



cv.cover

My name is Ivan Pols and I'm currently an Associate Creative Director (Art) at Ogilvy Toronto. My skill set is multi-disciplinary and includes Ideas, Art Direction, Design, Digital, Creative Direction, Drawing and anything else that needs doing. The last few years have been characterised by category redefining campaigns (like Diamond Shreddies) involving ideas that are executed in a broad range of media, from custom magazines to branded web tools (and the odd TV spot). Basically, I create and manage a lot of Big Integrated Campaigns that hopefully people enjoy.

I'm looking for an environment that is creative thinking and acting to it's core. A place that embraces experimentation, dreams big and has a personality. Filled with a group of people who are going to take over the world.

While playing I've collected a few awards, including a Grand Clio, Cannes Gold and Silver, D&AD Silver Nomination, and a London International Grand Prize. Usually in different categories every year.

Enjoy the read.
Ivan

ps. You can see my portfolio of work at www.ivanpols.com

cv.ivan pols

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education

1993 Parktown Boy's High School

1998 Technikon Witwatersrand

National Diploma in Graphic Design with 2 distinctions.

experience

Ogilvy Toronto 2006 -

In June 2006 I joined Ogilvy Toronto as Associate Creative Director. I've worked on numerous campaigns for Unilever, Kraft and others, including some of these companies most successful integrated campaigns. In Toronto, I have a strong record of reimagining brands and turning small projects into large interesting brand campaigns.

Two examples are the 2007 Dove Hair "Shine" campaign which shifted their brand share to their highest levels ever. And the 2007/8 "New Diamond Shreddies" campaign which moved their annual base growth from 2% to 18%, making the square cereal one of Canada's most spoken about brands. Not bad from a TV brief. The Shreddies campaign has also won a few prizes, including Grand Clio for Integrated Campaign. I spend most of my time creating and managing integrated campaigns for Hellmann's Canada & North America, Winners, Crystal Light and Post Cereals.

Ogilvy Johannesburg 2003 - 2006

In October 2003 I went to Ogilvy Johannesburg and joined as a Creative Group Head.

The more notable work that I worked on was multimedia campaigns for Audi A4, Audi A3 Sportback, Audi A6, Audi RS4, Audi S3, Castle Lager, Appletiser, Motorola (Worldwide Campaign), Exclusive Books, M-Net and SAB Miller. I also won the SAB Miller brand challenge.

In 2005 I became Associate Creative Director at Ogilvy Johannesburg, leading a 12 person creative team working on Audi, M-Net (cable TV), KFC, Castle Lager and SAB Miller. I was also on the small team that started Ogilvy Interactive for Johannesburg. In May 2006 I was an integral part of the team that won the Coke Africa pitch for Ogilvy. I created campaign elements, managed the presentation creation and presented the digital section of the show.

HarrisonHuman 1998 - 2003

In June of 1998 I was hired by Gerry Human (now Executive CD Ogilvy Johannesburg) to join Lowe Bull Calvert Pace and Partners, an advertising and design start up, as a Rising Art Director.

In 1999 the company became HarrisonHuman Advertising. I was promoted to Art Director and headed up the agency's new media division. Some of the larger projects I worked on at this time were the redesign and ad campaigns of Exclusive Books Fanatics, the package design of the new bottle and relaunch of Hardy's Dry Cider and the launch and subsequent campaigns of IMAX Theatres in Johannesburg, Durban and Pretoria. I also won Gold and Silver at the Loeries, Merit at the ADC and got into the D&AD book, all in the first year of working.

In 2001 HarrisonHuman aligned with the Bates Worldwide group to become HarrisonHuman Bates. The new alignment allowed me to work on briefs for Microsoft, Pfizer Europe, Marmite, Rennie and EDS. HarrisonHuman was named the 1999 Emerging Agency of the Year and 2001 Small Agency of the Year based on it's award winning, effective advertising for small clients.

In September 2002 I was promoted to Creative Group Head. My responsibilities included creative direction and management of the teams working on Microsoft below-the-line, De Beers and several other accounts. At the 2004 Effectiveness in Advertising Awards (APEX) Exclusive Books won Grand Prix. The award is based on quality of creative work and market share growth over a 2 year period. The R2 million (£200 000) EB account beat every other advertiser in the country. I was invited to Singapore in June 2002 to work on the Heineken worldwide TV campaign.

playing with others

The people I work with and myself have a strong belief in sharing skills with students. We provide spaces for internships for various tertiary centres throughout the year and I take special interest to help them learn. Usually challenging them to make fun stuff beyond ads.

From 2001 until 2005 I helped the Graphic Design department at Wits Tech in Johannesburg as a part time lecturer. I lead the advertising side of the course, including rendering skills for 2nd and 3rd year students and the 3rd year advertising final project. I also started and ran a one year mentorship programme for 5 promising students of various backgrounds.

I've judged the London International, Loeries and Creative Circle awards.

what else

I draw: I've just completed a 4 year digital drawing Creative Commons project. & stuff.

I play: NDS, Blading, Running, Biking, Tennis.

I learn: as much as I can.

the sites

You can see my portfolio of work at www.ivanpols.com

Drawings at www.boundlessoptimism.org

Blog at www.retry.tv

awards

1999

BEITH PHOTOLAB “LEARNER”:

D&AD in the book
Loerie Gold and Silver
Spada Gold
AAA Newspaper Ad of the Year

LOWE BCP “FLASH STATIONERY”:

New York Art Directors Merit Award
Loerie Silver

2000

HH “HANDSHAKE LOGO”:

D&AD in the book
Loerie Gold

EXCLUSIVE BOOKS “POSTCARD”:

AAA Outdoor Ad of the Month
Grapevine Postcard Grand Prize

2001

EXCLUSIVE BOOKS “LOO”:

Cannes Silver Lion
Loerie Silver
AAA Magazine Ad of the Year
Best of Bates Gold

EXCLUSIVE BOOKS “BAR”:

Loerie Silver
AAA Ad of the Month

EXCLUSIVE BOOKS CAMPAIGN:

Loerie Silver
Two entries in the “Celebrating the Best of South African Advertising and Design 1994 – 2000” book.

2002

Techikon Witwatersrand Young Achiever of the Year Award nominee. (This is an award given by the Technikon Witwatersrand to one of four alumni (under the age of thirty) who have been nominated by their respective departments as outstanding in their fields.)

2003

EXCLUSIVE BOOKS “FOOTBALL”:

AAA Ad of the Month

HARLEY-DAVIDSON “BULL”:

One Show Magazine Merit Award
One Show Newspaper Merit Award
Clis Print Shortlist

2004

PEOPLE OPPOSING WOMEN ABUSE “FLINCH” (ONLINE BANNER):

D&AD Silver Nomination
Cannes Gold Cyber Lion
London International Grand Prize
Loerie Gold
Pendoring Gold
Design Indaba Construction Awards finalist
One Show Finalist

EXCLUSIVE BOOKS INTEGRATED CAMPAIGN:

Effectiveness in Advertising Awards Grand Prix

2005

AUDI A3 SPORTBACK (TVC):

2 Loerie Silvers

EXCLUSIVE BOOKS “SECTIONS”:

Loerie Bronze

AUDI R S4 “KNUCKLEDUSTER”:

Loerie Bronze

CASTLE LAGER “SHOOTING STAR” (TVC):

Clio Bronze
Loerie Bronze

2006

ADC / YOUNG GUNS WINNER

2007

WORLD OF COMEDY FILM FESTIVAL:

Applied Arts Annual
One Show Finalist

2008

“NEW DIAMOND” SHREDDIES (INTEGRATED CAMPAIGN):

Grand Clio
Clio Gold
D&AD in the book
One Show Bronze Pencil
London International Gold
Applied Arts Annual
CMA Gold
Cassies Grand Prix & 2 Golds

“27TH LETTER” FONT DESIGN

ADC/Young Guns Lettera27 Judges Choice

2009

DIAMOND SHREDDIES “COMBO PACK” (FILM CAMPAIGN):

Cannes Bronze Campaign Film Lion