

Andy Smith Director



Achievements

Won - Best Placed Global Advertising Award – *Sony Bravia* – **New York Film Festivals**

Won - ITV Advertisement of the month – *Royal Caribbean Cruise Lines* - **ITV**

Won – Radio Advertisement of the month – *Douwe Egberts* – **Classic FM**

Won – Clarion Award – *Mind* – **IVCA**

Won – 3 x Travel Marketing Awards – *P&O*.

Won – Livecom Award – *IHG* – **IVCA**

Won – Augmented Reality of the Year – *Transformers* - **Augmented Planet**

Runner Up – IVCA Main Awards – *IHG* - **IVCA**

Biography

Championing such worldwide brands as Sony, Blackberry, Royal Caribbean Cruise Lines, Douwe Egberts and P&O Ferries, Nissan, PG Tips and IHG where Andrew oversaw the entire creative execution for the rebranding of Holiday Inn Hotels worldwide.

Andrew's work, which includes brand commercials, title sequences and product launches has seen him work across a myriad of mediums, from TV and cinema advertising to outdoor digital, radio commercials to internal corporate communications, Andrew has become a leader in creative communication, and an established heavy-weight in global through-the-line communications.

On the way to picking up numerous awards, Andrew's approach to visual communications involves gaining a thorough understanding of the client's objectives and reaching the audience in new and exciting ways, whilst maintaining a strong adherence to the client's creative brief.

Andrew began his career in media at the young age of 17 with a youth show on BBC Radio Cumbria whilst promoting bands and DJ'ing in other clubs. He went on to promote music events for some of the biggest bands in the country before embarking on a Media Studies degree before he turned twenty.

After college Andrew complemented his first steps into production with journalism writing guides and reviews for local papers and syndication to nationals such as Time Out. He also worked creating and developing new TV programmes and ideas in partnership with Michael Appleton the producer of 'Live Aid'.

In his later twenties he very successfully turned his eye from production to direction and has held numerous creative directorial roles in some of the industry's most recognised and decorated companies.

Andrew, now a proud board member of the IVCA, continues to make ground breaking visual communications for a host of worldwide brands.