cussons, Quit smoking charity, Radisson Hotels, Reckitt Benckiser, Samsung, SEGA, Shell, Škoda, Sky, Sony Mobile, Speedo, Starbucks, Strava, Suzuki, Tate & Lyle, The Guardian, T-Mobile, Travis Perkins, Unilever, Valspar, Vodafone, VW, Wacom, Weetabix, Wickes, Wonderbra.

## Awards

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Creative Circle Bronze - Haven  
British Arrows Shortlist - Haven  
Cannes Lions Shortlist Health & Wellbeing - Wickes  
Clio Bronze Direct - Wickes  
Clio Bronze Design - Wickes  
Eurobest Bronze Health - Wickes  
LIA Bronze - Wickes  
Creative Pool Gold - Wickes  
Creative Pool People's Choice Winner - Wickes  
Creative Circle Bronze - Wickes  
Campaign BIG Awards Gold - Wickes  
One Show Finalist - Wickes  
Drum Gold - Shell F1 Uncovered  
FWA Site of the day and mobile site of the day - Shell F1 Uncovered  
Campaign Big Awards Integrated agency of the year  
Communicator Awards Gold and Silver - Shell F1 Uncovered  
MAA Agency of the year  
The Lovie Awards Bronze - Sony  
Cannes Lions Finalist - Quit  
D&AD Longlist - Quit  
One Show Finalist - Quit  
MAA Agency of the year  
Cannes Lions Finalist - Quit  
D&AD In-book - Quit  
Tenth most shared football ad of all time - Adidas  
MAA 2 Gold, 1 Silver, 2 Bronze  
IPM 3 Gold  
New York Festival Gold - Bacardi  
Clio Bronze - London Fire Brigade  
Clio Bronze - Bacardi

## Education

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BA Hons in Graphics 2:1  
University of the West of England