

Gavin Bloys

“The market is saturated with channels and audiences, making it challenging for brands to engage meaningfully with their intended audience. But there is a way to break through the noise.

By crafting a focused narrative and consistent story that reflects the brand’s core values and is backed by data, a brand can create a strong and relevant voice that stands out.

Using this simple and engaging storytelling, filled with insight and human truths, it cannot be ignored. Instead of shouting, it can speak softly and confidently, and people will listen.

When this voice drives the creative process and delivers holistic brand communication through the right channel for the right audience, it will disrupt the market and own the spotlight.”

CAREER SNAPSHOT

- Geometry won the SA Telkom pitch for “Shopper Marketing and Activations”. I was a part of the team that won the account for Geometry Cape Town.
- The UberAlert campaign, where I served as Senior lead is a clear demonstration of the power of the creative process we follow to drive change in people’s behavior.
- I played an instrumental role as Creative Group Head for BAT Peter Stuyvesant’s launch campaign. Together with providing creative direction based on strategic insights, I was responsible for the innovative packaging and creating new product offerings for the brand based on its core values. This campaign ensured that Peter Stuyvesant remains South Africa’s leading tobacco brand and maintains its dominant market share to this day.

AREAS OF EXPERTISE

- 360° Brand integration • Digital Design communication • Brand Activations • BTL promotional mechanics •

EXPERIENCE & HIGHLIGHTS (2000 - 2023)

(2022 September - 2023 December)

Integrated Designer/Artworker

MORE GLOBAL

H&M EEU (Eastern European Region) Remote work

Work on projects from start to finish working collaboratively across teams on ideation, asset creation, and implementation. Produce creative design work with a clear rationale to accompany the work. Be a brand guardian. Create print, POS, OOH, social media assets, and different event and campaign collateral.

(2021 October - 2022 March)

Integrated Social Designer

Reckitt Hygiene UK Remote work

Work on projects from start to finish working collaboratively across teams on ideation, asset creation, and implementation. Produce creative design work with a clear rationale to accompany the work. Be a brand guardian. Create print, POS, OOH, social media assets, videos, GIFs, MEMEs, and different event and campaign collateral. Retouching of packs, lock-up design, layout, and some illustration (iconography or elements for motion graphics) Using existing assets and stock imagery to come up with relevant and up-to-date content.

Brands: Finish, Airwick UK, Vanish, Sagrotan Western Europe, Napisan

(2020 - 2021)

Freelance Art Director & Designer (Hybrid)

(2019 July - 2019 December) Dubai

Associate Creative Director (BAT)

Liquid Retail (6 months Contract)

Worked on BAT key portfolio brands for the Iranian market Kent and Pall Mall. Launched key product innovation for Kent Plus successfully in a competitive market. Created Pall Mall equity campaign with a full list of the touch-points rollout. This includes Key Visuals in-store engagements and display. Worked on clients' P&G on brand identities for future sustainable projects.

Brands: Kent Plus & Pall Mall Blue & Silver, P&G sustainability

Client: BAT Iran, P&G

(2017 - 2019 June)

Associate Creative Director

Geometry Global, Ogilvy Group

On a day-to-day basis, I am responsible for guiding the creative teams and providing creative direction on brand & product campaigns. One of the highlights of my career thus far was providing creative input on strategic planning and consumer research for the redesign and launch of Peter Stuyvesant's products nationally. This included a diverse set of communications that covered in-store, point of sales, formal & informal markets, trade incentives, and HORECA Hotel, Restaurant, clubs] activations.

Brands: Peter Stuyvesant, Benson & Hedges, Dunhill, Pall Mall, Rothmans Southern African Markets.

Clients: BATSA (British American Tobacco South Africa), Uber, Telkom (Telecommunication company)

(2014 - 2017)

Creative Group Head

Studio merged to create Geometry Global, Ogilvy Group

Oversee a team of creatives on brand Peter Stuyvesant, B&H and other BAT brands present ideas and work closely with the Regional Creative Director on creative direction. Under our creative leadership, Peter Stuyvesant continues to be the leading tobacco brand in South Africa while increasing its market share in a competitive tobacco segment.

Brands: Peter Stuyvesant, Benson & Hedges, Dunhill, Pall Mall, Southern African Markets VW.

Clients: BATSA (British American Tobacco South Africa), Volkswagen VW

(2011 - 2013)

Senior Art Director

BAT Ogilvy, South Africa

Brands: Peter Stuyvesant, Benson & Hedges, Dunhill, Pall Mall, Southern African Markets.

Clients: BATSA (British American Tobacco South Africa)

(2010 - 2011)

Freelance Art Director

1 Month travel to Shanghai 2010 world Expo in China

(2007 - December 2009) Bahrain

Senior Graphic Designer

Momentum Worldwide Agency, Bahrain Fortune Promoseven, McCannWorldgroup.

Brands: Zonik (interactive store), Batelco, Ras al-Jinz nature reserve, BisB, Bahrain Formula 1 Grand Prix

Clients: Extra co. (Saudi Arabia), EI-IEMC International (Oman), (Bahrain Islamic Bank)

(2007 - 4 months) Namibia

Freelance Art Director/Designer

Y@R Advantage

Brands: Nam Farmfresh Yogurt, Hansa Pilsner, Protex antibacterial soap

Clients: Namdaries, Windhoek Breweries, Colgate-Palmolive

(2004 - April 2007)

Senior Art Director

J&B and J&BJET BTL, JWTrmgconnect, South Africa resigned to freelance in Namibia

Brands: Shell Africa, J&B South Africa, LG electronics, Financial Mail, Victoria & Alfred Waterfront Co. Foundry Premium Cider

Clients: Shell Royal Dutch Co, Brandhouse SA, LG electronics Worldwide, V&A Waterfront Company

(2003 - 2003)

Life experience/Travel to the U.K

(1999 - 2002)

Art Director/Designer

Eye Design Saatchi & Saatchi, Cape Town, South Africa

Brands: Guinness, Guinness Extra Cold, Pilsner Lager, Bell Larger, Laurentina Beer, Kibo Gold, Uganda Breweries, Metropolitan Life, Engen

Clients: Guinness (Diageo U.K), Uganda Breweries, Engen Petroleum S.A, Metropolitan Life Insurance, Claire inc (Radio producer)

AWARDS

• D&AD Entry into Annual • Clio Bronze • 2x Young Guns Bronze • 2x Loeries finals

EDUCATION

2020 – Google the Fundamentals of Digital Marketing Certificate

2017 - SEO course 1-year course

<http://www.imodeducation.com>

2016 - 8 months course ODMA - Ogilvy digital course in Advertising

1998 - 1999 Degree in Graphic Design Head Designer for Design Logic an internal design agency at CPUT. Responsible for Design Logic an independent agency for creative students with its own clients. Research and submitting of thesis related towards digital aided design and its effects on traditional advertising.

1995 - 1998 National Diploma in Graphic Design Syllabus included three-year courses in Graphic Design & Advertising, commercial photographic, lighting, still life, and landscape photography.

SOCIAL MEDIA

Twitter: <http://twitter.com/gavinbloys>

Instagram: gavinbloys

Frontend Webdesign

<https://www.abdiamonds.co.za/>

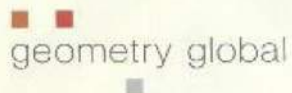
<https://commerce24.co.za/>

<https://vpfc.co.za/>

<https://themedadows.co.za/>

DIGITAL SKILLS

Adobe Illustrator, Photoshop, Indesign, Dimensions, Adobe After Effects, Elementor pro,



To whom it may concern,

Gavin has that unique ability to mix keen design with great art direction, not always easy. His experience as a well-crafted individual has stood the test of time at Geometry Global.

He is one of the stalwarts within the creative department and has mentored most of the guys coming through the ranks.

There is never any question of his focus - great work on time. Nothing else matters, if we could clone him we would.

I would not have any problem with recommending Gavin for any creative challenges that may come up.

Regards David.

A handwritten signature in black ink, appearing to read "David Ross".

David Ross | Regional Creative Director
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