

Cezar Coscelli

Creative Direction
Brazil

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

Professional Experience and Curriculum Vitae

Concept builder. Problem solver. Results driven. Global thinker. Creative doer.

_where?

Associate Creative Director and Head of Copy @ Lov - The Digital Agency of the Dentsu Aegis Network in Brazil; Associate Creative Director, creative and sr. copywriter @ Naked Brasil; Sr. copywriter @ Player; Sr. copywriter @ Tritone Interactive; Freelancer creative and copywriter; Partner @ Sonic and Coscelli, Amadeu Advertising; Intern @ Indesign.

Previous Clientele

Sony, Natura, Mars (Snickers), Google, Oi, NET, Mondeléz (Oreo e Club Social), KLM Airlines, Heineken, Ambev (Chopp Brahma), Adidas, Yahoo!, Barilla, Kingston, Panasonic, Eisenbahn (Brasil Kirin), Bradesco, Bacardi (BIG Portfolio), Toyota, Grey Goose Vodka, CCSP, Deezer, Telefônica, Honda, VISA, Hering, Bridgestone, Firestone, Whirlpool (Brastemp and Consul), Instituto Ayrton Senna, Novartis, Nissin (Cup Noodles), Semp Toshiba, Kopenhagen, Bar Astor, Dzarm, Democrata, Elo Cards.

Awards and Accolades

Please kindly get in touch for more information.

Awards and Accolades

Please kindly get in touch for more information.

Cezar Coscelli

Creative Direction
Brazil

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

Now **every OREO fan can feel how great it is to create their favourite ads.**



The idea was to **show to our fans what's behind the curtains** on the process of creating and producing Oreo posts.

Since Oreo is the most loved cookie in the whole world, **it's natural that people feel very curious about** how we came up with such lovely ideas. So **we decided to invite them** to become fun experts.



To make it happen, **we took the four most engaging posts on Oreo's facebook and imagined the story behind it.** How would it be to marry Biscoito with Bolacha, for an example.

Our passionate fanbase went crazy and loved the videos. **And now they'll have the chance to tell stories with us**, helping to create four more cute videos.



Please kindly get in touch for portfolio works.