

Gideon Todes | Copywriter

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Date of birth: June 17, 1965
Nationality: English, born in London
Marital: single
Degree: MA Cambridge Natural Sciences, also MA in Graphic design from Central St Martins.

Employment History

Permanent

Agency **ABBOTT MEAD VICKERS LONDON**
Senior copywriter April 1996 -Jan 2000
Clients The Economist, press radio, poster, DM
Sainsbury's press, radio,
Yellow Pages, press radio, TV
Prudential, press radio, B2B, DM
BT business radio, press

Agency **DMB&B LONDON**
Senior copywriter Jan 1995- Jan1996
Clients Fiat TV press, poster

Agency **OGILVY 1, LONDON**
Copywriter, 1994-1995
Clients IBM DM
BT Domestic DM
BT business DM
Compaq DM,
The Economist DM

Agency **JWT HONG KONG,**
Senior copywriter 1993-1994
HK Telecom, TV press

Agency **SAATCHI & SAATCHI LONDON,**
Copywriter 1990-1991
Clients Silk Cut poster
BT press,
BP press,
British Airways press,
Castlemain 4X poster, TV

Agency **WALDRON ALLEN HENRY & THOMPSON LONDON,**

Clients Copywriter 1989
Budget rent a car, press
British Dyslexia Society TV

Freelance

Agency **HHCL LONDON**
1994

Clients Mazda Cars, TV

Agency **HDM LONDON**
April 2001

Clients British Midland press, DM
Ultralase Laser Eye care ads

Agency **MCCANN ERICKSON ZURICH**
2001

Clients Amex press poster TV

Agency **WIRZ ZURICH,**
2001

Clients IWC watches, Swiss airlines,

Agency **PUBLICIS ZURICH**
2001 & 2002

Clients UBS press

Agency **THOBURN'S LONDON**
2002-2003 London

Clients Various including Allied Irish,
Handelsbanken, press, DM, strategy

Client **SWISS RE RUSCHLIKON ZURICH**
2002-2003

press poster, TV, DM strategy, marcoms
Datamonitor DM

Agency **SAATCHI AND SAATCHI BRUSSELS**
April – July 2004

Clients Lexus press poster TV

Agency **SLEDGE LONDON**
August 2004

Clients Bryant Homebuilding, press, DM, Digital

Agency **TIDALWAVE**
London Oct 2004

Client Visanet, & Amadeus DM ATL

Agency **AQUENT**

London Feb 2005, short project
Sainsbury's/ Terrence Conran

Agency **THE COLLECTIVE**
Feb 2005

Client Philips, Eindhoven, writing 2000 word articles.

Agency **TASTE SUGAR, OLGIVY**

March 2005
Neutraceutical work for Nestle, 'Imagineering' in focus groups

Client **LOWE DRAFT**
April 2005
Department of Education, & Visit London DM Online

Other Creative Projects

Client **BRITISH MUSEUM,**
London August 2003, July 2004
DM experience fundraising strategy and creative

Client **RADIO 4 BBC,**
London, Summer 2003
Focussing radio submissions

Client **SWISS RE,**
Zurich Sept 2002
Training staff to write better. Looking to do a few sessions this autumn for copywriters at AMV BBDO along same lines.

Client **AMV BBDO,**
London 2005
Creating a copywriting course for juniors and mid weights with the AMV head of copy.

Client **Economist Intelligence Unit**
London and New York 2005
DM and corporate writing.

Some web work

Client **APPELLA**
London 2004.
Conceived designed written
<http://www.appella.net/>

Client **DIGITAL FIDELITY**
London 2003.
Writing for Bostock and Pollit
<http://www.digitalfidelity.com/>

Client **FOCAL POINT**
London 2005
Conceived designed written
<http://www.fpcreative.net/>

Client **FOCAL POINT (under construction test only)**
London 2005
Conceived designed written
<http://www.fpcreative.co.uk/test/index.htm>

Client **WANTSMART (under development)**
London 2005
Creative consultancy

<http://www.wantsmart.com/index.asp>

Client **SEVEN DAYS AHEAD (under development)**
London 2005
Creative Direction for this financial co. for traders
<http://www.sevendaysahead.co.uk/index.php>

Client **INTERCHANGE**
London 2004
Consultant
<http://www.interchangeFX.co.uk/>

Major Awards

Two Cannes Gold Awards for Economist 1997 and 1999.
Campaign Silvers for Silk Cut 1991, and Economist 2000.
British Television Award, Silver for Dyslexia Association 1989
In D&AD for Silk Cut 1991 (Tin Man, Gallagher tobacco),
Economist 1997, 1999. 2001
Other awards and nominations for Creative Circle,
One Show and Campaign Press.

Mac / PC skills

Photoshop (competent)
Excel (competent)
Illustrator (basic)
Word & Powerpoint (strong)

Hobbies

Screenwriting, flying light aircraft, eating and cooking.
Private pilots licence with full UK Instrument Rating.
Created project propeller, a fly-in for WW2 pilots and hobby pilots. It's run every year for 4 years and has had good press coverage including a double page spread in the evening standard.

Outlook

All advertising creatives believe in strong, simple ideas. But the world that created Abbott and Saatchi is long gone. I think the interesting question now is how to apply classical advertising communication values in the new economy. One where people spend more of their evening surfing the internet than watching television. Where the government does big advertising spends, and more nimble companies do everything else. Where creativity is both a commodity and difficult to find.