

HI! E AÍ? BELEZA?

My name is Flavio, but you can call me Flav. I am a Brazil-born multidisciplinary Creative Director (Art) with a passion for ideas, their impact on brands, and their potential to drive progress in society. With a flexible creative mind and sharp strategic thinking, I excel at creative problem-solving and have a keen eye for detail and storytelling.

I began my career in São Paulo at Talent Publicis, where I had the opportunity to learn from renowned industry figures. I discovered that great ideas must evoke emotion and that craft is crucial in advertising. My work earned recognition through major local and international awards, which led me to try my luck in the lucky country.

In 2007, I freelanced for Saatchi Sydney across many accounts, contributing to digital campaigns like Toohey's "The Beer Relay" and "Carbon Relief." In 2009, I joined BMF, where I played a key role in developing an investment property simulator for Australia's largest bank, sent a man with \$50 to New York, and organized a bunch of Santas to deliver hams for Christmas. These efforts helped BMF be recognized as the "Agency of the Decade" by B&T.

Returning to Saatchi Sydney in 2014, I successfully pitched and won projects for Westpac Group's BankSA and Bank of Melbourne, leading to the establishment of an agency office in Melbourne. I worked on successful campaigns like Westpac's Rescue Rashies and elevated the BankSA brand from #5 in consideration to #1, beating all the big banks.

Highly involved on many Toyota campaigns locally, I helped create the most effective campaign for Hilux in history for Toyota Australia, "Awaken Your Incredible". I was then sent to Saatchi Los Angeles to collaborate with creatives and strategists worldwide, developing Toyota's "Start Your Impossible" campaign for the Tokyo Olympic Games.

These experiences as a creative leader have allowed me to gain recognition and win prestigious awards at major shows such as New York Festivals, Effies, Cannes Lions, and D&AD, among others.

When I'm not passionately crafting presentations for groundbreaking ideas, you'll find me spending time with my family at Bronte Beach, riding my café racer, or cheering on my child at soccer fields around NSW.

If you enjoy chatting about ideas and their potential to elevate brands, please feel free to contact me at flavs.me@gmail.com or on my mobile +61 425 305 696.

You can find my portfolio here: <https://flavs.me>.

Cheers,

Flavio Fonseca

+61 425 305 696

flavs.me@gmail.com

<https://flavs.me>

EXPERIENCE

Freelance Creative Director

Rethink Everything

May 2023 - Feb 2024

Clients

Kingfisher | BYD

Rethink Everything is an innovative firm dedicated to addressing intricate business challenges through the fusion of creativity and imagination, fostering constructive and enduring transformations. I was invited to assume the role of Creative Director to contribute to the company's growth. In this capacity, I assumed a central role in supervising all aspects of campaign creation, which included engaging with clients, formulating strategic approaches, and managing the production process. My duties extended to guaranteeing that every project aligned with our overarching strategy, met deadlines, and adhered to the budgetary constraints.

Freelance Creative Director

The Hallway

January 2023 - April 2023

Clients

GWM

I was asked to step into the role of Creative Director temporarily while the incumbent was on leave. During this time, I played a pivotal role in leading and overseeing every facet of campaign development, encompassing client consultations, strategic formulation, and the production pipeline. My responsibilities involved ensuring that each project adhered to the overarching strategy, met deadlines, and remained within the allocated budget.

Freelance Creative Director

Special Group Sydney

June 2022 - December 2022

Clients

PepsiCo | Smith's Chips | Netflix

I played a key role in leading and securing the implementation of new accounts and managing all aspects of campaign creation, from client briefings to strategic planning, ideation, and the production process, ensuring each project was executed according to strategy, within deadlines, and within budget by our team.

Creative Director

Saatchi and Saatchi Australia

October 2018 - May 2022

Clients

BankSA | AMPOL | Toyota | Dettol | Strongbow | FFA | RSPCA | NRMA | Nescafé

I was in charge of managing every aspect of campaign creation, from client briefings to strategic planning, ideation, and the production process, ensuring each project was executed according to strategy, within deadlines, and within budget. I motivated teams to generate fresh, groundbreaking work that transformed insights into award-winning ideas that engaged complex audiences. I also presented, or oversaw the presentation of, final concepts to obtain approvals for deliverables. As a mentor, I guided creative teams and young designers to become exceptional thinkers. I also collaborated closely with agency leadership to achieve the agency's vision and attract new clients.

Associate Creative Director

Saatchi and Saatchi Australia

September 2015 - October 2018 (3 years 2 months)

Clients

BankSA | RSPCA | The Kid's Cancer Project | nib | Foxtel

I provided support to Creative Directors (CDs) in overseeing all aspects of campaign creation, from client briefings to strategic planning, ideation, and the production process, ensuring that each campaign was executed in alignment with the established strategy, delivered on schedule, and within budget. I also actively participated in presenting, or collaborated with CDs to present, final concepts to obtain necessary approvals for deliverables.

Furthermore, I played a key role as a mentor to creative teams and young designers, providing guidance and fostering their development as exceptional thinkers and skilled professionals in the industry.

Senior Art Director

Saatchi and Saatchi Australia

September 2014 - September 2015

Clients

Toyota | Cadbury | Westpac Groupe | Bank of Melbourne | BankSA | Arnott's | RSPCA

As a key team member, I took charge of receiving project briefs and closely collaborating with writers and Creative Directors to develop innovative campaigns for high-profile clients. Through my efforts, I generated groundbreaking work that translated strategic insights into award-winning ideas, effectively capturing and engaging complex audiences.

I played a pivotal role in elevating ideas to their full potential and either presented them myself or supported Creative Directors in presenting the final concepts to secure necessary approvals for deliverables. Additionally, I skillfully managed the production process by collaborating with in-house producers and external production houses, ensuring the seamless execution of ideas that adhered to industry standards and delivered exceptional results.

Art Director

BMF Australia

September 2009 - August 2014

Clients

ALDI | SOLO | Expedia | CommBank | Meat & Livestock Australia | Lion | NRMA | amaysim
Bacardi | Ryobi | P&O Cruises | OPSM | FFA | Channel 10

My role encompassed receiving project briefs and collaborating closely with writers and Creative Directors to craft impactful campaigns for prominent clients. Drawing upon my innovative mindset, I translated strategic insights into award-winning concepts that deeply resonated with complex audiences.

I meticulously refined ideas to achieve their maximum potential, actively participating in the presentation of final concepts and providing support to Creative Directors to secure necessary approvals for deliverables. Furthermore, I fostered collaborative relationships with both in-house producers and external production houses, effectively managing the end-to-end production process to ensure the flawless execution of ideas in alignment with industry standards.

Freelance Art Director

Saatchi and Saatchi Australia

January 2007 - June 2009

Clients

Lexus | Toyota | Lion | Aussie Home Loans | Foxtel

As part of my role, I took charge of receiving briefs and collaborating closely with writers and Creative Directors to conceive compelling campaigns for our valued clients. Leveraging my creative skills, I generated innovative and impactful work that translated strategic insights into award-winning ideas, effectively resonating with diverse audiences.

I consistently strived to elevate ideas to their fullest potential, actively participating in the presentation of final concepts and providing support to Creative Directors in securing approvals for deliverables. Moreover, I successfully managed the production process, fostering collaborative relationships with both in-house producers and external production houses to ensure the flawless execution of ideas in accordance with industry standards.

Lead Designer

Maclimages

January 2000 - December 2006

Clients

IBM | PricewaterhouseCoopers | Deloitte | Nestle | Gilbert+Tobin Lawyers
PKF Chartered Accountants | TopNosh

Graphic Designer/Web Designer

Paragraph studio

July 1997 - February 2000

Assistant Art Director

Talent Marcel – São Paulo – Brazil

May 1994 – January 1997

Within the creative department, I held the vital position of Art Assistant, providing invaluable support to a team of 12 creative professionals, including art directors, writers, and Creative Directors. Together, we crafted dynamic advertising campaigns for esteemed clients such as Toshiba, Whirlpool, HSBC Bank, Honda, and others.

One of my notable contributions involved spearheading the development of an innovative system for delivering high-resolution images via radio waves. Leveraging cutting-edge technology, including a Silicon Graphics platform and satellite, we revolutionized the process of image distribution.

Over time, my dedication and talent led to my promotion as an Art Director. This achievement was further celebrated when I received three Gold awards for Art Direction and one Gold award for Illustration in the prestigious Annual Creative Book of the “Clube de Criação de São Paulo.” This recognition solidified my position among Brazil’s top advertising campaigns and affirmed my commitment to delivering exceptional creative work.

EDUCATION AND TRAINING

AWARD – The Communication Council

Award Creative Leadership

2017 - 2017

National Institute of Dramatic Art

Directing Actors for the Screen and Stage

2010 - 2010

KvB Institute of Technology

Bachelour of Arts (Graphic Design & Multimedia)

1998 - 2000

Faculdades Integradas Alcantara Machado - FIAM

Bachelour of Social Communication (Marketing & Advertising)

1992 - 1996

EPA – Panamericana School of Arts and Design

Artistic Design & Arts

1992 - 1993

WHAT THEY SAY

“

I first hired Flavio in 2015 as a Senior Creative at Saatchi & Saatchi Australia, where he played a key role in upholding high creative standards for nearly 8 years, working on local and global brands across the Saatchi network worldwide. His passion for big ideas, combined with his dedication to craft and detail, consistently drove successful outcomes, including pitch-winning creative. Flavio's diverse skills as a Creative Director were evident in his ability to inspire creative teams and design departments to deliver top-tier, award-winning ideas.

”

Mike Spirkovski
Managing Partner & Co-founder
Rethink Everything

“

I've worked with Flavio twice at different agencies. Saatchi & Saatchi and The Hallway. Flavio always brings ideas to life with an amazing degree of craft and care. Clear and concise, he is more than just a master craftsman, he's driven to make work that really has a positive impact on society. Big ideas that matter, and once he's latched onto it, he's relentless in making it a reality. All of his creative chops aside, he's a genuinely good bloke with no ego and just the right amount of South American fire. American fire.

”

Graham Sweet
Head of Strategy
The Hallway

ACCOMPLISHMENTS AND AWARDS

Agency Accolades

2022 | AdAge A-List & Creative Awards | Holding Company of the Year | Publicis Group
2022 | Campaign Brief | Hot List - Movers and Shakers | Saatchi & Saatchi
2021 | The New York Festival | Best Agency of the Year – APAC | Saatchi & Saatchi
2021 | London International Awards | Best Agency of the Year ANZ | Saatchi & Saatchi
2021 | Campaign Brief | Hot List - Movers and Shakers | Saatchi & Saatchi
2020 | Campaign Brief | Hot List - Movers and Shakers | Saatchi & Saatchi
2019 | Campaign Brief | Hot List - Movers and Shakers | Saatchi & Saatchi
2015 | Effie Australia | The Effective Agency of The Year | Saatchi & Saatchi
2009 | B&T Magazine | Agency of the Decade | BMF

Kingfisher – World Phone Amnesty

2024 | Better Future | Sydney Design Awards | Gold
2023 | Best Ads On TV | Top 6 Nov 1st | Interactive

BankSA – BackSA

2021 | The New York Festival – AME Awards | Silver | Best Use of Discipline | Brand
2020 | The New York Festival – Advertising Awards | Finalist | Financial | Consumer Retail
2020 | The Work | Integrate Campaign
2020 | Effie Awards | Finalist | Financial Advertising
2020 | Lürzer's Archive Vol.1 | Film

Toyota Hilux – Points to Prove

2020 | The Work | Film
2019 | Award Awards | Film | Finalis

Football Federation Australia – Where Heros are Made

2019 | Ciclope Festival | Best Edit | Film Craft
2019 | Australian Screen Editors Guild Awards | Best Editing in Commercial

The Kid's Cancer Project – Not Angels

2019 | Lürzer's Archive Vol.6 | Film | Not Angels
2019 | Best Ads On TV | Top 6 Oct 2nd | Print

Westpac Groupe – Rescue Reshie

2018 | New York Festivals | Gold | New Product/Service Launch
2018 | New York Festivals | Gold | Public Relations
2018 | D&AD | Wood Pencil | Creativity For Good
2018 | D&AD | Wood Pencil | Product Design
2018 | WARC Awards | Shortlisted | Effective Use of Brand Purpose
2018 | The Works | Direct
2018 | The Works | Intellectual Property
2018 | The Works | Experiential
2018 | The Works | Ambient
2018 | Best Ads On TV | Winner Feb 28th | Best Outdoor
2017 | Cannes Lions | Bronze | PR | Corporate Responsibility
2017 | Cannes Lions | Bronze | Outdoor | Small Scale Special Solutions
2017 | Cannes Lions | Shortlisted | Innovation | Applied Innovation
2017 | Cannes Lions | Shortlisted | PR | Sponsorship & Partnership
2017 | Cannes Lions | Shortlisted | Design | Promotional Item Design
2017 | Cannes Lions | Shortlisted | Direct | Financial Products & Services
2017 | Cannes Lions | Shortlisted | Promo & Activation | Use of Ambient Media: Small Scale
2017 | Cannes Lions | Shortlisted | Promo & Activation | Financial Products & Services

RSPCA – The Disguise

2017 | Lürzer's Archive Vol.1 | Print
2017 | Best Ads On TV | Top 6 Mar 15th | Print

BankSA – The Pipping Shrike

2017 | The Works | Integrated Campaign
2016 | New York Festivals | Silver | Sponsorship

TOYOTA Hilux – More Unbreakable Than Ever

2015 | Award Awards | Film Craft | Finalist
2015 | AdAge | Ad of the Day

P&O Cruises – Phianoh

2013 | Award Awards | Silver | Acquisition
2013 | Award Awards | Bronze | Brand Experience
2013 | Award Awards | Bronze | Travel, Hospitality & Transportation

LION – TED Enemies

2013 | Siren Awards | Highly Commended Campaign

ALDI – Surfing Santas

2014 | Lürzer's Archive Online | Mention
2012 | Shots | Top 10 of the Week: Nov. 30 - Dec. 7
2012 | ADWEEK | Top 10 of the Week: Nov. 30 - Dec. 7
2012 | Best Ads On TV | Top 6 Dec 5th | TV

CommBank – Investorville

2012 | EFFIE Awards | Transformational Digital Business Platform
2012 | John Caples Awards | Bronze | Campaign Microsite
2012 | ADMA Awards | Gold | Products & Services
2012 | ADMA Awards | Bronze | Creative Craft
2012 | ADMA Awards | Bronze | Website | Business to Consumer
2012 | ECHO | Leader Award | Financial Services
2012 | Canstar | Innovation Excellence Award
2011 | AIMIA Awards | Best of Financial Service

Expedia No Fees

2012 | John Caples Awards | Bronze | Integrated Campaign
2012 | ADMA Awards | Bronze | Travel & Hospitality
2011 | ADMA Awards | Lester Wunderman Effectiveness Award
2011 | ADMA Awards | Silver | Travel
2011 | ADMA Awards | Bronze | Online Broadcast
2011 | ADMA Awards | Bronze | Website

SOLO Lucky Undies

2011 | Cannes Lions | Shortlisted
2011 | FAB Awards London | Grand Prix | Integrated Campaign
2011 | FAB Awards London | Gold | User Generated Content
2011 | FAB Awards London | Gold | Integrated Campaign
2011 | John Caples Awards | Bronze | Integrated Campaign
2011 | ADMA Awards | Bronze | Integrated Campaign
2010 | ADMA Awards | Silver | Integrated Campaign

SOLO Kick The Can

2010 | Siren Awards | Honourable Mention

Do You Have An ALDI Brain?

2010 | ADMA Awards | Silver | Effectiveness
2010 | ADMA Awards | Bronze | Website
