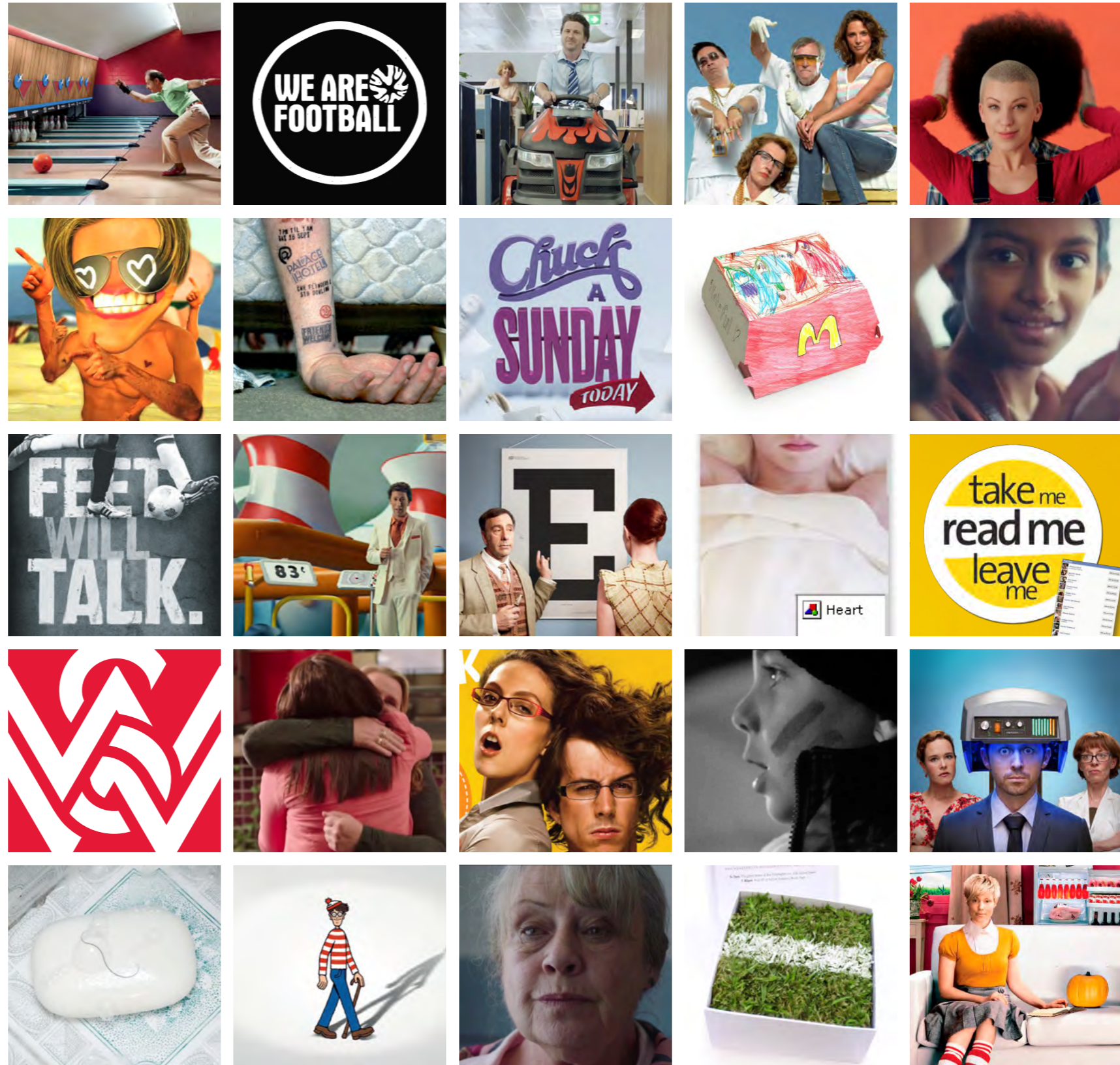


THE WORK

JJ WINLOVE /



ALL

TVC

PRINT

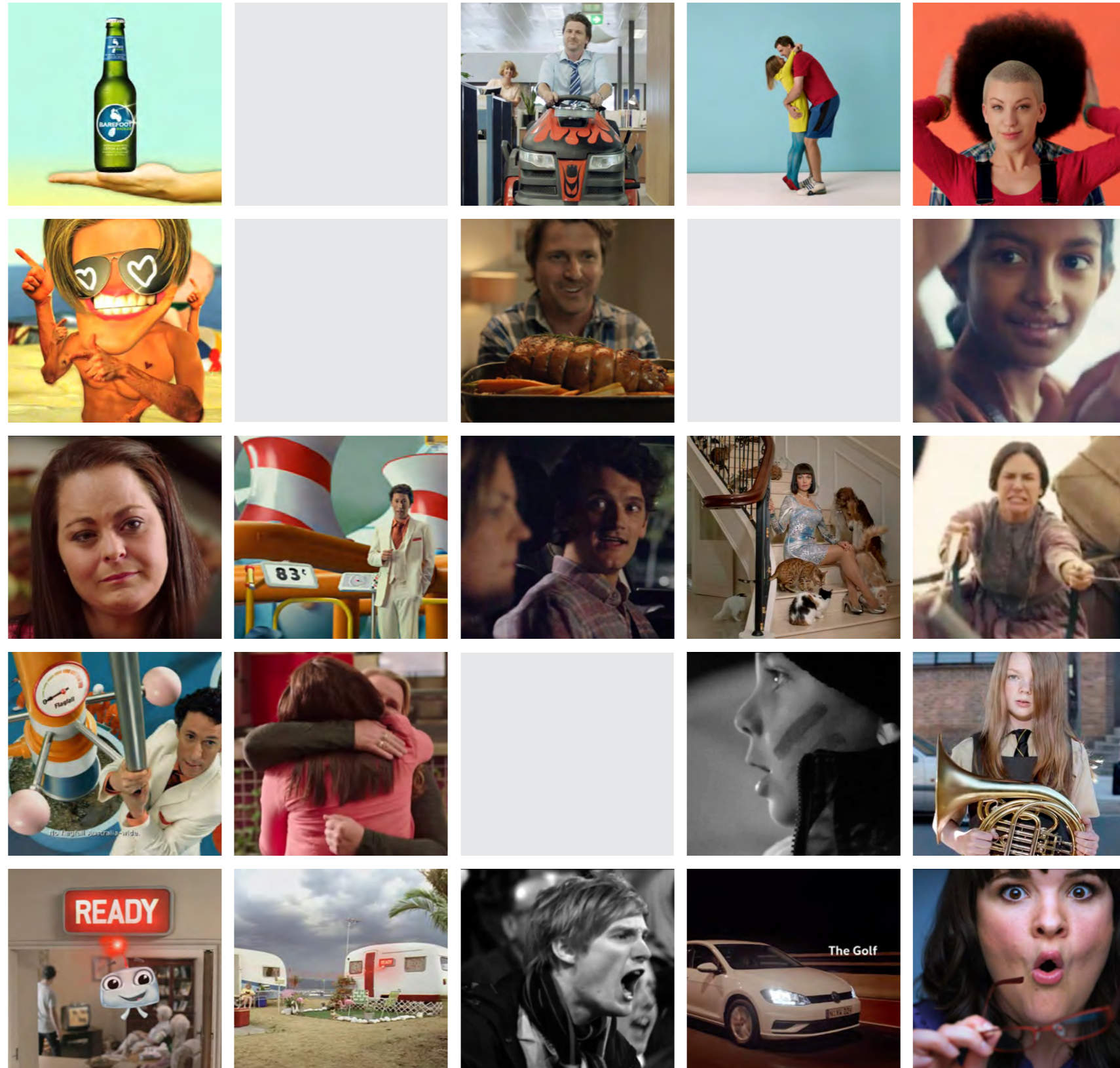
BRANDING

DIRECT

PERSONAL

TVCs

A sprinkling of commercials for a mix of clients and categories. Click through on the following pages to view.



ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

WESTPAC /
 'HELP WHEN IT MATTERS' BRAND TV LAUNCH

The launch ad for what was to become an ongoing series of spots that put service at the front of Westpac's offering.

The spot aims to show that giving a helping hand to others is something that's deeply ingrained in the Aussie psyche – and always has been.



ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

VOLKSWAGEN / GOLF 'HEART WITH STARS' TVC

One of a series of spots highlighting specific features of the cars. In this case, the in-built Apple CarPlay through its ability to read out text messages.



ALL

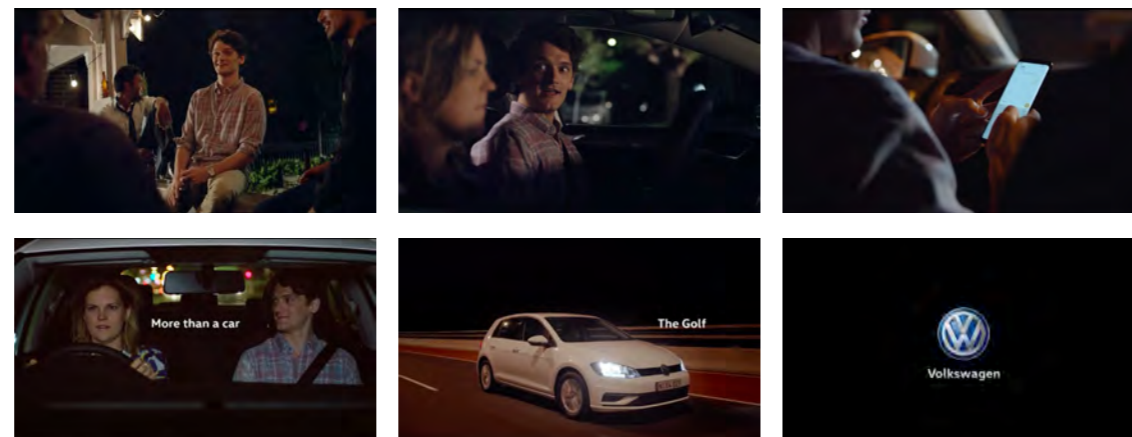
TVC

PRINT

BRANDING

DIRECT

PERSONAL



MCDONALD'S / RONALD MCDONALD HOUSE / 'MCHAPPY DAY' TVC

Based on the thinking that so few donors ever get to see the difference they make or meet the people they help, we organised a surprise meeting between donors to Ronald McDonald House and the families they helped.



ALL

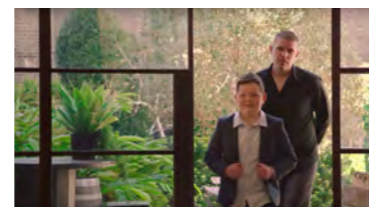
TVC

PRINT

BRANDING

DIRECT

PERSONAL



SEE ALSO



MEAT & LIVESTOCK ASSOCIATION / 'CHUCK A SUNDAY' TVC

The brief here was to get people having lamb roasts any day of the week – not just on Sundays.

We came up with the line 'Chuck a Sunday' playing on the great Aussie institution of 'Chucking a Sickie'.

The line ran through the point of sale posters and came to life in this 30 second spot where we see 'Sunday Dave' busting out of work on his lawnmower.



[VIEW THE AD](#)

ALL

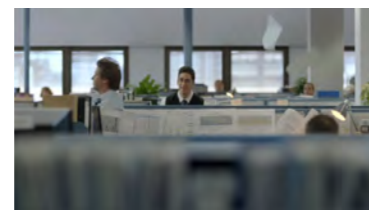
TVC

PRINT

BRANDING

DIRECT

PERSONAL



SEE ALSO



GIO INSURANCE / 'ANYTHING BUT AVERAGE' TVC

GIO's car insurance policies are tailored far more specifically for the individual than most other insurers, making their policies far more suited to their customer's particular situation.

To bring this to life, we showed that that NSW drivers seldom conform to blanket averages.



[VIEW THE AD](#)

ALL

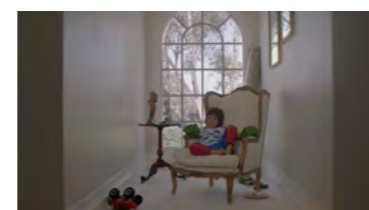
TVC

PRINT

BRANDING

DIRECT

PERSONAL



FOOTBALL FEDERATION AUSTRALIA /
'WE ARE FOOTBALL' LAUNCH 45" TVC

In 2011 Australia's A-League wasn't in great shape. Millions of Aussies love football but they weren't turning up to watch their own domestic league.

Our approach was to unite all the varying stakeholders of the game, from the players to the fans to the clubs, under the banner 'We are football'.

The campaign kicked off with a 60 second TVC – coinciding with the season launch – showing real football fans, from a range of backgrounds, coming to a match and experiencing the energy and atmosphere of football, on and off the field. Two 30-second ads showcased the highs and lows that make football what it is.



ALL

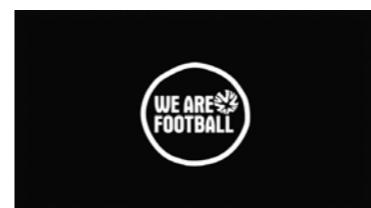
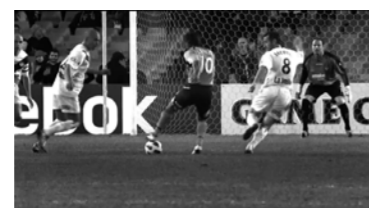
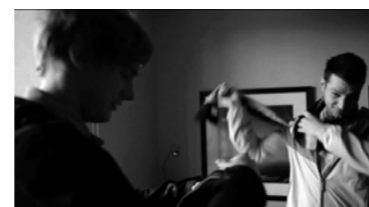
TVC

PRINT

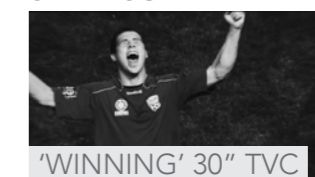
BRANDING

DIRECT

PERSONAL



SEE ALSO



AMAYSIM /
AMAYSIM LAUNCH 30" TVC

Amaysim was an Australian Telco startup who wanted to shake up the mobile market and take the confusion out of mobile phone plans.

Good stuff.

For the launch, we created a spot bringing their offering to life with a Charlie and the Chocolate Factory-like machine taking all the nasty and complicated bits out of the mobile phone business, distilling it all down to one pure, simple SIM card.



ALL

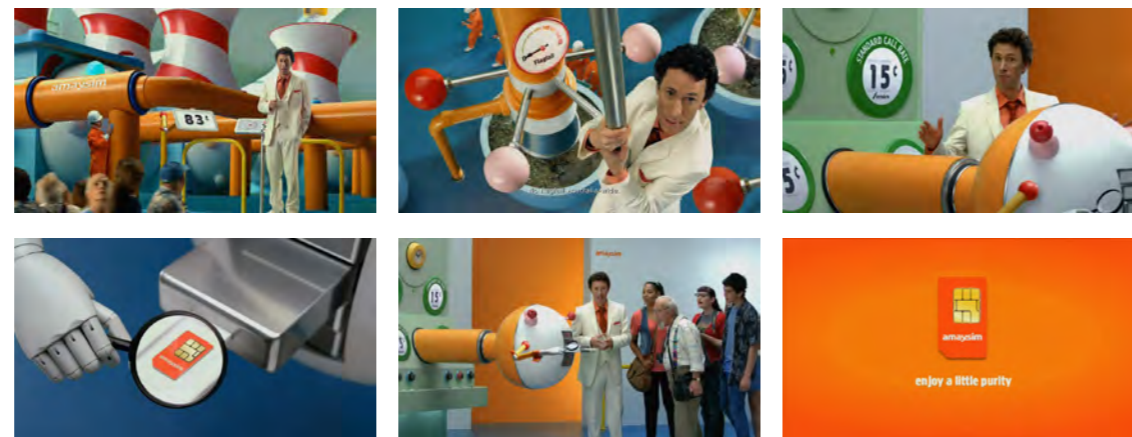
TVC

PRINT

BRANDING

DIRECT

PERSONAL



HUNGRY JACK'S / 'CELEBRATE DIFFERENT' TVC

Hungry Jack's wanted to do something a little 'different' to launch their new Lime and Chilli Chicken Burger.

So we came up with the idea of celebrating the two contrasting flavours by showing that 'beautiful things happen when you embrace different'.



[VIEW THE AD](#)

ALL

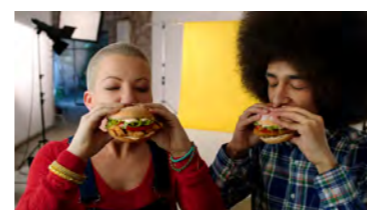
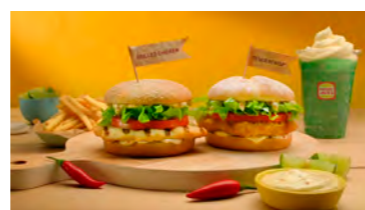
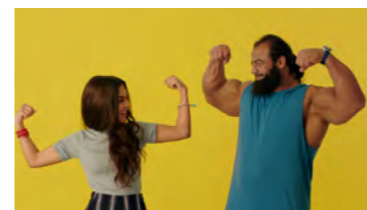
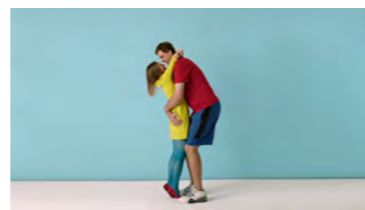
TVC

PRINT

BRANDING

DIRECT

PERSONAL



BUDGET EYEWEAR / DESIGNER LOOKS 15" TVC

Budget Eyewear were offering a range of designer frames at budget prices.

To get this across while also poking fun at the pretentious world of upmarket designer goods we created a campaign with the promise 'Get the designer look, without the designer looks.'

Our TVC showed a woman seemingly striking model-like poses, when in fact she's just grimacing from a waxing session.



ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL



SEE ALSO



LION NATHAN / BAREFOOT RADLER SUMMER LAUNCH FILM

Lion Nathan were launching a new beer: a light-hearted Summer beer with a twist of lemon and lime. Some would say a girly beer.

To kick this off in a way that embodied the feeling of Summer with a flagrant disregard for seriousness, we devised this 90 second online film.



ALL

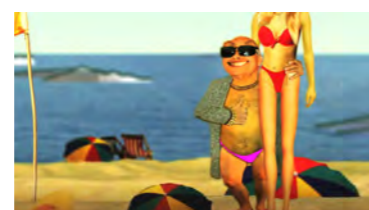
TVC

PRINT

BRANDING

DIRECT

PERSONAL

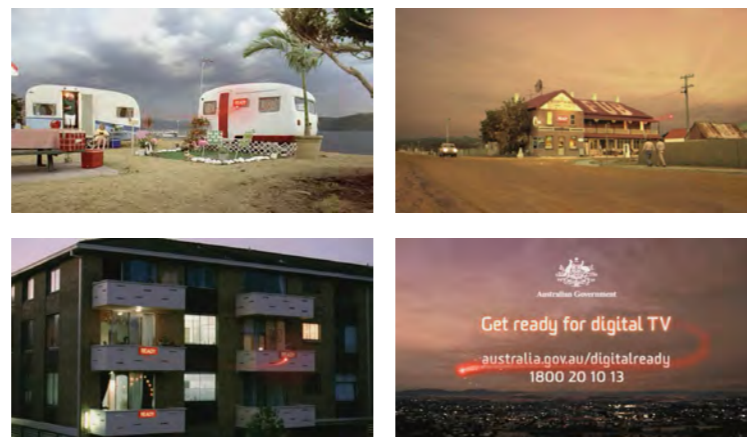


AUSTRALIAN GOVERNMENT / 'GET READY FOR DIGITAL TV' 45" TVC

The Australian Government was hell-bent on wiping analogue TVs from the face of the nation. So began a vast and lengthy campaign letting Aussies know they had to switch to digital and how to do it.

We created 'Freddy' who's job it was to zip around the country checking in as everyone got themselves ready for the switch.

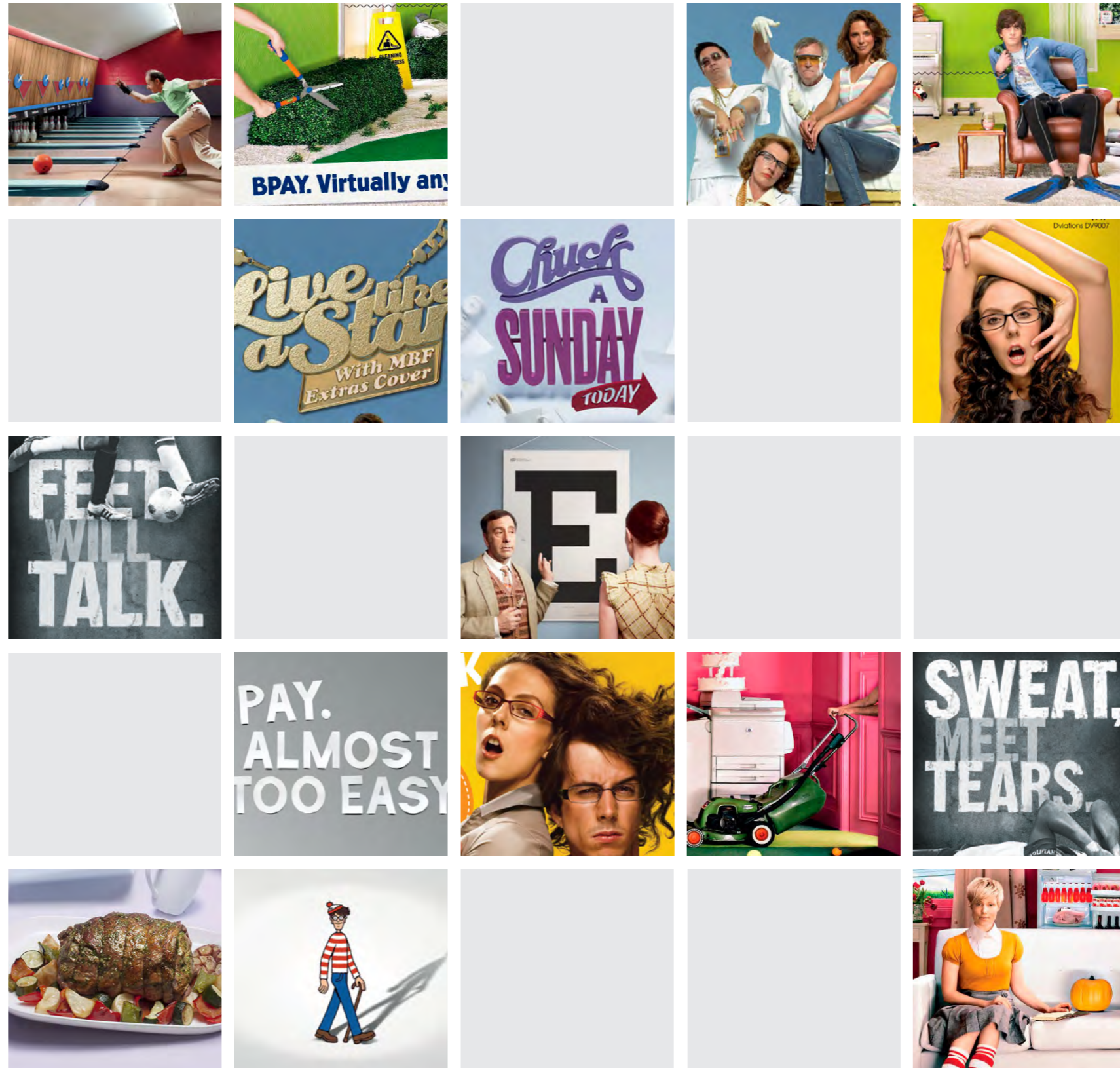
After the first round of the campaign awareness of the switch had already reached 95%.


[VIEW THE AD](#)
[ALL](#)
[TVC](#)
[PRINT](#)
[BRANDING](#)
[DIRECT](#)
[PERSONAL](#)

[SEE ALSO](#)


PRINT WORK

Working with photographers, illustrators, retouchers and typographers is one of the best parts of the job.

Print is still one of my favourite mediums. It is finite, absolute and immediate. It's perfect for communicating simple messages with simple, visual ideas. As you'll see, humour is big part of my work.



ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

BPAY / ALMOST TOO EASY

BPAY is Australia's most popular bill payment service.

The brand has a history of finding quirky and playful ways of selling what is really a pretty mundane service.

For this campaign the brief was simply to show how easy it is to pay bills with BPAY.

Almost too easy...



ALL

TVC

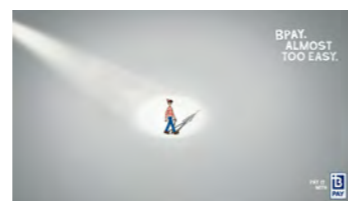
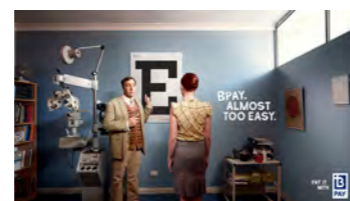
PRINT

BRANDING

DIRECT

PERSONAL

SEE ALSO



BPAY / ALMOST TOO EASY

We shot this on my birthday.
The crew bought me cake.

It was delicious.
A cheesecake, I believe.



ALL

TVC

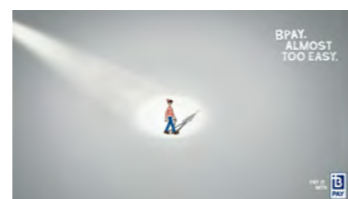
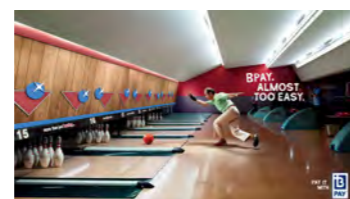
PRINT

BRANDING

DIRECT

PERSONAL

SEE ALSO



BPAY / ALMOST TOO EASY

Apparently we were one of the first to be able to use Wally in an advertisement.

Turns out he was turning 25, and in a good mood. Thanks Wally.



ALL

TVC

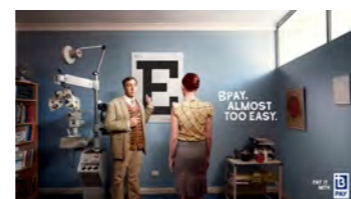
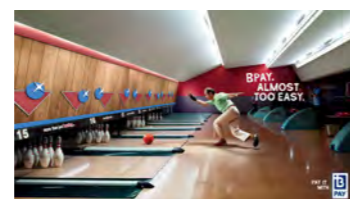
PRINT

BRANDING

DIRECT

PERSONAL

SEE ALSO



BPAY / VIRTUALLY ANYTHING

Another campaign for BPAY, this time the brief was to break the perception that BPAY was only about paying bills. BPAY can be used for a surprising number of other purchases and payments.

Our solution was simple: let's take a bunch of the things that can be paid for with BPAY and fit them into a single shot. There was so much stuff we did it twice.



ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

SEE ALSO



BPAY / VIRTUALLY ANYTHING

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ALL

TVC

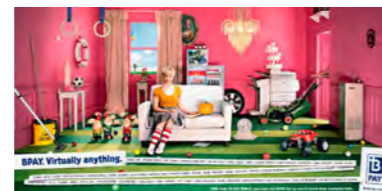
PRINT

BRANDING

DIRECT

PERSONAL

SEE ALSO



MEAT & LIVESTOCK ASSOCIATION /
CHUCK A SUNDAY

The brief here was to get people having lamb roasts any day of the week – not just on Sundays.

We came up with the line 'Chuck a Sunday' playing on the great Aussie institution of 'Chucking a Sickie'.

This was a poster to go in butcher shops. They love their posters. A tricky but very rewarding shoot.



ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

SEE ALSO



'CHUCK A SUNDAY' TVC

MEAT & LIVESTOCK ASSOCIATION /
CHUCK A SUNDAY

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This was a poster to go in butcher shops. They love their posters. A tricky but very rewarding shoot.



ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

SEE ALSO



'CHUCK A SUNDAY' TVC

FOOTBALL FEDERATION AUSTRALIA / A-LEAGUE FINALS SERIES

Some posters for the finals series of the A-League: Australia's domestic league.

We wanted these to have the look we had established for the 'We are football' season launch, but also have a little something of their own going on.



ALL

TVC

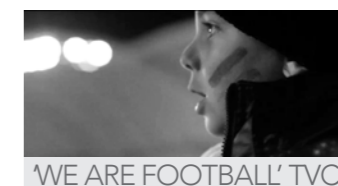
PRINT

BRANDING

DIRECT

PERSONAL

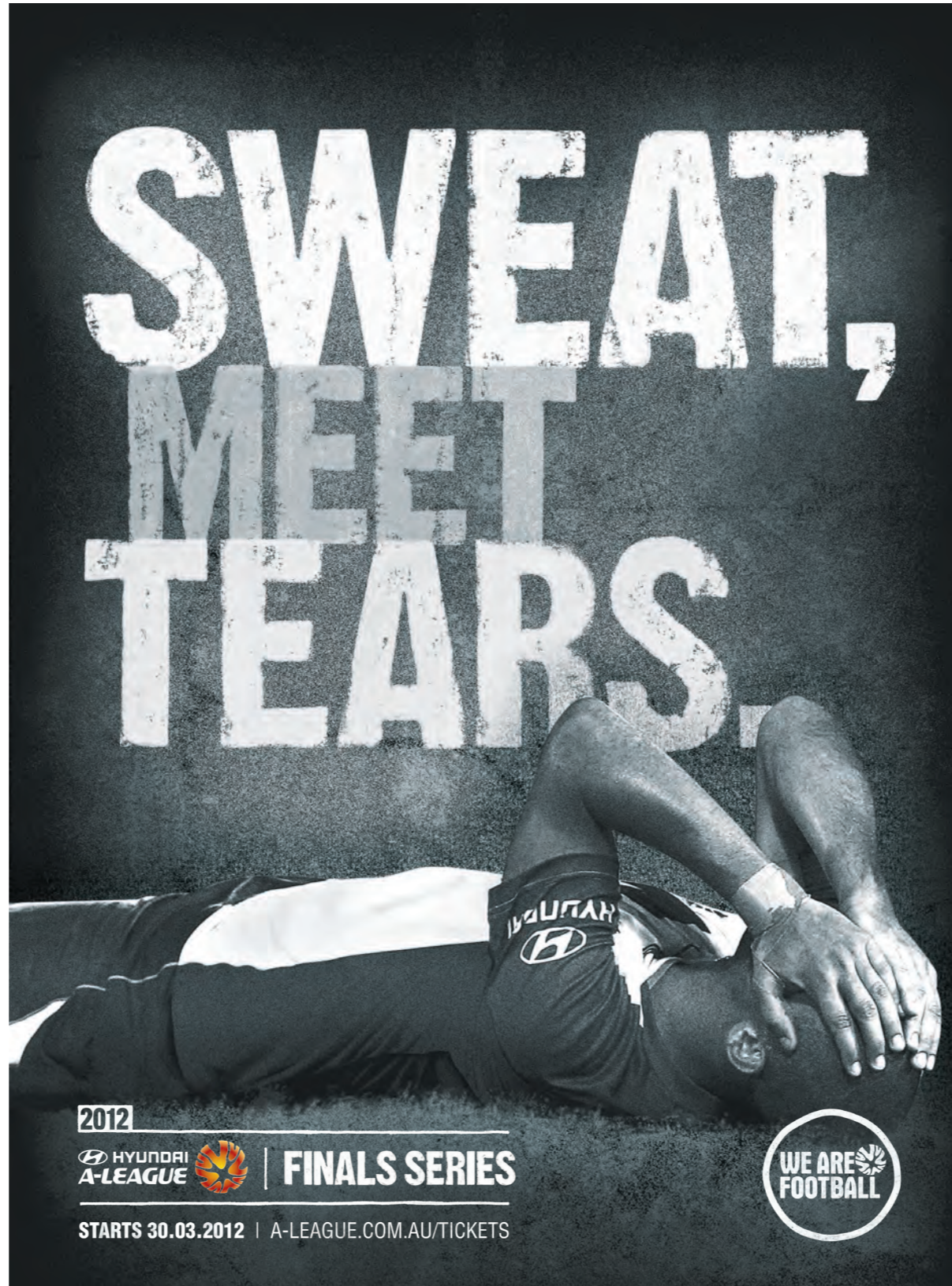
SEE ALSO



FOOTBALL FEDERATION AUSTRALIA / A-LEAGUE FINALS SERIES

Some posters for the finals series of the A-League: Australia's domestic league.

We wanted these to have the look we had established for the 'We are football' season launch, but also have a little something of their own going on.



ALL

TVC

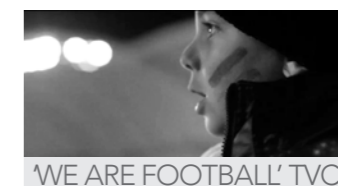
PRINT

BRANDING

DIRECT

PERSONAL

SEE ALSO



BUDGET EYEWEAR / DESIGNER LOOKS

Budget Eyewear were offering a range of designer frames at budget prices.

To get this across while also poking fun at the pretentious world of upmarket designer goods we created a campaign with the promise 'Get the designer look, without the designer looks.'

This was a fun shoot. We cast people who weren't 'models' but weren't afraid to strike a pose. They were both brilliant.



ALL

TVC

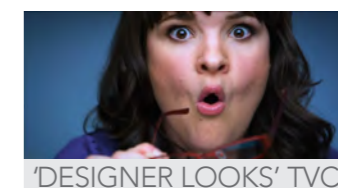
PRINT

BRANDING

DIRECT

PERSONAL

SEE ALSO

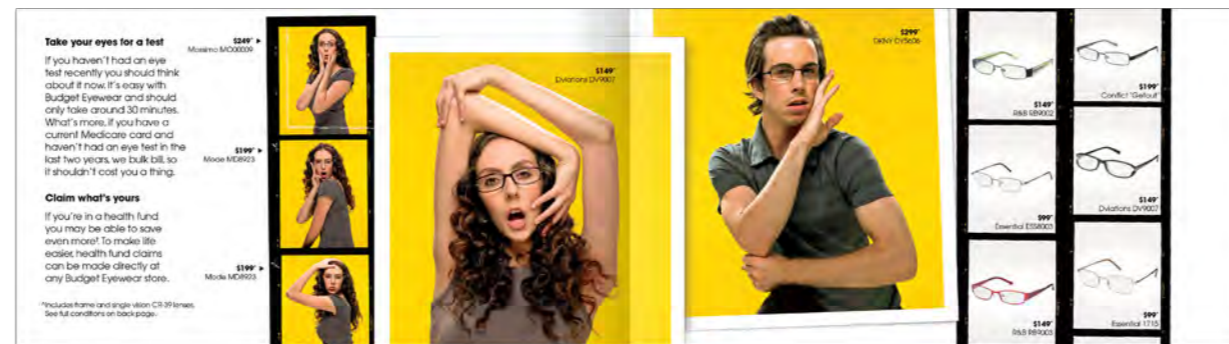


BUDGET EYEWEAR / DESIGNER LOOKS

Budget Eyewear were offering a range of designer frames at budget prices.

To get this across while also poking fun at the pretentious world of upmarket designer goods we created a campaign with the promise 'Get the designer look, without the designer looks.'

This is the catalogue that accompanied the campaign.



SEE ALSO



'DESIGNER LOOKS' TVC

ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

MBF HEALTH INSURANCE / LIVE LIKE A STAR

MBF (now BUPA) were an Australian Health Insurance company who were trying to get a bigger slice of the youth market.

The young aren't so interested in hip replacement cover, but they are interested in things like dental and optical. So we put together a campaign around the idea of having your very own entourage of health professionals at your disposal.

ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

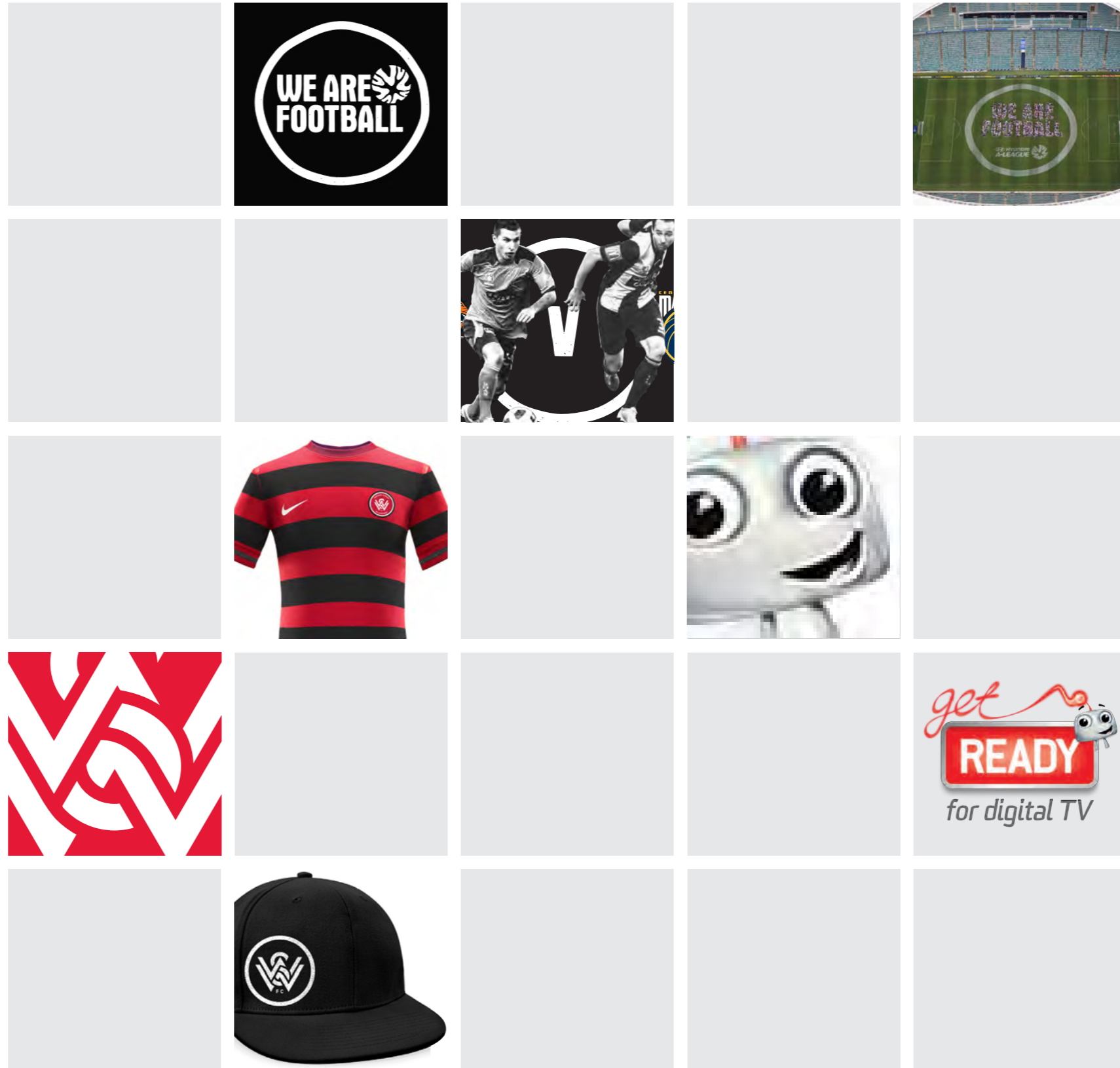
Live like a Star
With MBF
Extras Cover

Get your health crew
working for you today

mbf health
Take a positive step

BRANDING WORK

A small sample of some of the branding work I've done over the years.



ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

FOOTBALL FEDERATION AUSTRALIA / 'WE ARE FOOTBALL' BRANDING

In 2011 Australia's A-League wasn't in great shape. Millions of Aussies love football but they weren't turning up to watch their own domestic league.

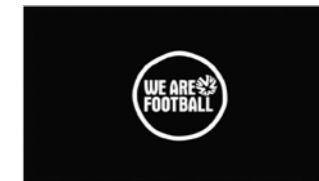
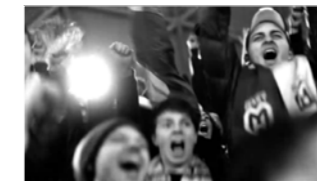
Our approach was to unite all the varying stakeholders of the game, from the players to the fans to the clubs, and put it on them – because at the end of the day they're all fans of the beautiful game.

From this came the line 'WE ARE FOOTBALL' and the circular device which houses it. Within hours of its launch, the 'We are football' hashtag was trending in social media. Fans used the line as a rallying cry, and placed the logo in their avatars as a badge of honour.

Within a month memberships were up 17% on the previous year and the TV audience for the A-League was up 62%.

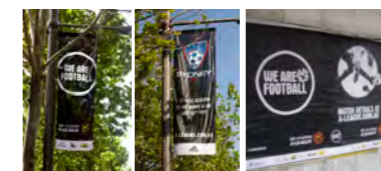


LETTER OF INTENT PACK



SEASON LAUNCH TVC

[VIEW](#)



STREET BANNERS / POSTERS

LAUNCH EVENT

ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL



PRESS TEMPLATES



A-LEAGUE FACEBOOK PAGE



WE ARE FOOTBALL FLAGS

FOOTBALL FEDERATION AUSTRALIA / WESTERN SYDNEY WANDERERS CLUB BRANDING

The FFA decided to launch a new football team in Western Sydney, arguably the home of Australian football, where 200 of Australia's 400 Socceroos come from. It was long overdue and the fans of Sydney's west were more than ready.

After a series of well-attended fan forums and online discussions, it was clear the fans wanted something rooted deep in the traditions of game. Everything that the other A-Leagues clubs were not.

We crafted a brand that could have come from a hundred year old European club – and the fans absolutely loved it. Literally within seconds of it launching, Facebook and Twitter were streaming with passionate praise for the logo of their new club. I've never seen anything like it.



PRIMARY COLOUR



SECONDARY COLOUR



PRIMARY MONO



SECONDARY MONO

ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL



LOGO WITH OTHER CLUB LOGOS



THE KIT



FAN MERCHANDISE

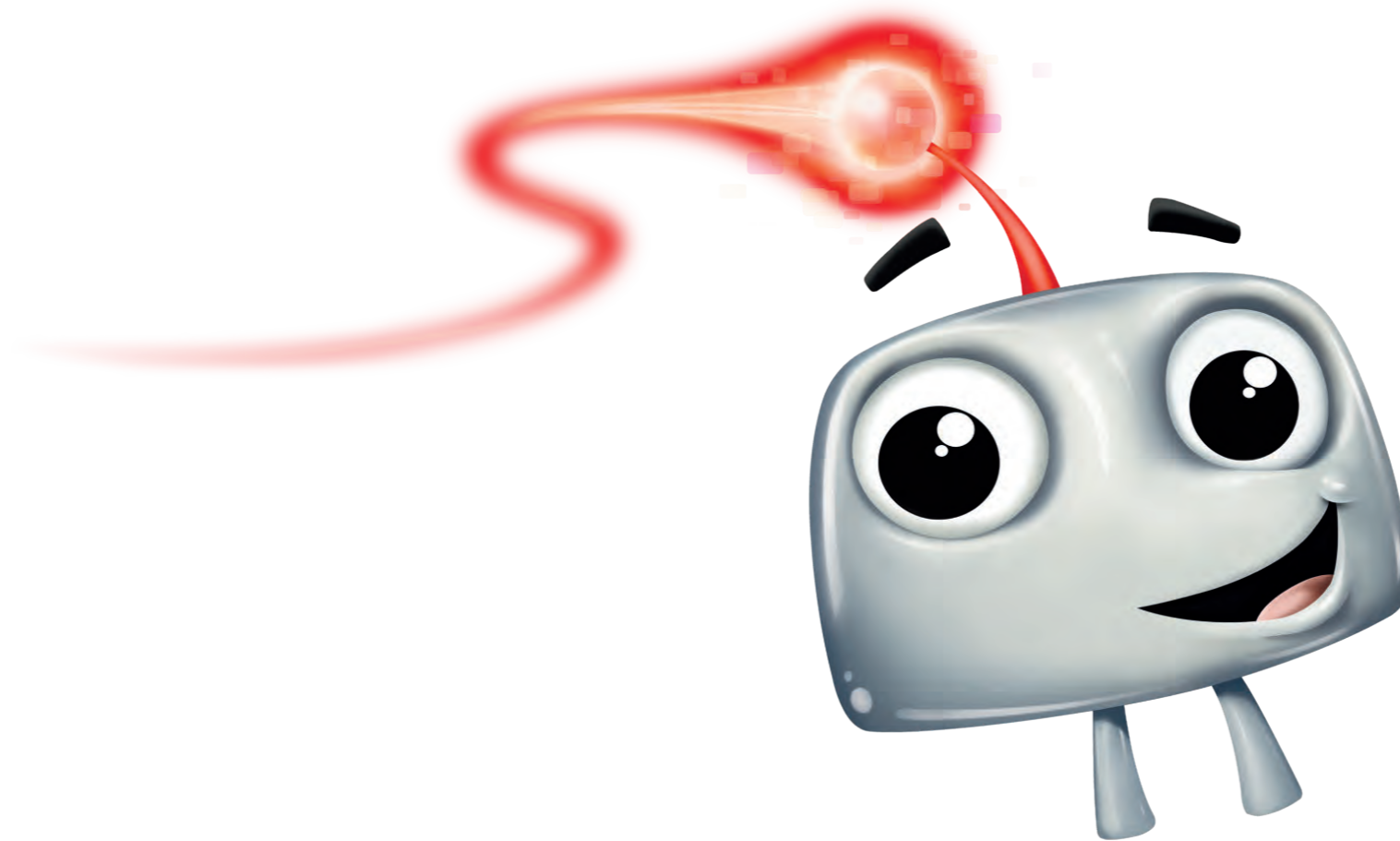


STENCIL ART

AUSTRALIAN GOVERNMENT / 'GET READY FOR DIGITAL TV' BRANDING

The Australian Government was hell-bent on wiping analogue TVs off the face of the nation. So began a vast and lengthy campaign letting Aussies know they had to switch to digital and how to do it.

We undertook a phase of character design to create a quirky little guy that was playful, memorable, but didn't make people want to kill him within a couple of days.



ALL

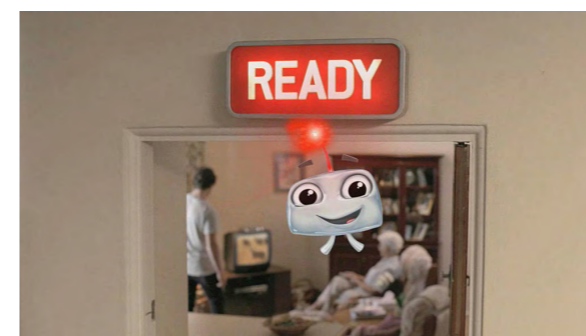
TVC

PRINT

BRANDING

DIRECT

PERSONAL



AWARENESS TVC

VIEW

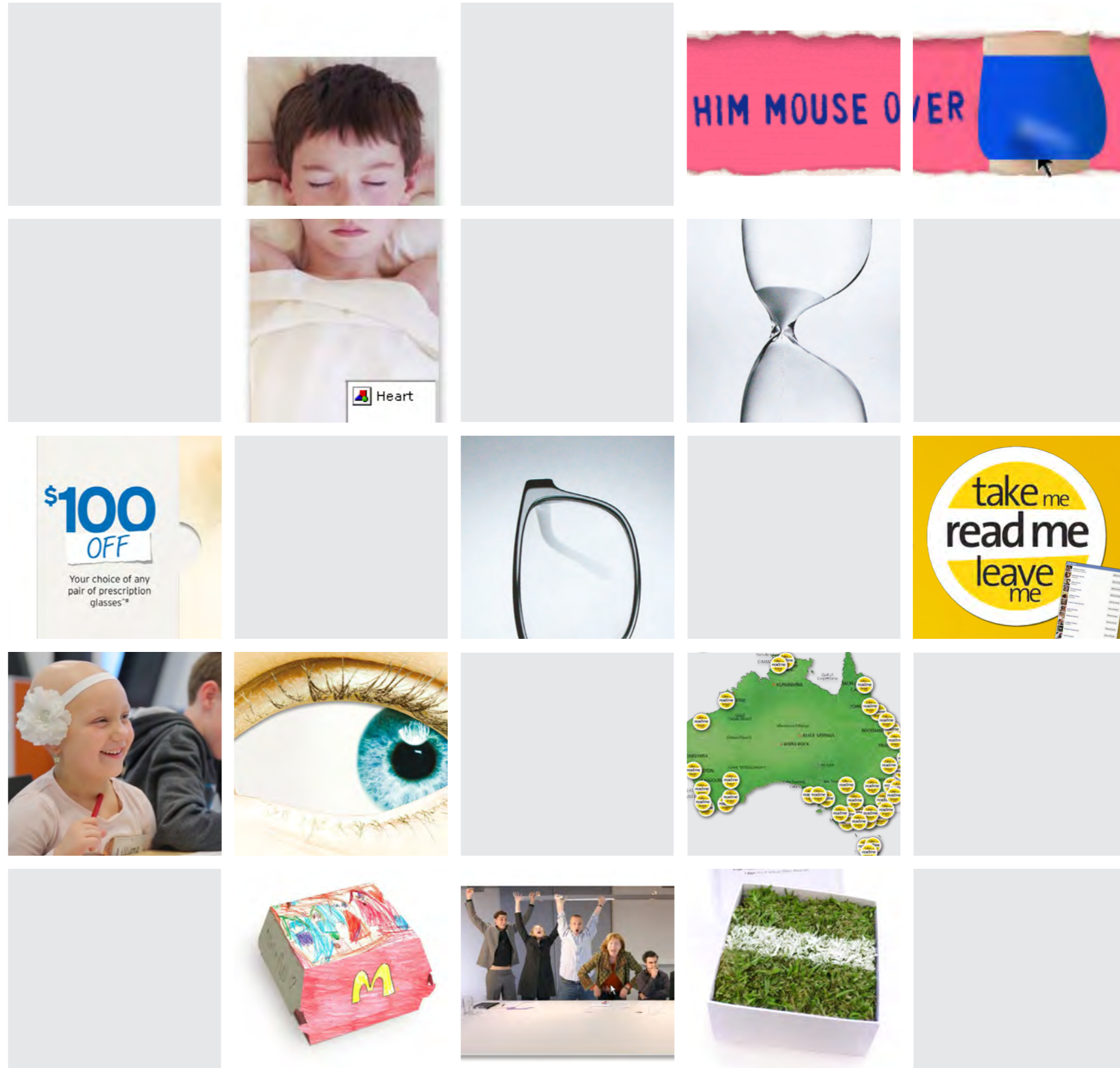


WEBSITE

LAUNCH

DIRECT WORK

Good old-fashioned direct marketing is where I started out in the business. Here are mix of pieces from across the years.



ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

MCDONALD'S / RONALD MCDONALD HOUSE / THE BIG THANKS

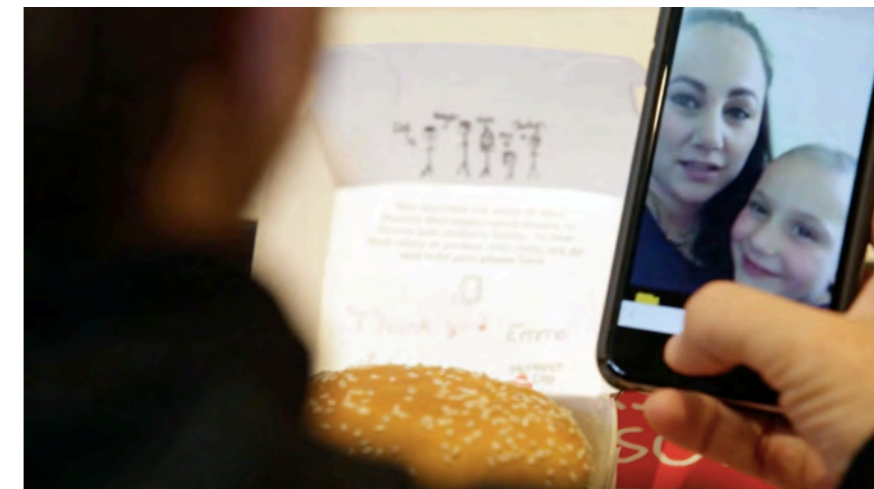
For those who know what Ronald McDonald House (RMHC) does, it's an amazing charity. For those who don't, it's often seen as McDonald's trying to look good.

To change this perception, on McHappy Day (when \$2 from every Big Mac goes to RMHC) we designed a Big Mac box that put the people who bought them in touch with the families they were helping. Actually, we didn't design the boxes, the kids at Ronald McDonald House did.

[SEE THE CASE STUDY](#)



[VIEW CASE STUDY VIDEO](#)



ALL

TVC

PRINT

BRANDING

DIRECT

PERSONAL

SEE ALSO



'MCHAPPY DAY' TVC

OPSM / TAKE ME, READ ME, LEAVE ME.

Research had found that many people with deteriorating vision just stop reading instead of getting the problem sorted.

This was a campaign to tie people's love of books with the message that they need to make sure they get a regular eye test.



To engage people outside of the store environment



we created the book tracker concept.



4,000 free books were left



in cafes, gyms, hairdressers and OPSM stores.



Stickers gently reminded readers to take an eye test,



while unique codes directed readers to the website where they could follow the book's journey.



A Facebook fan page was also created.



Books have made their way around Australia and the world.



ALL

TVC

PRINT

BRANDING

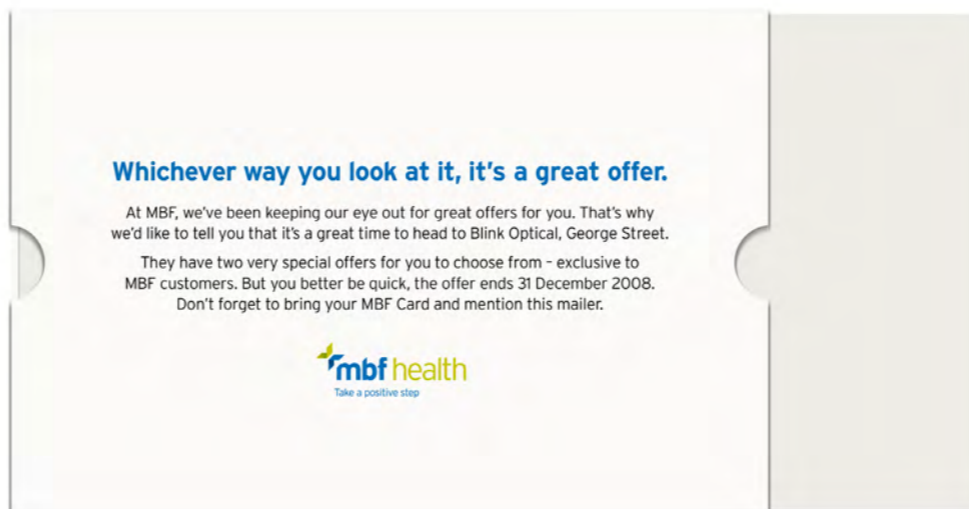
DIRECT

PERSONAL

VIEW CASE STUDY VIDEO

MBF HEALTH INSURANCE / BLINK OPTICAL MAILER

An interactive solution for showing two offers to MBF customers who visit a Blink Optical partner store.



ALL

TVC

PRINT

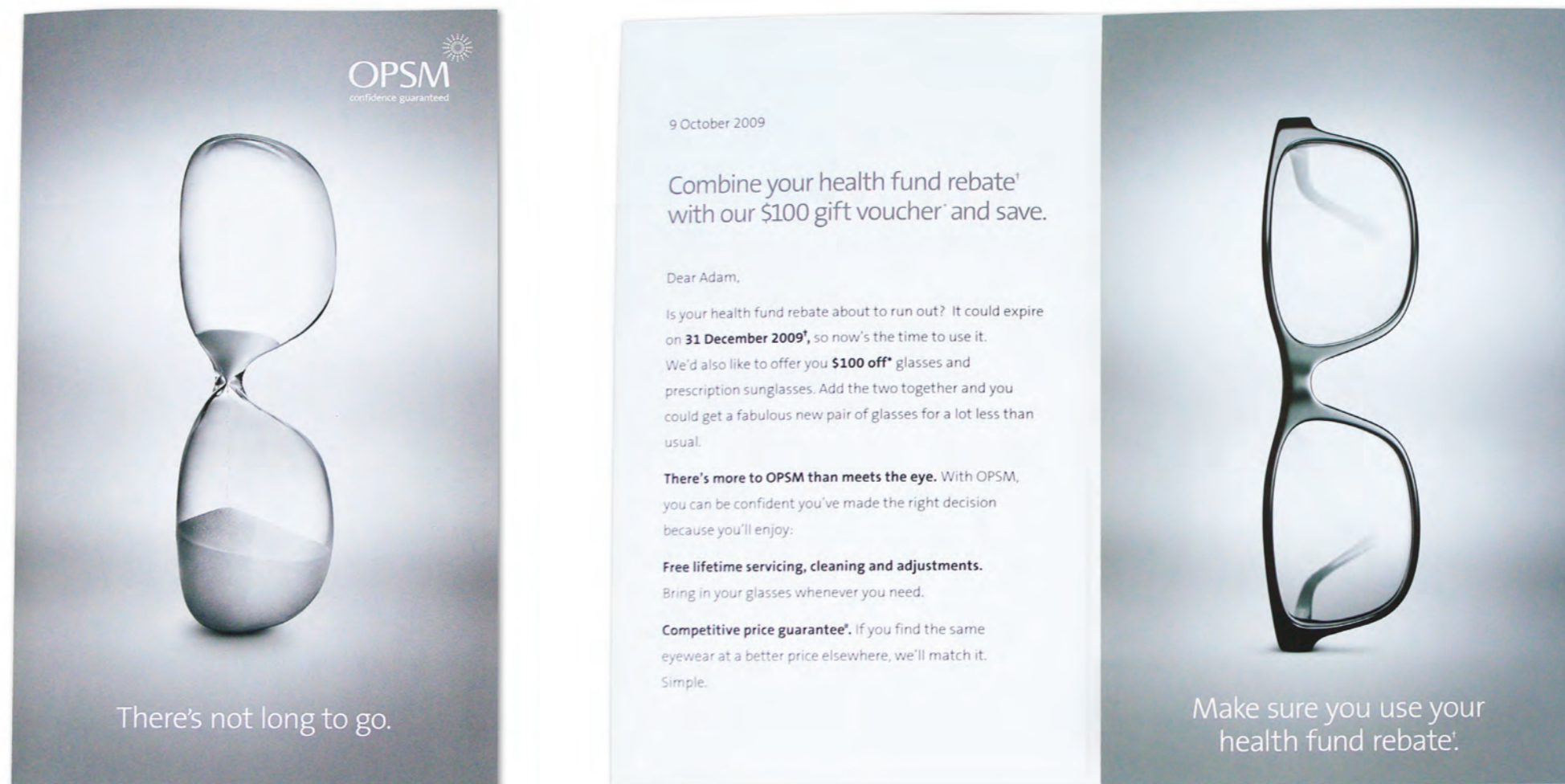
BRANDING

DIRECT

PERSONAL

OPSM /
'USE IT OR LOSE IT' SELF MAILER

A simple DM pack sent out to OPSM to make sure people made use of their health fund rebate before the end of the financial year.



ALL

TVC

PRINT

BRANDING

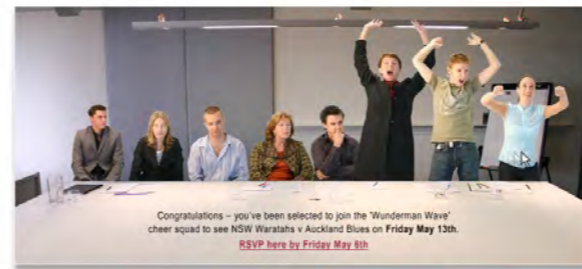
DIRECT

PERSONAL

WUNDERMAN SYDNEY / RUGBY EVENING INVITATION

An invitation to our clients to a night watching the Warratahs probably get beaten by the Blues.

The first installment was an interactive mexican wave, followed by a hand delivered reminder with real grass.



ALL

TVC

PRINT

BRANDING

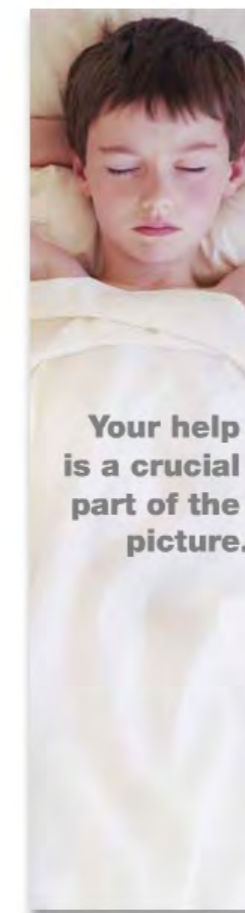
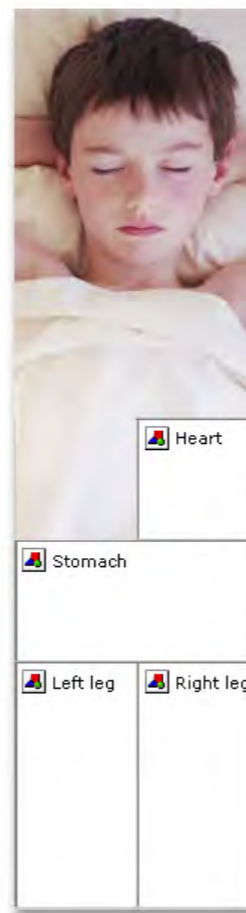
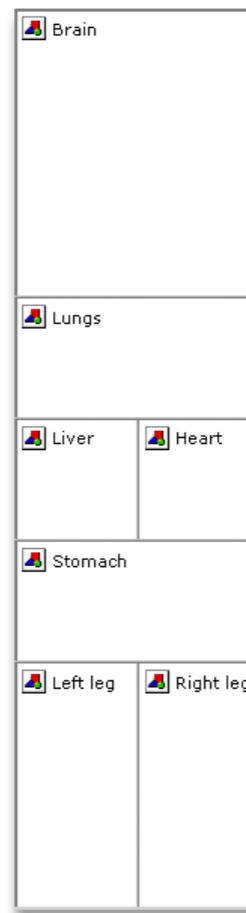
DIRECT

PERSONAL

WESTMEAD CHILDREN'S HOSPITAL / KIDS' APPEAL

This was originally for a competition to boost creativity for online advertising sponsored by Ninemsn. I won the comp and got flown to Cannes. Helicopters and everything.

Part of the prize was the media money to run these ads up for the Hospital, so a great result all round.



[VIEW THE ADS](#)

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NINEMSN CREATIVE CLIQUE / CLEO MAGAZINE

Alright, so these ads didn't run. This was our entry in the following year's Ninemsn competition for one of our clients, Cleo magazine.

Click on the link, all three are worth checking out.



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BRANDING

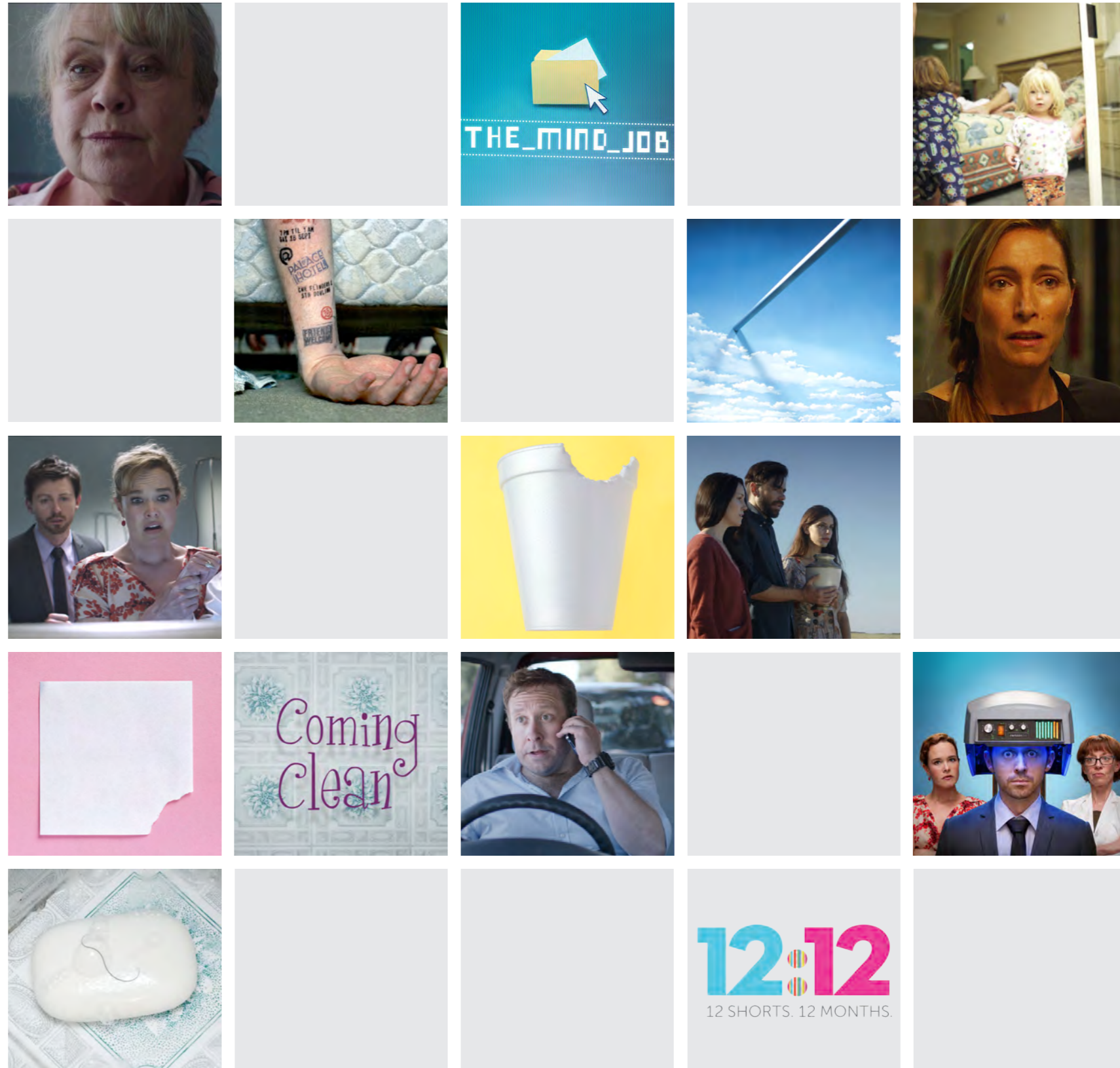
DIRECT

PERSONAL

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PERSONAL WORK

The work that keeps me going when the paid work is driving me up the wall. The stuff that keeps me sane.



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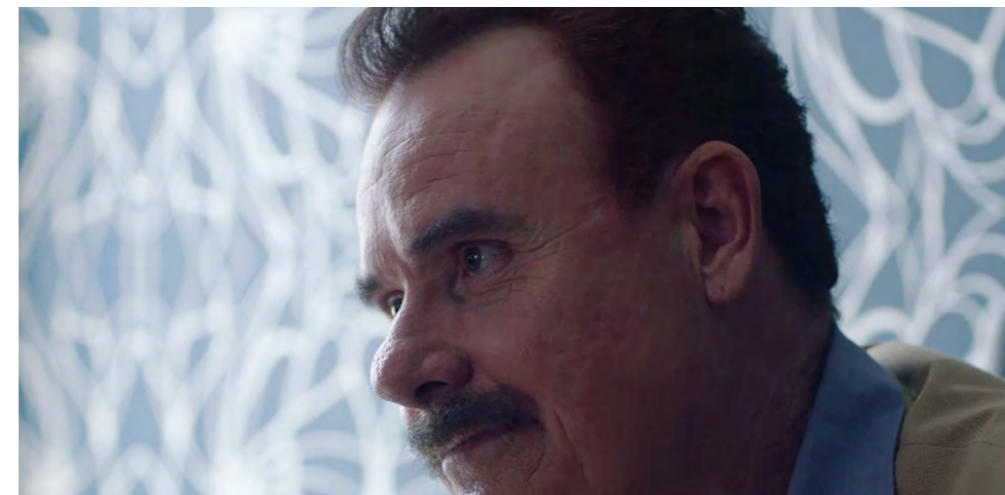
DIRECT

PERSONAL

FEATURE FILM 'JUNE AGAIN'

'June Again' is a comedy drama I wrote and directed starring Noni Hazelhurst, Claudia Karvan and Stephen Curry. It is in the final post production stages and should be coming out in cinemas some time in 2020.

'June Again' follows the adventures of an elderly woman with dementia (Hazelhurst), who has an unexpected and momentary lucid spell, discovers that her family has fallen apart in her absence and sets about trying to fix everything in the few hours she has.



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12:12

'12:12' was a project to make a dozen films within a year. It was entirely self-inflicted.

I took a year out of advertising and drew on the network of industry and creative people I'd built up over the years.

It was a gruelling year, but it was also incredibly rewarding. It helped me gain representation in L.A. and has since been seen by studios and production companies all over Hollywood.

CLICK THUMBNAILS TO VIEW

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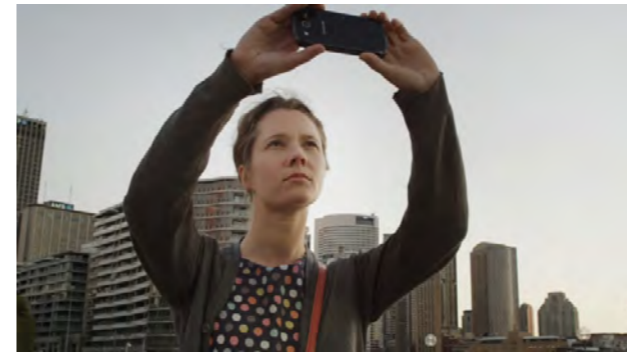
BRANDING

DIRECT

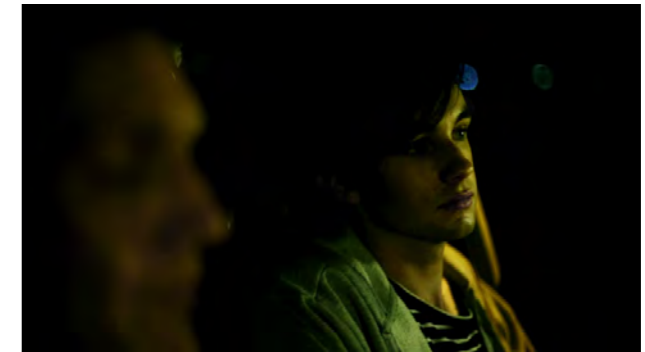
PERSONAL



GOING DOWN Password: gdag



SNAP HAPPY Password: shrb



LOSING GRACE Password: lgrb



FATHER'S DAY Password: fdam



10 CHARACTERS OR LESS Password: 10colrb



HYPER-REAL Password: hrjt



POLLY Password: prb



SOFTWARE Password: sks



THE ROOM OF FORGETTING Password: trofrb



FOR THE BRIEFEST OF MOMENTS Password: ftbomks



WHAT REMAINS Password: wrjt



SILENCE Password: stw

SHORT FILM 'THE MIND JOB'

Two and half years in the making. An absolute labour of love.

'The Mind Job' is a black romantic comedy that delves deep into the workings of the male brain. Some would say a little too deep.

Don't watch this with your partner.

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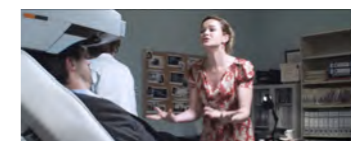
DIRECT

PERSONAL



WATCH TRAILER

WATCH FULL SHORT
Password: mrdingles



SHORT FILM
'COMING CLEAN'

A seven minute trip into the scungy bathroom corner of my mind. Check it out, an animation that took me two years to complete. (I won't be doing any more animations.)

This film had a good run at festivals and was picked up by TV channels in Russia and Japan.

Cool.

ALL

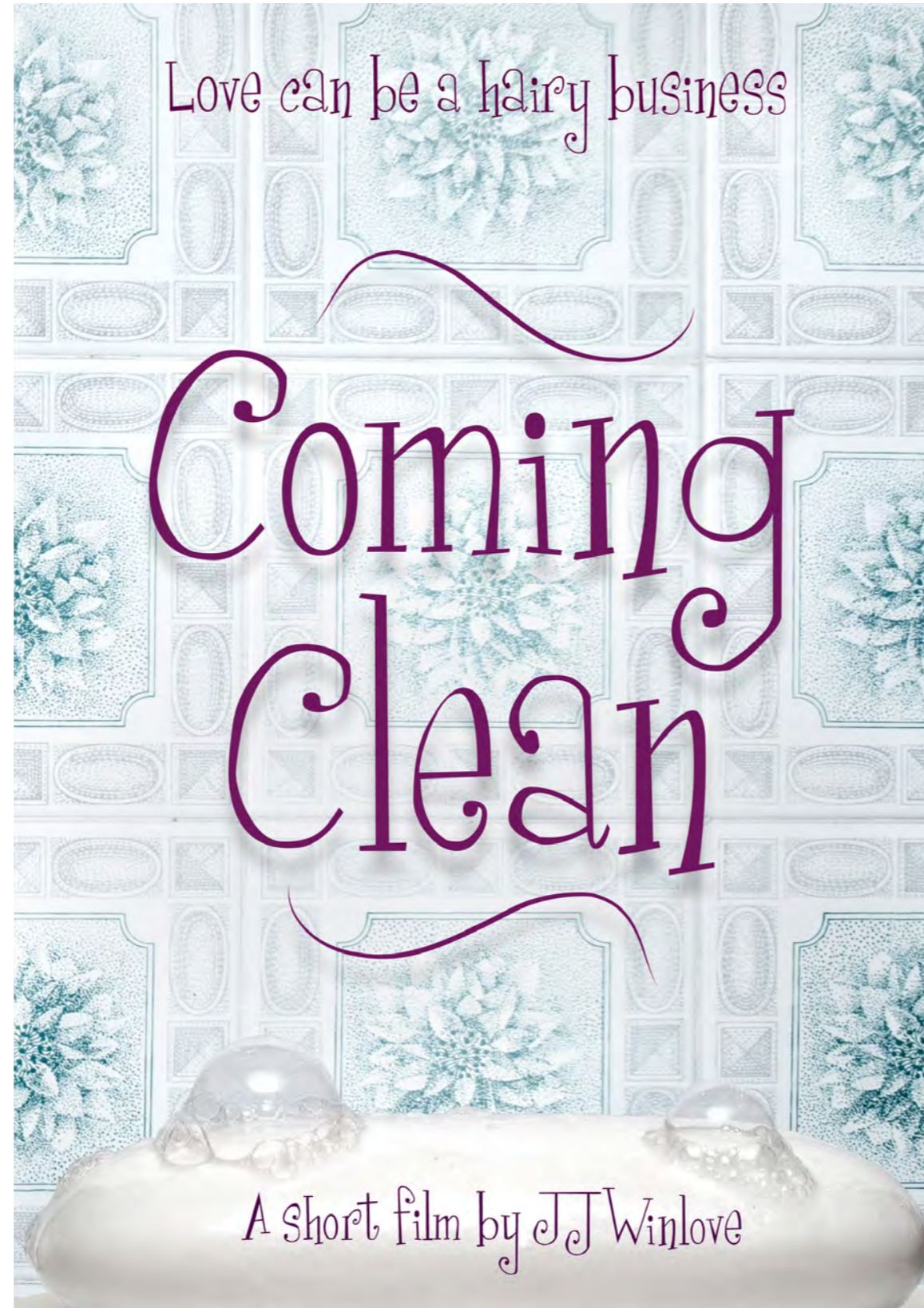
TVC

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PERSONAL



WATCH SHORT



30TH INVITATION

Couldn't resist putting this one in. Still a favourite.

I always love it when an idea doesn't require any extra type over the image.



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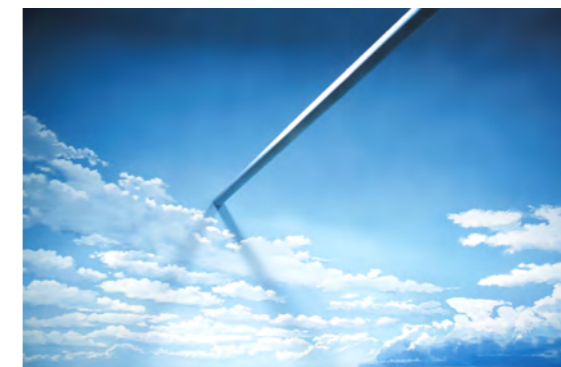
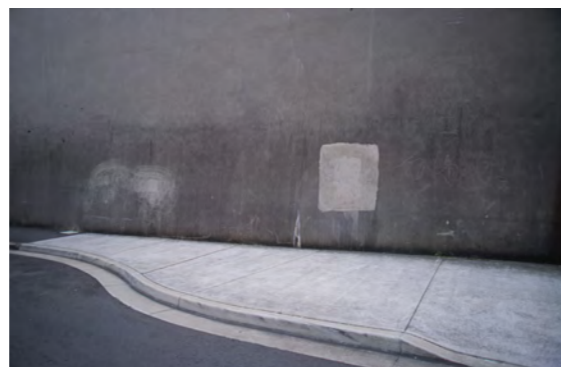
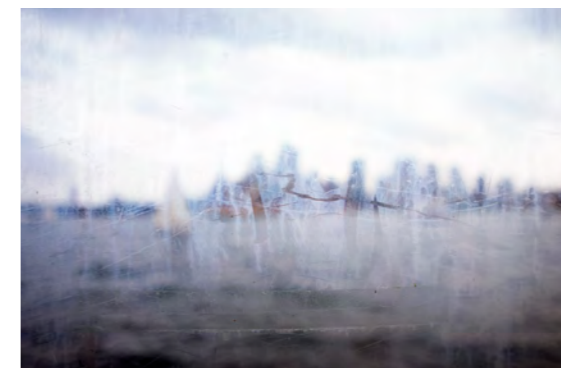
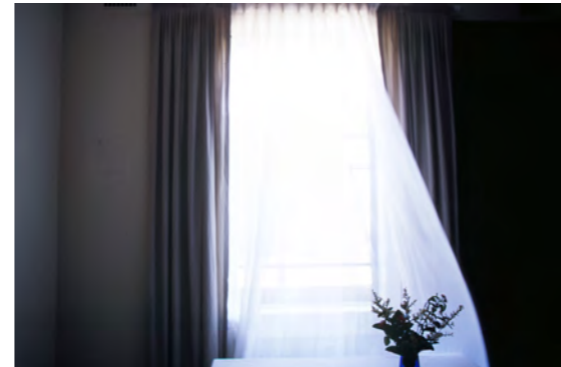
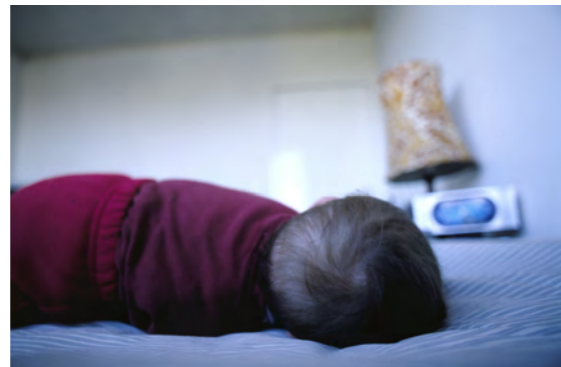
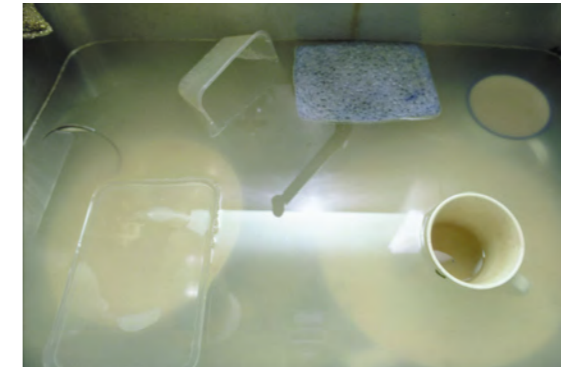
DIRECT

PERSONAL

PHOTOGRAPHY

My first love.

Here's a sample of some of my slide photography.



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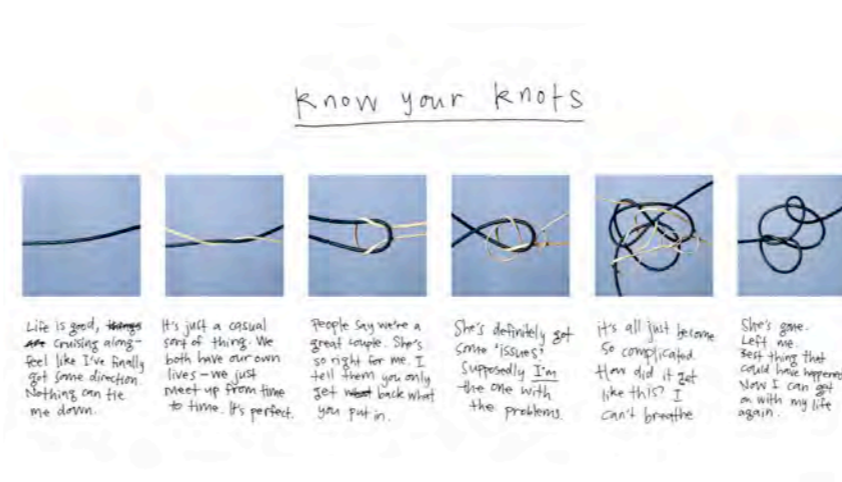
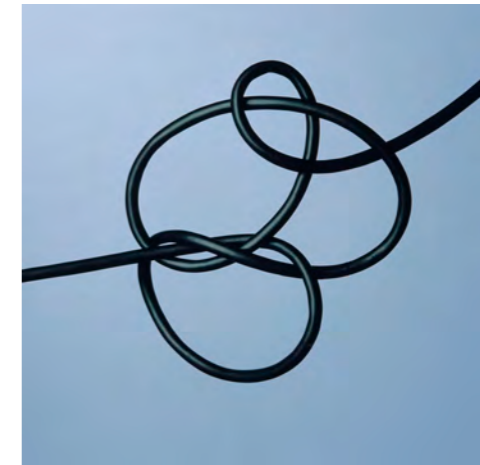
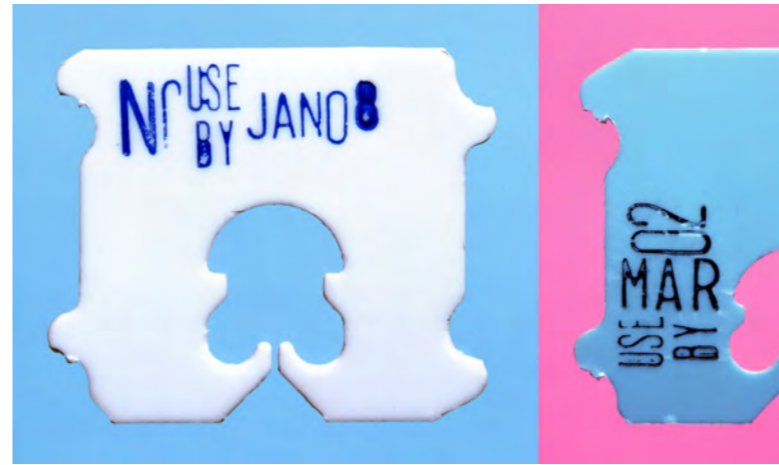
DIRECT

PERSONAL

VIEW MORE

PHOTOGRAPHY

Some of the work from my last solo exhibition 'The Warm Glow of Absence'.



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VIEW MORE

THANK YOU

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