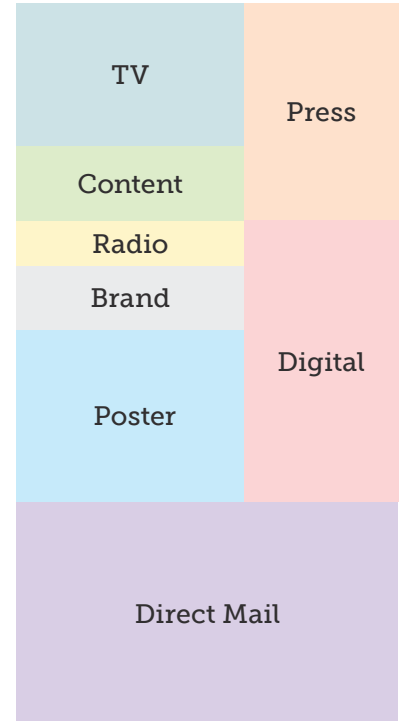


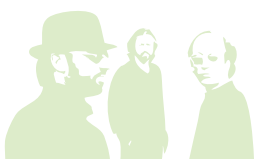
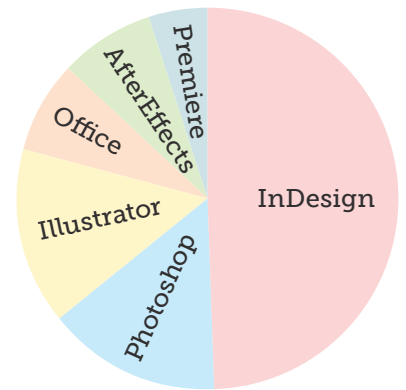
Andy Powell // Creative

Andy Powell is an award-winning Creative Director, who believes that strong creative ideas, charged with the power of behavioural psychology, truly can create a better world. In the last ten years alone, Andy has helped raise nearly £1billion for good causes, inspired hundreds of thousands of people to take action and has worked with organisations spanning almost all of the Sustainable Development Goals.

- 23// **GOOD Agency // Creative Director** // The Trussell Trust, Macmillan, WaterAid, Oxfam, The Prince's Trust, UNISON, Shelter, Comic Relief, Cats Protection, Barnardo's, NHS Charities Together, Save the Children, ShelterBox, Dogs Trust, Brooke, RSPCA, Cancer Research UK, The Royal British Legion, Scope, YMCA, British Heart Foundation, Prostate Cancer UK, Centrepont, ActionAid, Action for Children, RNIB, WWF, CODE, Olympic Refuge Foundation, Restorative Justice Council, RAF Benevolent Fund, NSPCC, Samaritans, Fairtrade, Fight for Sight, Mercy Ships, VSO, The FA.
- 09// **Identica // Freelance** // Fat Face, Mersey Travel.
- 08// **Mabox // Creative Director** // UBS, Barnardo's, Sanyo, Tourism Ireland, Reed, Radisson SAS, Lend Lease, ITN Source, Telstra, Cabinet War Rooms, HMS Belfast, First Utility, Nectar, Totally Fitness.
- 05// **Farm/JWT/Electric // Freelance** // smile.co.uk, Kenco, Lux, Barratt.
- 04// **Leo Burnett // Copywriter** // McDonald's, COI, Nintendo, Kellogg, Fiat, Strongbow, Procter & Gamble, Western Union.
- 01// **D'Arcy // Copywriter** // Tetley, Hovis, Wickes, TSB, Epson, Mars, Fiat, Procter & Gamble, House of Fraser, COI, Sanatogen, Littlewoods, Umbro, Australian Tourist Commission.
- 96// **Buckinghamshire College** // B.A. (Hons) Graphic Design and Advertising.
- 93// **North Warwickshire College** // B.T.E.C. Graphic Design.
- 91// **The Coleshill School** // G.C.S.E. English, Maths, Design Communication, Art & Design, Commerce, English Literature, Physics, History.



	Third Sector Best comms agency	
DMA Gold Best integrated campaign	DMA Gold Best charity campaign	Campaigns for Good Best fundraising campaign
The Drum Award Best advertising campaign	Third Sector Best fundraising campaign	IoF Gold Best creative agency
B2B Gold Best digital campaign	PPA Gold Best direct campaign	IDM Silver Best Direct Creative
DMA shortlist Best creative solution	IoF Awards shortlist Best innovation	IoF Awards shortlist Best IG campaign
The Drum Commended Best charity campaign	Campaign Big Shortlist Best charity campaign	Caples Bronze Best integrated campaign
Caples Shortlist Best innovation	The Drum Shortlist Best charity campaign	The Drum Shortlist Best charity content
Revolution Shortlist Best B2B campaign	B2B Shortlist Small budget campaign	B2B Shortlist Best CRM campaign



Had song lyrics personally approved by the Bee Gees.



Conceived the UK's first interactive aquascript installation



Created Spice Girl dog lookalikes that created PR across Europe.



Judged at D&AD, DMA, Campaigns for Good, Third Sector and MCCA.