

# Peter Ogden

Creative Direction  
Australia

View the full portfolio at <http://www.thecreativefinder.com/nedgop>

## Professional Experience and Curriculum Vitae

I 'learnt the ropes' of my career as an art director, at BBDO and Bates in London before leaving for Australia in 1997.

After arriving at DDB Sydney, I worked on the pitch that brought the Volkswagen account back to its spiritual home. I quickly moved from Senior Writer to Creative Group Head, and contributed to many award-winning campaigns and helped the agency win numerous new business pitches along the way.

I joined JWT New Zealand in 2008, after spending the best part of a decade at DDB Sydney. I was promoted to ECD of JWT in October 2009.

Since my move across the Tasman to JWT NZ, not only did the agency win it's second and third ever Cannes Lion, it also won its first ever Clio, Spikes and Adfest awards. As ECD I worked on the winning pitches for Jack Daniels, Pharmacy Brands, PlaceMakers and the Sir Peter Blake Trust.

The agency has also won its first ever global pitch for Ford and lil' old Auckland produced a multi-million dollar campaign for the new Ranger 4WD.

I am a hands-on creative director and like nothing more than crafting a good idea into a great ad. But I am equally at home when trying to foster the same enthusiasm about all things creative within the whole agency, not just my department.

I am now back in Sydney.

## Previous Clientele

Some of these clients are represented here in my folio, some are not. Nevertheless, I have spent my career building up a wide knowledge base that covers a diverse, exciting and sometimes challenging range of clients:

AUTOMOTIVE: Ford, Volkswagen, Audi, Land Rover, Lada (no, really).

FMCG: McDonald's, Kellogg's, Jack Daniels, Arnotts, Pepsico, Wrigley, News Ltd, Unilever, Pizza Hut, Lion Nathan, Lotto, Fuji Xerox, Woolworths, Dunhill, Coca Cola, Clorox, Shell, Nestle, Constellation Wines.

TELECOMS: Nokia, Hutchison, Telstra.

RETAIL: PlaceMakers, Pharmacy Brands, DTR, Dell.

CHARITY: SPELD, NAPCAN, UNICEF, Sir Peter Blake Trust.

FINANCE: HSBC.

HEALTHCARE: Bayer, Schering Plough, Pfizer.

AGROSCIENCE: DOW

## Awards and Accolades

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

Please kindly get in touch for more information. Helpdesk 656.227.2902, fax 656.227.0213

As ECD I helped JWT NZ win...

2011 CLIO - Silver - Nestle - Kit Kat Chairs

# Peter Ogden

**Creative Direction  
Australia**

View the full portfolio at <http://www.thecreativefinder.com/hedgop>

Please kindly get in touch for portfolio works.

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213