

# PAUL HANCOCK

## Art Director/Creative Director

**Mobile:** +44 (0)7956-155786, **Email:** [contact@paulhancock.co.uk](mailto:contact@paulhancock.co.uk)  
<http://uk.linkedin.com/in/paulhancock1>, <http://twitter.com/paulhancock1>

### Profile

Paul graduated from Central Saint Martins College of Art and Design in 1994 with a BA (Hons) in Graphic Design and Advertising. After a short stint at TBWA/London in 1995, he joined Duckworth Finn Grubb Waters as an Art Director.

He moved to Delaney Lund Knox Warren in late 2003 and was promoted to Creative Director in 2008, joining the Board later the same year. After the formation of DLKW Lowe in 2010 he was appointed a Creative Group Head.

Paul is equally at home working in any medium. His work has been recognised by all the major UK advertising awards schemes, and he has been an awarded member of D&AD since 2003.

Perhaps more importantly, he produces work that works: no fewer than three of his campaigns have been the subject of papers that have received the highest honours at the IPA Effectiveness Awards, including two Grand Prix.

2011 highlights include award-winning work for Marston's Pedigree, and his final project at DLKW Lowe ('Pennies for Life' - a digital interactive poster) won a Gold Lion at Cannes 2012.

Paul lives in east London with his wife, son and daughter..

### Career summary

2010 - 2012	DLKW Lowe - Creative Group Head
2008 - 2010	DLKW & Partners Ltd - Creative Director
2004 - 2008	DLKW & Partners Ltd - Art Director
1995 - 2003	Duckworth, Finn, Grubb, Waters - Art Director
1994 - 1995	TBWA/London - Art Director (Freelance)

### Creative Awards

2012 - Cannes Lions - 1x Gold ('Pennies for Life')  
2012 - Cannes Lions - 1x Finalist ('Pennies for Life')  
2011 - Creative Circle Awards - 1x Bronze ('Pennies for Life')  
2011 - Creative Circle Awards - 1x Bronze (Marston's Pedigree)  
2011 - Ocean Outdoor Digital Competition - £50,000 Winner ('Pennies for Life')  
2010 - CBS/Campaign Long Copy Awards - 1x Finalist ('Pennies for Life')  
2010 - Creative Circle Awards - 1x Bronze (Marston's Pedigree)  
2008 - BTAA Craft Arrow - 1x Finalist (COI Anti-Teenage Pregnancy)  
2003 - D&AD - 1x Silver Nomination (BBC World Cup)  
2002 - Royal Television Society Awards - 1x Gold (BBC World Cup)  
2002 - Campaign Poster Awards - 1x Finalist (BBC World Cup)  
1999 - BTAA Craft Arrow - 1x Winner (Daewoo)  
1998 - Creative Circle Awards - 1x Bronze (National Drugs Helpline)  
1998 - Campaign Press Awards - 1x Bronze (National Drugs Helpline)

(Plus miscellaneous Aerial, NMA, Promax Awards etc.)

## Effectiveness Awards

2009 - IPA Effectiveness Awards - 1x Grand Prix (Morrison's)  
2009 - IPA Effectiveness Awards - 1x Gold (Morrison's)  
2009 - IPA Effectiveness Awards - 1x 'Best Integration' (Morrison's)  
2008 - Marketing Week Effectiveness Awards - 1x Gold (Morrison's)  
2008 - Marketing Week Effectiveness Awards - 1x Finalist (COI Anti-Teenage Pregnancy)  
2008 - IPA Effectiveness Awards - 1x Bronze (Morrison's)  
1998 - IPA Effectiveness Awards - 1x Grand Prix (National Drugs Helpline)  
1998 - IPA Effectiveness Awards - 1x Gold (National Drugs Helpline)  
1996 - IPA Effectiveness Awards - 1x Silver (Daewoo)  
1996 - IPA Effectiveness Awards - 1x 'Best Integration' (Daewoo)

## Experience

**Alcohol** - Anheuser Busch/Michelob, Marston's Pedigree  
**Automotive** - Jaguar, GM/Vauxhall, GM/Daewoo, Nissan  
**Broadcast** - BBC (BBC Sport, CBBC, BBC Radio 3), Sky TV, Disney  
**Charity/Public Service** - Marie Curie Cancer Care, MicroLoan Foundation ('Pennies for Life'), COI Anti-Teenage Pregnancy, COI National Drugs Helpline, COI National Blood Service  
**Energy** - ExxonMobil/Esso, E.ON  
**Fashion/Clothing** - Wonderbra, Timberland, Wrangler  
**Fempro** - Tena Lady  
**Financial** - Aviva, Invesco Perpetual, HBOS, Financial Times  
**Household/FMCG** - Unilever (Cif/Knorr), Riso Gallo  
**Youth** - COI Anti-Teenage Pregnancy, COI National Drugs Helpline

## Education and qualifications

1991 - 1994    Central Saint Martins College of Art and Design  
                    *BA (Hons), Graphic Design and Advertising*

1990 - 1991    Epping Forest College of Further Education  
                    *Foundation Course, Art and Design*

1980 - 1990    Chigwell School, Essex  
                    *11 GCSEs, 3 A-Levels*

References available on request