

Kevin  
drew  
davis

4343 N Western Ave, # 201 | Chicago, IL | 60618  
312.953.5901 | [kdavis@kdavis.com](mailto:kdavis@kdavis.com)

**Executive Vice President, Chief Creative Officer | Wunderman Thompson Central Region**  
Chicago, Minneapolis, Austin, Memphis, Toronto, Vancouver, Montreal | 2017 to Present



**Executive Vice President, Chief Creative Officer | DDB San Francisco**  
San Francisco | 2016 - 2017

**Executive Vice President, Executive Creative Director | DDB Chicago**  
Chicago | 2014 - 2016

Oversaw all work (broadcast, digital, OOH, print, radio, etc.) for McDonalds USA. Launched All Day Breakfast, as well as creative portion of Omnicom consolidation pitch for We Are Unlimited.

**Executive Vice President, Chief Creative Officer | DDB Canada**

Toronto, Montreal, Vancouver & Edmonton | 2013 - 2014

Oversaw DDB, Tribal and RAPP across all Canada DDB offices. Clients include Subaru, McDonalds, Netflix, Canadian Tire, Mondelez, Johnson & Johnson, and General Mills.

**Executive Vice President, Executive Creative Director | Digitas**

Chicago & San Francisco | September 2011 – 2013

Taco Bell, eBay, KitchenAid, Jenn-Air, Whirlpool, Maytag, Sprint, and MillerCoors.



**Executive Vice President, Group Creative Director Digital | FCB**

Chicago | 2009 – 2011

National and global work for Motorola, SC Johnson, Sharpie, Kraft Jello, & Taco Bell.



**Senior Vice President, Director of Digital Strategy / Digital Creative Director | Publicis**

Seattle & Dallas | 2006 – 2009



**Director of Digital Marketing (ProTemp) | Wieden + Kennedy**

Portland | January – December 2005



**Digital Creative Director | Freelance**

2002 – 2004

Regular freelance work for Wieden + Kennedy, Publicis, Hal Riney, Anomaly, Doremus, Y&R, FCB, et. al., as well as direct client work for PC Magazine, NY Times, Boston Globe, etc.

**Global Digital Creative Director | Wieden + Kennedy**

Portland, New York, Amsterdam, London & Tokyo | 1996 – 2002

Responsible for all digital/interactive work for clients in all offices including Nike, ESPN, Microsoft, Calvin Klein cKone, Audi, Hypovereinsbank, Miller, Coca Cola, etc. First 2 1/2 years in Portland, then relocated to NYC to open as full-service office.



**Executive Creative Director | Blue Marble ACG**

New York | January 1995 – November 1996

**Interactive Art Director | The Richards Group**

Dallas | 1994 – 1995



**Creative Technologies Director | GSD&M**

Austin | 1991 – 1994



*Creative Awards on following pages*

## **Creative Awards (Recent):**

### **2019 National Advertising Awards (Addys):**

Bronze : Film, Video, & Sound > Sales Promotion : “HP Toner Science”

### **2016 London International Awards:**

Finalist : TV / Cinema / Online Film : Campaign: “Slim Jim”

### **2016 Clio Sports:**

Bronze : Integrated Campaign : McDonald’s “Game Time Gold”

### **2016 Effie Awards:**

Silver : Single Impact Engagement : McDonald’s “Lovin’ the Super Bowl”

### **2016 Webbies:**

Honoree : Advertising & Media : Online Guerrilla & Innovation : McDonald’s “Lovin’ the Super Bowl”

Honoree : Advertising & Media : Best Use of Native Advertising : McDonald’s “Lovin’ the Super Bowl”

Honoree : Advertising & Media : Best Use of Social Media : McDonald’s “Lovin’ the Super Bowl”

### **2016 Shorty Awards:**

Winner : Best in Food & Beverage : McDonald’s “Lovin’ the Super Bowl”

Winner : Best Use of Twitter : McDonald’s “Lovin’ the Super Bowl”

### **2015 DDB Global Bill Bernbach Award:**

Best Digital Campaign : McDonald’s “Lovin’ the Super Bowl”

### **2015 Canadian Marketing Association:**

Silver: Advertising: Consumer Products General: Neutrogena Men “Junkface”

Silver: Advertising: Consumer Services: Netflix “Entertainment Lovers”

Silver: Digital: Consumer Products General: Neutrogena Men “Junkface”

Silver: Integrated: Consumer Products General: Neutrogena Men “Junkface”

### **2015 London International Awards:**

Silver: Use of Social Media : McDonalds “Lovin’ the Super Bowl”

Bronze: TV/Cinema/Online Film: Copywriting : General Mills Peanut Butter Cheerios “Dadhood”

Bronze: TV/Cinema/Online Film: Direction : General Mills Peanut Butter Cheerios “Dadhood”

### **2015 Clio Awards:**

Shortlist : Film : Johnson & Johnson “Junkface”

Shortlist : Film :30 : Netflix “Airport”

Shortlist : Film :60 : Netflix “Airport”

### **Communication Arts Advertising Annual:**

Digital Advertising : McDonalds “Lovin’ The Super Bowl”

### **2015 Cannes Lions:**

Silver: Radio : Johnson & Johnson KY “Bald Spot”

Silver : Radio : Johnson & Johnson KY “Man Boobs”

Bronze: Promo & Activation : Use of Social Platform in Promotion : McDonalds “Lovin’ The Super Bowl”

Bronze : Media : Digital & Social : Use of Social Platforms: McDonalds “Lovin’ The Super Bowl”

Bronze : Television : Johnson & Johnson Neutrogena “Junkface”

Shortlist : Media: Digital & Social : Use of Digital Content : McDonalds “Lovin’ The Super Bowl”

Shortlist: Film : TV & Cinema : Comercial Public Services : Netflix “Airport”

Shortlist : Film Craft : Script : General Mills “How to Dad”

Shortlist : Film Craft : Casting : General Mills “How to Dad”  
Shortlist : Film Craft : Script : Netflix “Airport”

#### **2015 Clio Sports:**

Gold: Social Media : McDonald’s “Lovin’ the Super Bowl”

#### **2015 One Show**

Bronze : Branded Entertainment : General Mills “How To Dad”

Bronze : Television Single : Netflix “Pep Talk”

#### **2015 Marketing Awards (Canada)**

Gold: Radio Single, “Man Boobs.” Client: Johnson & Johnson

Gold: Film, Television Single: Over 30 Seconds, “Airport.” Client: Netflix

Silver: Radio Campaign, “Warm Up to Love Again.” Client: Johnson & Johnson

Silver: Radio Single, “Bald Spots.” Client: Johnson & Johnson

Silver: Film, Television Single: 30 Seconds and Under, “Airport.” Client: Netflix

Silver: Film, Television Campaign: 30 Seconds and Under, “You Gotta Get It, to Get It.” Client: Netflix

Silver: Press, Magazine Campaign, “Life of Pi/Fargo/Ghostbusters.” Client: Netflix

Bronze: Press, Magazine Single, “Life of Pi.” Client: Netflix

Bronze: Digital, Websites/Microsites – Advertising, “StopJunkface.com.” Client: Johnson & Johnson

Bronze: Integrated Campaign, “The Campaign to End Junkface.” Client: Johnson & Johnson

Bronze: Public Service Integrated, “Only the Best of Jewish Film.” Client: Toronto Jewish Film Festival

#### **Strategy Magazine Agency of the Year 2014 (Canada) : Bronze**

#### **2015 International Andy Awards (Advertising Club of New York)**

Gold: Television : Entertainment : Netflix “Pep Talk”

Bronze: Television : Direction : Netflix “Pep Talk”

#### **Strategy Magazine Creative Report Card for 2014 (Canada) : DDB Canada #1**

#### **2014 Canadian Marketing Association**

Gold : Digital : Consumer Products - Food & Beverage : McDonalds “140 Character Films”

Silver : Pro Bono : Woodgreen “Single Mom Celebrities”

Bronze : Experiential & Innovative Media : Subaru “WRX STI vs Drones”

Bronze : Integrated : Automotive : Subaru “WRX STI vs Drones”

#### **2014 Art Directors Club of Canada**

Gold : Direction : Netflix “Pep Talk”

Gold: Advertising Broadcast : Netflix “Pep Talk”

Silver : Advertising Broadcast : Toronto Jewish Film Festival “Ron Jeremy”

Silver : Best Use of an Existing Social Platform : McDonalds “140 Character Films”

Merit : Advertising Broadcast : Johnson & Johnson KY “Warm Up to Love Again”

#### **2014 London International Awards:**

Silver : TV/Cinema/Online Film : Netflix “Pep Talk”

Silver : Radio & Audio : KY Warming Liquid : “Warm Up To Love Again” Campaign

Silver : Radio & Audio Original Music : KY Warming Liquid : “Man Boobs”

Silver : Radio & Audio Original Music : KY Warming Liquid : “Bald Spot”

Silver : Radio & Audio Original Music : KY Warming Liquid : “Sweaty Pitts”

#### **2014 Clio Awards:**

Bronze: Film: Netflix “Pep Talk”

Bronze: Music Film: Taco Bell “Feed the Beat”

Shortlist: Music Events / Engagement: Taco Bell "Feed the Beat"  
Shortlist: Music Innovative Media: Taco Bell "Feed the Beat"  
Shortlist: Music Digital / Social: Taco Bell "Feed the Beat"

**2014 Applied Arts Magazine Advertising Awards (Canada):**

Branded Content - Single: McDonalds "Pink Goop"  
Branded Content - Series: McDonalds "Our Chicken. Your Questions."  
Branded Content - Series: McDonalds "140 Character Films"  
Complete Advertising Program - McDonalds "Our Chicken. Your Questions."  
Public Service / Charity Single: Woodgreen "Real"  
Public Service / Charity Single: Woodgreen "Truth"  
Public Service / Charity Single: Woodgreen "Seen"  
Public Service / Charity Single: Woodgreen "Out and About"  
Public Service / Charity Single: Woodgreen "Spotted"

**2014 Marketing Awards (Canada)**

Gold: Netflix "Pep Talk" Television Single  
Gold: KY "Warm Up to Love" "Lawn Cutting" Television Single  
Gold: KY "Warm Up to Love" Television Campaign  
Gold: KY "Warm Up to Love" Low-budget Television Campaign  
Gold: McDonalds "Our Chicken. Your Questions." Online Film  
Bronze: McDonalds "140 Character Films" Digital  
Bronze: Woodgreen "Single Mom Celebrities" Public Service Campaign

**2014 Cannes:**

Bronze: Netflix "Pep Talk"  
Silver: Cialis Campaign

**2013 Clio Awards:**

eBay "Thanks You" – Branded Entertainment

**2013 Communication Arts Advertising Annual**

Branded Content : eBay "Thanks You"

**2014 Chicago Addys**

Built for Chicago - Single Platform, Consumer  
Miller Lite Fantasy Football - Internet Commercials  
Whirlpool WashSquad - Tablet  
Whirlpool WashSquad - Mobile Phone

**2013 Digiday Retail Awards**

Best Digital Brand Marketing: Miller Lite: Fantasy Football

**2013 IAB MIXX**

Gold: eBay "Thanks You" Online Commercial  
Gold: Miller Lite "Fantasy Football Smack Talk" IAB Standard Rich Media Display  
Silver: Miller Lite "Fantasy Football Smack Talk" Online Commercial  
Silver: Sprint "Cinema" Cross-Media Integration

**Webbys:**

eBay "Thanks You"  
Miller Lite "Smack Talk"

**2013 W3 Awards:**

Best in Show

eBay - Thanks You -- Online Campaign - Branding - 24845

Sprint - Cinema -- Mobile Applications - Innovative/Experimental - 24873

Gold

eBay - Thanks You, Ed Church -- Viral - Branding - 24842

eBay - Thanks You -- Integrated Campaign - Branding - 24847

Sprint - Holiday Medley -- Video Features - Visual Effects/Motion Graphics - 24868

Sprint - Holiday Medley -- Branded Content - Branded Content: Commercials - 24871

Miller - Ask an Expert -- Social Media - Food and Beverage - 24857

Miller - Fantasy Football -- Online Campaign - Food and Beverage - 24859

Miller - Fantasy Football -- Integrated Campaign - Food and Beverage - 24861

Silver

eBay - Thanks You, Ed Church -- Online Video, Branding - 24843

eBay - Thanks You, Ed Church -- Branded Content -- Branded Content: Viral - 24849

eBay - Thanks You, Ed Church -- Branded Content -- Branded Content: Promotional/Branding - 24850

eBay - Thanks You, Ed Church -- Web Video - Documentary - 24851

Sprint - Holiday Medley -- Web Video - Innovative/Experimental - 24867

Sprint - Holiday Medley -- Branded Content - Branded Content: Viral - 24870

Sprint - Holiday Medley -- Online Video - Telecommunications - 24872

Keystone - Mime's the Word -- Web Video - Interactive Video - 24854

Miller - Brad K #2Tweets -- Social Media - Food and Beverage - 24856

Keystone - Mime's the Word -- Online Video - Food and Beverage - 24862

Miller - Fantasy Football -- Banner Campaign - Food and Beverage - 24864

**2013 Internationalist Awards for Innovative Digital Solutions**

Gold: Emerson Electric: "It's Never Been Done Before"

**2013 Tempo Awards:**

Jae Gondelman Award for Innovative Achievement in Electronic Direct Marketing: "The Extra Mile with Charlie Peters"

First Place, Internet Advertising, Creative: "The Extra Mile with Charlie Peters"

First Place, Internet Advertising, Marketing: "The Extra Mile with Charlie Peters"

First Place, Consumer Integrated Marketing Campaigns, Creative: "See the Good Health in You"

First Place, Consumer Integrated Marketing Campaigns, Marketing: "See the Good Health in You"

Third Place, Business to Business Integrated Marketing Campaigns, Marketing: "Get the new 'Done' with Sprint Direct Connect, Chirp!"

**2013 Chicago Addys:**

Chicago Addy: Miller Lite "Punch Top" - integrated campaign

District Addy: Miller Lite "Punch Top" - integrated campaign

Chicago Addy: Miller Lite "Brad K Racing" - interactive media

Chicago Addy: Miller Lite "Smack Talk" - interactive media

Chicago Addy: Keystone "Keith Stone" - Branded Content, Interactive Video

Chicago Addy: eBay "Thanks You" - Branded Content

**2012 IAB Mixx:**

Miller Lite "Smack Talk" - Gold, Rich Media

**Best Pack Awards (Spain):**

Miller Lite "Smack Talk"

**2013 Shorty Awards:**

Sprint "Backboard Cam" - Finalist, social media for Fortune 500 co

Miller Lite "Brad K" - Finalist, social media for sports

**Ace Metrix Top Ad of 2011: KitchenAid "Food Processor"****2012 Tempo Awards:**

Jenn-Air "Inspiration" - Best Integrated Campaign

Jenn-Air "Inspiration" - Best Print Campaign

Jenn-Air "Inspiration" - Best Direct Mail Piece

Jenn-Air "Inspiration" - Marketing (Creative)

Jenn-Air "Inspiration" - Marketing (Strategy)

Jenn-Air "Inspiration" - Marketing (Account)

**2012 BMA Ace Awards:**

Emerson "The Extra Mile" - Blog

Emerson "The Extra Mile" - Content Marketing

Emerson "Never Been Done" - Microsite

Emerson "Never Been Done" - Mobile Marketing

Emerson "Never Been Done" - Rich Media

**2012 Shorty Awards:**

Walgreens "Flu Shot Check-in" - Best in Show

Walgreens "Flu Shot Check-in" - Best Location-base marketing

Walgreens "Flu Shot Check-in" - Best Viral Campaign

Walgreens "Flu Shot Check-in" - Best Use of Foursquare

**Historical highlights:**

SoMe : Best Social Media App – The Next Big Thing Award : Heat Tracker

Effie : HomeAway "The Return of the Griswolds"

Addy : HomeAway "Vacation Facebook"

DiVA : Best Video Advertising Award: HomeAway

Cannes Lions: "whatever.nike.com"

Communication Arts: "whatever.nike.com"

One Show Interactive Gold: "whatever.nike.com"

One Show Interactive Gold : Calvin Klein "cKone",

One Show Interactive Silver : Calvin Klein "cKone"

One Show Interactive Gold : Microsoft, "Windows 98"

One Show Interactive Gold : Nike, "Product Assault"

One Show Interactive Silver : Nike, "Fun Police"