

Ben Akers
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Born Ben Daniel Robert Akers in the winter of 1975 in Lewisham, South London, England. Son of a Psychotherapist. Grandson of Publicans. Brother of a 'Nice' activist.

ADVERTISING/DIRECTING/WRITING:

In 19 years in the industry, I've worked on (almost) every type of client.

Creating everything from lamppost stickers to award winning docos (and all that's in between).

HISTORY:

CURRENT:

MADE WITH+ (BRISTOL)

Founder/Director

November 2016 - Present

DEAD GOOD DOCS UK

Co-Founder//Director

July 2017 - Present

"MR HOPEFUL"

Founder/Artist

CHARITY FOR THE HOMELESS.

GOODFEST (CORNWALL)

Co-Founder

April 2017 - Present

Manchester United TV (MANCHESTER)

Documentary Director/Writer.

March 2016 - Present

PAST:

FUTERRA (LONDON)

Creative Director

March 2016 - November 2016

LOVE (MANCHESTER)

Creative Director of Advertising & Content.

April 2015 - March 2016

CHIEF PRODUCTIONS (MANCHESTER)

Creative Director/ Documentary Director/Writer.
May 2014 - April 2015

REPUBLIC OF EVERYONE (SYDNEY)

Creative Director.
2012-2014

GPY&R (SYDNEY)

Creative Director.
2011-2012

DROGA5 (SYDNEY)

Senior Writer/Group Head.
2009-2011

BBH (LONDON)

Senior Writer.
2005-2009

HHCL (LONDON)

Mid-Weight Writer.
2004-2005

MOTHER (LONDON)

Creative.
2003-2004

20:20 (LONDON)

Junior Writer.
2001-2003

SPIRIT (LONDON)

Junior Writer.
1999-2001

M&C SAATCHI (LONDON)

Placement Kiddy.
1998

BUCKINGHAMSHIRE UNIVERSITY

Ambitious Student.
1995-98.

EXTRAS:

CREATIVE CONSCIENCE

ADVISOR

"WE ARE EUROPE" #InFor

CAMPAIGN BOARD/CREATIVE DIRECTOR

SHAM BODIE COMEDY NIGHT

OWNER

FIRSTAGE

CREATIVE ADVISOR.

"BEARD SEASON" CHARITY

BOARD MEMBER

"1 MILLION KEEP UPS" CHARITY

FOUNDER

HONOURS & AWARDS:

WE ARE EUROPE (LONDON)

"KISS OF DEATH"

PR WEEK 2016

SILVER FOR BEST USE OF CONTENT.

THE DRUM

"MARKETING CAN CHANGE THE WORLD"

BEST PR AWARD.

FUTERRA (LONDON)

Creative Director

D&AD IMPACT JURY (NEW YORK) 2016

CHIEF PRODUCTIONS (MANCHESTER):

"ALEX JAMES: SLOWING DOWN FAST FASHION"

BEST DOCUMENTARY: LONDON FASHION FILM FESTIVAL 2016

OFFICIAL SELECTION: BERLIN FASHION FILM FESTIVAL 2016

OFFICIAL SELECTION: EKOTOPFILM ENVIROFILM FESTIVAL 2017

"#SmearForSmear"

PR WEEK 2015

BEST CAMPAIGN ON A SMALL BUDGET

HIGHLY COMMENDED

THIRD SECTOR AWARDS 2015

COMMUNICATION CAMPAIGN OF THE YEAR

VOTD JURY 2015

CREATIVE CIRCLE JURY 2015

REPUBLIC OF EVERYONE (SYDNEY):

GREENPEACE - "BIRDS"

AWARD 2014 BRONZE.

"THE HOT POTATO"

OFFICIAL SELECTION: BYRON BAY FILM FESTIVAL 2014.

'THE HAIR'

OFFICIAL SELECTION: SHOCKFEST LA 2014.

NAMED IN AUSTRALIAN CREATIVE'S "2013 POWER TOP 20"

KEYNOTE SPEAKER AT: EMERGENCE CREATIVE FESTIVAL 2014.

D&AD JURY 2014 - WHITE PENCIL.

AWARD JURY 2013

IAB JURY 2013

GPY&R (SYDNEY):

VINNIES - "SIGNED FINDS"

ADNEWS AWARDS 2013:

GOLD - THE UN LTD AWARD

AWARD 2012

GOLD - BEST SOCIAL MEDIA MARKETING IN A PROMOTIONAL
CAMPAIGN.

SILVER - PR - COMMUNITY SERVICE & CHARITY.

SILVER - DIRECT - COMMUNITY SERVICE & CHARITY, CAMPAIGN.

SILVER - DIGITAL CAMPAIGN - COMM. SERVICE & CHARITY, PUBLIC

ADMA 2012:

GOLD - LESTER WUNDERMAN EFFECTIVENESS AWARD

GOLD - CHARITY & NOT FOR PROFIT - SOCIAL MEDIA

EFFIE AWARDS 2012:

GOLD - 'RETAIL/ ETAIL'

GOLD - 'MOST ORIGINAL THINKING'

SILVER - 'CORPORATE AND SOCIAL SERVICES'

SILVER - BEST STATE CAMPAIGN SILVER - SMALL BUDGET (UNDER
\$500K)

GOLD - Y&R SYDNEY THE EFFECTIVE AGENCY OF THE YEAR

DROGA5 (SYDNEY):

V AUSTRALIA: '4320LA/SYD'

CANNES LIONS 2010:

GOLD - DIRECT. TRAVEL AND ENTERTAINMENT.

SILVER - DIRECT. BEST INTEGRATED CAMPAIGN.

BRONZE - CYBER. BEST INTEGRATED CAMPAIGN.

D&AD 2010:

YELLOW PENCIL - DIRECT.

EFFIE 2010 AWARDS:

FINALIST - TOURISM.

ONE SHOW 2010:

MERIT - 360 CAMPAIGN.
MERIT - SHORT FORM FILMS.

WEBBY AWARDS 2010:
HONOREE - TOURISM.

VIRGIN MOBILE: 'RIGHT MUSIC WRONGS'

ONE SHOW 2010:
BRONZE PENCIL.

D&AD 2010:
IN BOOK - INTERGRATED CAMPAIGN.
IN BOOK - ONLINE CAMPAIGN.
WEBBY AWARDS 2010:
HONOREE - INTERACTIVE.
HONOREE - TELECOMMUNICATIONS.

CANNES LIONS 2009:
SILVER - INTERACTIVE CAMPAIGN.
FINALIST - DIGITAL/PROMOTIONAL.
FINALIST - INTEGRATED/PROMOTION.
FINALIST - INTEGRATED/DM.

AWARD 2009:
SILVER - MIXED DIGITAL CAMPAIGN.
BRONZE - MINISITE.
FINALIST - VIRAL FILM CAMPAIGN.
B&T AWARDS 2009:
FINALIST - INTERACTIVE CAMPAIGN.

DROGA5 CHRISTMAS CARD: 'BALDRICK SAVES CHRISTMAS'

ONE SHOW 2010:
MERIT - SELF PROMOTION.

BBH (LONDON):

ROBINSONS FRUITSHOOT: 'WING BOY'

CREATIVE CIRCLE 2008:
GOLD - BEST 6-SHEET.

CAMPAIGN POSTER 2007:
GOLD - BEST 6-SHEET.
GOLD - BEST USE OF ILLUSTRATION.

GRAMIA 2007:
GOLD.

ROBINSONS FRUITSHOOT: 'HALO GIRL'

CAMPAIGN POSTER 2007:

GOLD: BEST 6-SHEET.
GOLD: READERS AWARD.

GRAMIA 2007:
BRONZE.

ROBINSONS FRUITSHOOT (RADIO): 'SYNTHESISER'
CAMPAIGN 2007:
BRONZE BEST AD.

GRAMIA 2007:
GOLD (CAMPAIGN).

LYNX: 'CLOCK LEGS'
CAMPAIGN PRESS 2007:
GOLD: BEST BEAUTY & HEALTHCARE.

AUDI: "NOW AVAILABLE"
DMA 2006:
BEST AUTOMOTIVE.

TREES FOR CITIES: 'THAMES'

CAMPAIGN POSTERS 2006:
BEST CHARITY 48-SHEET.

20:20 (LONDON):

CRYSTAL HOLIDAYS "POSTCARDS"

CAMPAIGN DIRECT AWARDS 2005:
GOLD: BEST TRAVEL & LEISURE. BEST INTEGRATED.

DMA 2005:
GOLD: BEST TRAVEL & LEISURE.

CHANNEL 4: "PASSENGERS"
PRECISION MARKETING 2003:
GOLD: BEST COPY.
GOLD: BEST ART DIRECTION.
GOLD: BEST DM (UP TO 100,000).

SPIRIT ADVERTISING (LONDON):

O2: "LAUNCH"
CAMPAIGN BEST of 2002:
BEST AMBIENT EXECUTION.

ATLANTIC 252 RADIO "DANCE YOUR TITS OFF"
MUSIC WEEK 2001:
BEST MARKETING CAMPAIGN.

CLIENTS:

CARS: TOYOTA, AUDI, ALFA ROMEO, LOTUS.

BOOZE: KETEL ONE VODKA, VB, VB RAW, BAILEYS, JOHNNIE WALKER WHISKY, GORDON'S GIN, BLUE NUN WINES.

ELECTRONICS/TELECOMMUNICATIONS/MEDIA:
LG, TELSTRA, NEWS LTD, VIRGIN MOBILE, VODAFONE, ORANGE, ITV, SKY, SKY SPORTS, UKTV, CHANNEL 4, CHANNEL FIVE, O2, ATLANTIC 252 RADIO.

TRAVEL: VIRGIN ATLANTIC, V AUSTRALIA, VIRGIN BLUE, BRITISH AIRWAYS, CRYSTAL HOLIDAYS.

FINANCE: Triodos Bank, PwC, BARCLAYS, BARCLAYCARD, THE WOOLWICH, THE MOTLEY FOOL.

FASHION/SPORTS: NIKE, ADIDAS, UNDER ARMOUR, N BROWN - JACAMO/JD WILLIAMS/SIMPLY BE, UMBRO, WOOLMARK, ETIKO, PUMA, FFA, LEVIS, FRED PERRY.

COSMETICS:
COLGATE (TOOTHPASTE) LYNX (FRAGRANCES), LIBRESSE (SANITARY TOWELS), BOOTS (CHEMIST).

FOOD AND DRINK:
ORGANIC TRADE BOARD, ARNOTTS (SHAPES, WAGON WHEELS), BARILLA (SAUCES), ROBINSONS (FRUIT JUICES), BERTOLLI (SAUCES), KFC, PICK ME (VEGETARIAN MEALS), WARBURTON'S (BREAD), CADBURY (BISCUITS), BIRDSEYE (FROZEN MEALS), POT NOODLE, ICELAND (SUPERMARKET).

CHARITY/PUBLIC:
EMMAUS, WWF, WE ARE EUROPE, WOODLAND TRUST, MSC, CAMPAIGN FOR WOOL, JO'S CERVIVAL CANCER, THE AUSTRALIAN GREENS, THE NTEU, THE ASRC, MELBOURNE ZOO, THE LIKEMINDER - CLOVER MOORE, NAB (CRS), MÉDECINS SANS FRONTIÈRES, EMBERTEC ENERGY SAVERS, UNILEVER/SYDNEY FESTIVAL, GARAGE SALE TRAIL, CANCER COUNCIL NSW/VICTORIA, VISY, WSPA, TARONGA ZOO, FAIRTRADE, WWF, GREENPEACE, ANTARCTIC OCEANS ALLIANCE, AMNESTY INTERNATIONAL, MOBILE MUSTER, ST. VINCENT DE PAUL, DRINK DRIVING NSW, TREES FOR CITIES, BARNARDOS, AGAINST BREAST CANCER, LIBERAL DEMOCRATS POLITICAL PARTY.
OTHER: DUNLOP (TYRES), REMINGTON (SHAVERS), MURASPEC (WALLCOVERINGS).

REFERENCES:
SIR JOHN HEGARTY (GLOBAL CHAIRMAN, BBH)
DAVID "NOBBY" NOBAY (CREATIVE CHAIRMAN, DROGA5 AUSTRALIA)
BEN PEACOCK (CREATIVE FOUNDER, REPUBLIC OF EVERYONE).

EARLY YEARS:
9 GCSES (A-C) 3 A'LEVELS (A-C)

(DISTINCTION) FOUNDATION IN ART & DESIGN.

(2:1) BA (HONS) ADVERTISING & GRAPHIC DESIGN.

'THE FREEDOM TO THE CITY OF LONDON' (BIRTH RIGHT).