

Mike Sharman

Advertising

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

Professional Experience and Curriculum Vitae

I solve business problems for brands, creatively

Previous Clientele

RocoMamas, Russell Hobbs, Nando's, Bob Martin, Epson, MasterCard, SABMiller, Douwe Egberts, Kreepy Krauly

Awards and Accolades

With more than 12 years agency experience, Mike has successfully implemented business-supporting traditional and digital communication campaigns for both established brands and startups in the consumer and b2b technology / finance, and entertainment sectors - from conception and design to campaigns that have been classified as 'truly viral' (Nando's Last Dictator Standing)

Co-founder of Retroviral, an award winning digital communications agency that creates online word of mouth for brands using bespoke strategy, social media, and web tactics. He is also co-founder of Webfluential – a platform that establishes relationships between consumers and brands through influencers. Mike was named one of the Mail & Guardian's top 200 young (under 35) South Africans in 2013.

Mike loves making 'stuff go viral'; you will have seen his work on RocoMamas #ElectionBurger campaign as Retroviral is the lead creative agency for the Smashburger brand.

Retroviral was also Nando's digital agency from 2010-2013. Retroviral executed the online comms for all the #5GumExperience parties and most recently, it was the seeding agency behind the Douwe Egberts yawn-activated coffee vending machine. From strategising the Kreepy Krauly Wrangler concept, to writing, shooting and seeding the BraaiPhone for Castle Lager, Retroviral has created some of the most memorable local, digital campaigns over the past 8 years.

Twitter handle
@mikesharman

Awards and Accolades

PRISA PRISM Campaign of the Year Award 2017
for RocoMamas #ElectionBurger

PRISA PRISM Gold award winning campaign
2017 for RocoMamas #ElectionBurger - social
media category

PRISA PRISM Silver award - Best Small Agency
Category

Bookmarks Bronze campaign 2015 for Castle
Lager Braaiphone - branded content category

Bookmarks Bronze campaign 2015 for Kreepy
Krauly Wrangler - branded content category

PRISA PRISM Gold award winning campaign
2014 for Douwe Egberts Yawn Activated Vending
Machine - social media category

PRISA PRISM Gold award winning campaign
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PRISA PRISM Gold award winning campaign

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