


INFORMATION

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BACKGROUND

Throughout his prosperous career, Marcus's firm embrace on change has continually inspired his drive for innovation and new forms of storytelling. Accruing a wealth of experience in building brands, his work has won at every major, creative and effectiveness award show including the likes of D&AD, One Show, Clio, LIA, The Webby's, New York Festivals, the Effies, London IPAs, ADFEST, Spikes and the eminent Cannes Lions.

Marcus's ethos in today's landscape is simple: audience attention must be earned, not demanded. That's why he champions the belief that today's agencies shouldn't just make ads, they should exist to solve their clients' problems – in whatever creative form that may be.

Possessing a succession of key, creative roles at large, integrated agencies such as DDB, Ogilvy and McCann – combined with a mix of more specialised digital shops – Marcus brings with him extensive experience across traditional and digital fields, as well as specific expertise in mobile, film and data-driven creative. Today, Marcus leads as Executive Creative Director of Dentsu Creative, Australia and New Zealand, overseeing a combination of what was formerly the BWM Isobar, dentsuMcGarrybowen and dentsu brands.

Watch Marcus's 2019 keynote speech:
[The New Era of Creative Problem Solving](#)

EDUCATION AND TRAINING

PRE - 2000

Knox Grammar School (HSC)
AWARD School (Top 10)
Advertising Diploma - TAFE

2006

Robert McKee's "Story" Screenwriting

2007

Steve Kaplan's "Comedy Intensive" Screenwriting

2008 - 2012

On Camera Connections
Writing, acting, directing

2010 - 2014

Karel Segers "Story Series" Screenwriting

RECENT AWARD JUDGING & KEYNOTE SPEAKING

- 2020 One Show judge - Direct
- 2020 D&AD judge - Media
- 2019 ADFEST Keynote Speaker
- 2019 ADMA Keynote Speaker
- 2019 Best Ads judge for best global work – September
- 2019 One Screen judge (International film award show for One Club)
- 2018 AWARD School judge
- 2017 New York Festivals judge – digital/mobile
- 2017 Miami Ad School tutor
- 2017 Sydney AWARD School tutor
- 2016 ADFEST judge - JURY PRESIDENT - Interactive & Mobile
- 2016 Cannes Young Lions judge
- 2015 AIMIA Awards judge
- 2015 GLOBAL Awards judge (New York Festivals for Healthcare)

SPECIALTIES

- Creative direction and agency/client creative management
- Creative development & strategic thinking
- Digital ideas across mobile, social, web, video campaigns
- Data-driven ideas and campaigns
- Traditional ideas across TVC, print, radio, OOH – integrating with digital campaigns
- PR driven ideas solving client problems in innovative ways to gain organic media attention (see my Adfest talk The New Era of Creative Problem Solving)
- TVC/video/film scripting and screenwriting
- TV/film production & film directing
- Copywriting
- UX for web, mobile & tablet
- Managing of large-scale creative projects including copywriting, art direction, design, production and dev
- Nurturing new and existing client relationships to help secure new business
- Agency management & team leadership – running an agency or network at ECD to CCO level

TESTIMONIALS

"Marcus has had a huge and positive impact on the business, clients and staff. As a creative he is innovative and a great leader for any team."

Pat Baron – Chief Creative Officer, McCann Worldgroup (Australia)

"...Marcus's ideas pushed the boundaries for Audi – and that innovative thinking delivered us strong results, time after time."

Kevin Goult - Formerly, General Manager Marketing, Audi

"...An ideas man, Marcus brings to his work an ability to generate big picture thinking and execute down to the most minute level."

Darwin Tomlinson - Formerly, Executive Creative Director, DDB

"...I was looking for people to provide insight into how our brand could leverage the captive market with technology. It was at this point I was introduced to Marcus."

Joe O'Keefe Jr - Formerly, Hungry Jack's National Brand Manager

"Marcus is a passionate creative with the coveted ability to deliver completely through the line."

David Clarke - Global Executive Creative Director, Hume (New York)

"I have known Marcus for over 15 years now, within that time I've had the pleasure of watching him grow into a writer of the highest calibre."

Michael Connaghan - Formerly, CEO, WPP (Aust & NZ)

DENTSU CREATIVE - AUSTRALIA & NZ

Executive Creative Director 2020 - 2022

- Current No.1 globally ranked Executive Creative Director on worldwide Best Ads rankings
- Overseeing all Dentsu Creative agencies across Australia and New Zealand. 300 staff – five regional offices (Formerly BWM Isobar, dentsu McGarrybowen and dentsu agencies)
- 2021/2022 AWARD-WINNER at Cannes Lions, D&AD, One Show, LIA, Clio, NYF, ADFEST, the Effies, APAC Tambulis, Spikes Asia.
- 2021 Grand Prix winner – London International Awards (LIA)
- 2022 Grand Prix winner – APAC Tambuli Effectiveness Awards
- 2022 #4 Campaign Brief Agency of the Year - The Work
- 2020 One Show judge - Direct
- 2020 D&AD judge - Media
- Major pitch wins for American Express, Activision Blizzard (gaming), Kmart, Toyota, NIB health, Wesfarmers, Daikin Air Conditioning, Rugby Australia, Virgin Money, Zespri Kiwifruits and Qantas Loyalty.
- Clients include Qantas, nbn, American Express, Activision Blizzard (gaming), Heinz, Daikin, Hendricks Gin, Virgin Money, Mentos, NIB Health, Wesfarmers, Bank of Queensland, Monkey Shoulder Scotch Whisky, DiDi, Foot Locker, Four'n Twenty, Goodman Fielder, Pepsi Lipton, the Garvan Institute of Medical Research, Charles Sturt University, Toyota, MLC, Asahi, BabyLove, Berocca, PayPal and more...

THE BRAND AGENCY - PERTH

Executive Creative Director 2018 - 2020

- 2018/2019/2020 AWARD-WINNER at Cannes Lions, D&AD, One Show, Clio, NYF, LIA, Adfest, Spikes Asia, the Effies and WARC
- Creatively building and managing Perth's largest advertising agency to over 120 employees in Perth and overseeing 200 employees combined throughout Melbourne and NZ
- 2019 Global Creativity Report Agency ranking 7th Aust/NZ
- 2018, 2019 & 2020 Campaign Brief Agency of the Year WINNER
- 2019 Best Ads No.4 ranked Executive Creative Director globally
- 2019 ADFEST and ADMA Keynote Speaker
- Clients include Road Safety Commission, Bankwest, Foodbank, Water Corp, Uni of WA, The Races WA, Bunnings Hardware, WA Police, City of Perth, Mental Health Commission, TABtouch...

MCCANN - SYDNEY

Deputy Executive Creative Director 2016-2018

- 2017/2018 INTERNATIONAL AWARD-WINNER at Cannes Lions, NYF, Spikes Asia, APAC Effies, Webby Awards and Adfest
- Closely partnering with ECD Jerker Fagerstrom
- Member of the McCann Executive Leadership Team
- 2017 New York Festivals judge – digital/mobile
- 2017 Sydney AWARD School and Miami Ad School tutor
- Clients include Mastercard, Purina, Microsoft, Xbox, CPW (UncleTobys Oats), Coke & Coke brands, Cisco, Charles Sturt Uni...

AFFINITY - SYDNEY

Executive Creative Director 2014-2016

- 2016/2017 INTERNATIONAL AWARD-WINNER at the Cannes Lions, APAC Effies, London IPA Effectiveness, AMES, WARC and Spikes Asia
- 2016 Global Effie Index - Aust most effective Independent Agency
- 2016 WARC Grand Prix winner
- WARC 100 - #1 Digital / Specialist Agency Australia & Asia Pacific
- 2016 Mumbrella and B&T Digital Agency of the Year winner
- 2016 ADFEST award judge – JURY PRESIDENT Interactive/Mobile
- Clients included Panasonic, Johnson & Johnson, Prospan Cough Relief, Ceva, Birch & Waite, Narellan Pools, Woolworths and ADMA

DDB - SYDNEY

Creative Director 2012-2014

- Creative lead and senior integrated copywriter on the Audi account
- Part of the Telstra brand relaunch campaign team
- Brands worked on during this time included Audi, Wrigleys, Telstra and Volkswagen

WHITEGREY - SYDNEY

Associate Creative Director 2009-2012

- 2011 INTERNATIONAL AWARD-WINNER at the Cannes Lions
- 2011 CREATIVE Hotshop Award winner - Digital/Online agencies
- Clients included, Commonwealth Bank, Lexus, Coke brands (Sprite, Mother Energy Drink, Powerade), Hungry Jack's, Toyota, Telstra, Medibank, Tourism Australian and more.

OOMPH - SYDNEY

Creative & Strategy Director 2009-2009

- Formerly, MOGENERATION
- Developed strategies, ideas and UX for mobile and tablet to integrate with brand campaigns
- Clients included Coca Cola, Skins, NRMA, Fairfax and more..

OGILVY - SYDNEY

Senior Copywriter 2001-2009

- Won large-scale client pitches such as the Roads & Traffic Authority, Australian Rugby Union, NSW Lotteries and Yahoo!
- Other clients included Coca Cola, Amex, KFC, Kimberly Clark, NSW Lotteries, Unilever, The Economist, LG, Qantas, IBM...

OGILVY - NEW YORK

Copywriter 2000-2001

- Freelanced as a copywriter for TV, print and direct advertising
- Clients included American Express and IBM

OGILVY - SYDNEY

Copywriter 1999-2000

- Worked as a copywriter for TV, print, radio and direct advertising
- Clients included Arnott's, KFC, NSW Lotteries, American Express, Qantas, Lion Nathan (XXXX, Emu Bitter, Tooheys), Telstra...

REFEREES

*Email to organise a phone conversation where required.

BRENT KERBY

+61 403 894 830 CEO
Clemenger BBDO - Sydney

JERKER FAGERSTROM

jerkaf@gmail.com
Chief Creative Officer (CCO)
Publicis Groupe Nordic (Former ECD at McCann - Sydney)

SOPHIE LANDER

+61 460 586 555
Managing Director
Cummins & Partners - Australia

AWARDS

2022 London International Awards - Pharma - Grand Prix
2022 London International Awards - Pharma - Gold
2022 APAC Tambuli Effectiveness Awards - Grand Prix
2022 Cannes Lions - Health Care - Integrated - Bronze Lion
2022 Current No.1 ranked ECD globally for Best Ads work nominations
2022 Cannes Lions - Design - Digital Design - Shortlist
2022 Cannes Lions - Health Care - Direct - Shortlist
2022 Cannes Lions - Health Care - Outdoor - Shortlist
2022 Cannes Lions - Health Care - Film Craft - Shortlist
2022 Spikes - Integrated - Gold
2022 Spikes - Design - Silver
2022 Spikes - Direct - Silver
2022 ADFEST - Effectiveness - Gold
2022 ADFEST - Direct - Gold
2022 D&AD - Outdoor - Wood Pencil
2022 Clio Health - Integrated - Bronze
2022 One Show Asia - Interactive - Silver
2022 One Show Asia - Healthcare - Silver
2022 One Show - Integrated - Bronze
2022 London International Awards - Integrated - Bronze
2022 ADFEST - Mobile Website - Silver
2022 ADFEST - Best Consumer Website - Bronze
2020 APAC Effies - Positive Change Social Good - Gold
2020 WARC Awards - Effective Innovation - Gold
2020 WARC Awards - Category Innovation - Special Award
2020 Campaign Brief WA Awards - Agency of the Year - Winner (First ever WA agency to win 3 in a row)
2019 D&AD - Use of Retail - Yellow Pencil
2019 Cannes Lions - Design - Silver Lion
2019 Cannes Lions - Direct - Bronze Lion
2019 Cannes Lions - Media - Bronze Lion
2019 Cannes Lions - 5 more shortlists
2019 AC&E by ADMA - Best Integrated Campaign - Winner
2019 Global Creativity Report (Cannes Lions) - Agency ranking 8th Aust/NZ (7th in Australia) *WARC's ranking from the world's top creative and effectiveness award shows
2019 Best Ads No.1 ranked ECD in Australia (No.5 globally)
2019 Effies Australia - Best State Campaign - Gold
2019 Effies Australia - Not-For-Profit - Gold
2019 Clio Awards - Direct Marketing - Design - Silver Clio
2019 Spikes Asia - PR - Not-for-profit - Silver Spike
2019 Spikes Asia - Design - Environmental - Silver Spike
2019 Spikes Asia - Design - Promotional Item - Bronze Spike
2019 Spikes Asia - Direct - Not-for-profit - Silver Spike
2019 Spikes Asia - Direct - Ambient Media - Bronze Spike
2019 Spikes Asia - Media - Not-for-profit - Silver Spike
2019 Spikes Asia - Media - Breakthrough on a budget - Bronze Spike
2019 Spikes Asia - Direct - Art Direction / Design - Shortlist
2019 Spikes Asia - Media - Ambient Media - Shortlist
2019 New York Festivals - Positive World Impact - 2nd Prize
2019 Good Design Awards - Communication Design - Winner
2019 Good Design Awards - Branding and Identity - Winner
2019 One Show - Merit Award
2019 One Show - Merit Award
2019 Round 2 Siren Awards - Radio Campaign - Runner Up
2019 AD STARS - Direct - Gold
2019 AD STARS - Design - Gold
2019 AC&E and AMY Awards - Best Integrated Campaign - Finalist
2019 WPP global Awards - WPPed Cream Awards - Direct - Not-for-profit - Winner
2019 Campaign Brief WA Awards - Agency of the Year - Winner
2019 ADFEST - Direct - Gold Lotus
2019 ADFEST - Design - Gold Lotus
2019 ADFEST - Media - Gold Lotus
2019 ADFEST - Brand Experience & Engagement - Silver Lotus
2019 ADFEST - Outdoor - Bronze Lotus
2019 ADFEST - Effectiveness - Finalist
2019 AWARD Awards - Experiential Marketing - Bronze

2019 AWARD Awards - Charity - Bronze
2019 AWARD Awards - 30 sec Radio - Bronze
2019 NY Festivals' Midas Awards - Gold
2019 NY Festivals' Midas Awards - Silver
2019 NY Festivals' Midas Awards - 5 certificates
2018 London International Awards - Sound Design - Finalist
2018 Siren Awards - Round 5 - Single Radio Ad - Winner
2018 Spikes - Use of Events - Silver
2018 Webby Awards - Advertising & PR - Winner
2018 ADFEST - Effectiveness of Campaign Success - Gold
2018 ADFEST - Best Use of Events - Silver
2018 ADFEST - Best Integrated Campaign - Silver
2018 ADFEST - Promo Experiential & Events - Bronze
2018 ADFEST - Promo Best Integrated Campaign - Bronze
2018 ADFEST - Best Mobile Website - Bronze
2018 ADFEST - Best Use of Social - Finalist
2018 ADFEST - Best Use of Mobile - Finalist
2018 ADFEST - Best Use of UGC - Finalist
2018 Campaign Brief WA Awards - Agency of the Year - Winner
2018 Effie APAC - Financial services - Silver
2018 Effie APAC - E-Commerce - Silver
2018 Effie APAC - Sponsorship & Event Marketing - Bronze
2018 Effie APAC - Social Media Marketing - Silver
2018 WARC Awards - Top Campaign - #33
2018 London IPA Effectiveness - Best Use of Tech Led Data - President's Prize
2018 London IPA Effectiveness - Silver
2017 Siren Awards Round 1 - Best Radio Campaign - Winner
2017 WARC Awards - Best Use of Data - Grand Prix
2017 Australian Effie Awards - Use of Data - Gold
2017 Australian Effie Awards - Digitally Lead Ideas - Silver
2017 Australian Effie Awards - Health & Wellbeing - Bronze
2017 Australian Effie Awards - Small Budget - Bronze
2017 WARC 100 - #1 Digital / Specialist agency - Australia & Asia Pacific
2017 Global Effie Index - Australia's most effective 'Independent Agency'
2017 APAC Effie Awards - Programmatic - Bronze
2017 APAC Effie Awards - Healthcare - Bronze
2016 WARC Awards: Best Use of Data - Grand Prix
2016 WARC Awards: Best Use of Data - Gold
2016 IPA Effectiveness Awards: Gold (Australia's first ever gold)
2016 IPA Effectiveness Awards: Special prize for Best Small Budget
2016 Australian Effie Awards - Use of Data - Gold
2016 Australian Effie Awards - Insight & Strategic Thinking - Silver
2016 Australian Effie Awards - Digitally Led Ideas - Silver
2016 Australian Effie Awards - Return on Investment - Bronze
2016 Australian Effie Awards - Travel, Leisure and Media - Silver
2016 AC&E Awards - E-commerce: Website & Marketing - Winner
2016 Cannes Lion - Creative Data - Finalist
2016 Ames - Data & Analytics - Gold
2016 Ames - Effectiveness - Gold
2016 Ames - Media Strategy - Silver
2016 Webby Awards - Websites - Honouree
2015 MSiX - Clever Data Award - Winner
2015 Spikes - Pet Products - Print - Finalist
2015 Prime Awards - Best Ad - Winner
2013 Effie Winner - Most Original Thinking - Gold
2013 Effie Winner - Return On Investment - Gold
2013 Effie Winner - Under 500k budget - Gold
2013 Effie Winner - Food - Gold
2013 Effie Winner - Retail - Gold
2013 Effie - Best Digital Platform - Silver
2013 Australian Mobile Awards - 'Best Mobile Marketing'
2013 AIMIA - Mobile - Winner (Hungry Jacks)
2012 Interactive Media Awards - 'Best In Class' banking
2012 Aust Mobile Awards - Winner
2011 Australian Effies - Silver
2011 AIMIA - Mobile - Winner
2011 AIMIA - Best Of The Best - Winner
2011 Cannes Lions - Mobile - Silver