Moran Kal

Advertising

View the full portfolio at http://www.thecreativefinder.com/majorprivates

Professional Experience and Curriculum Vitae

10 yrs in AAAA advertising agencies such as McCann Tel-Aviv, Publicis, Leo Burnett and Isobar.
Recently left my position as Creative Director for Dentsu Shanghai.

Previous Clientele

Brand such as: Huawei, Hertz, MasterCard, Smasung, Domino's, Honda, Mentos, AIG, Purina, HBO (israeli affilliate), Nestle, Carsberg, Fanta, Shiseido, Uniqlo, Sprite, Maybelline NY, Loacker, Club Med, Nespresso, Sanofi Avantis etc.

Awards and Accolades

2017 - 2019
Dentsu CDC | Creative Director | Shanghai, China
Leading role in Dentsu's international unit designed to promote Dentsu's creative reputation

2016 - 2017
Isobar Shanghai | Creative Director | Shanghai, China
Pushing forward Huawei and Coca-Cola international creative agenda

2012-2015
McCann | Senior Art Director | Tel Aviv, Israel
Creating Digital campaigns for brands including Jaguar, Honda, Volvo, Mentos, ProPlan, etc.

2010-2012
Publicis | Art Director | Tel Aviv, Israel
Managing campaigns for brands such as Chevrolet, Nestle, Pfizer, Hertz, Sprite, ClubMed and Sanofi Avantis. In-charge of company's pro-bon work
2009-2010
Leo Burnett | Art Director | Tel Aviv, Israel
Managing campaigns for brands including P&G: Always, Swiffer Sweeper,L'Oreal, Aldays, Tampax

2015
McCann Digital | Creative Director | Tel Aviv, Israel
Leading campaigns for Honda, ProPlan, Nespresso, Axe, Domino's Pizza, etc

Awards and Accolades

London international awards (Lia) - Finalist (2018)
ADSTARS 2019 - Package Design and Print Craft (2019)
3 Gold, 2 Bronze - Great Wall creative awards (2018)
silver FCL creative award (2018)

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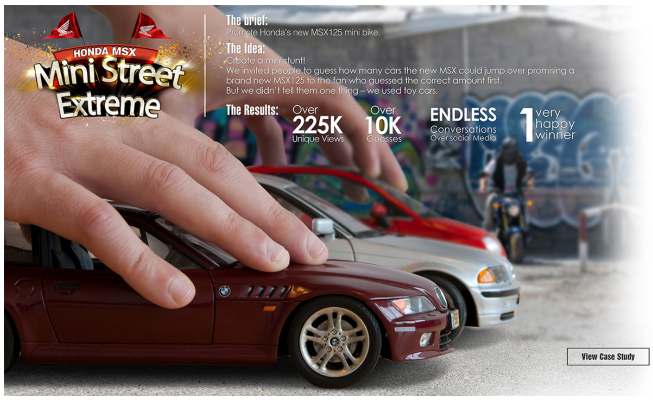
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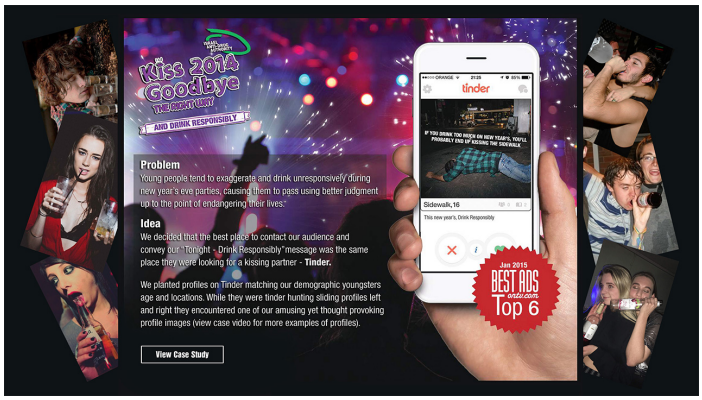
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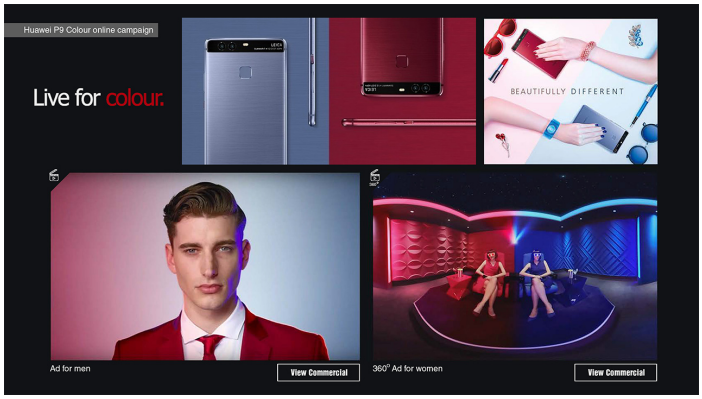


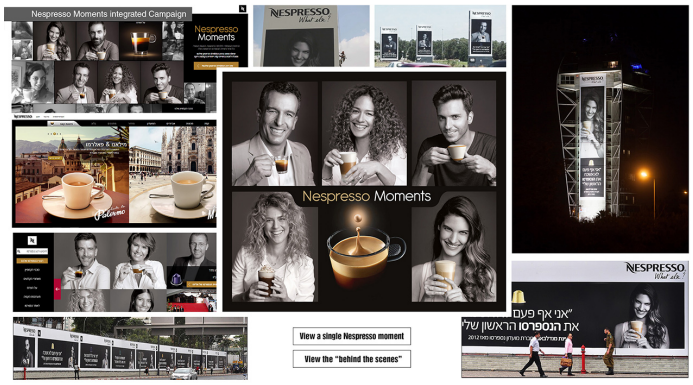
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Creative Ads



Yes.Multiroom Service Ad
Caption reads: "Move content easily between rooms."



Purina Proplan Ad
Caption reads: "All the energy your fod needs"

Creative Ads



Honda Engines Ad
Caption reads: "Fast the road forward"



Honda Bikes Ad
Caption reads: "When you ride a toy, you look like a toy. Time to move to the real thing."

Creative Ads



Nestle Ice cream Ad
Caption reads: "Joya, the hottest ice cream ever"



Yes. HBO Binge Ad
Caption reads: "Sleep doesn't stand a chance"
"All game of thrones episodes in one place"

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Creative Ads



PAM Oil Spray Ad
Caption reads: "Less oil
less casualties"
"Pam oil spray, for an precise
amount of oil needed"



Tivall Toaster Popping
Schnitzel Special Ad
Caption reads: "Toster
popping Schnitzel, Tivall."





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Launch campaign for Honor's 6X mobile phone



Creative Ads



Print / Outdoor campaign for Carlsberg

Nestle Ice Cream Integrated Campaign



Nestle ice cream "The happiness trail" commercial

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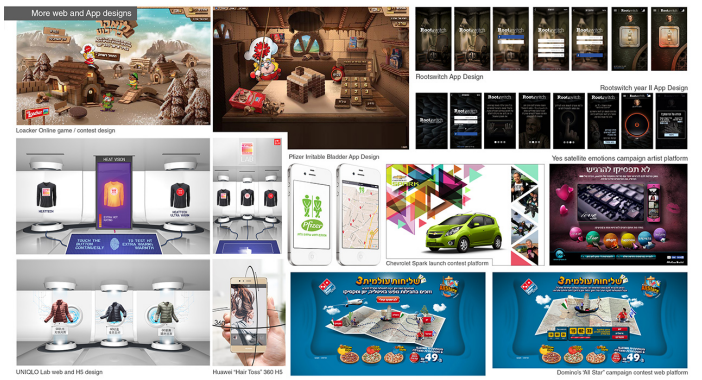
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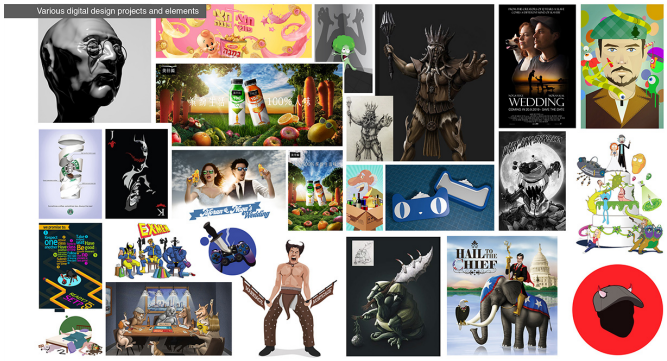
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TravelChina web portal design



Various digital design projects and elements



Logo designs for various clients & needs



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