

Sebastien Boutebel

CCO / REGIONAL ECD / GLOBAL CREATIVE DIRECTOR

Dubai UAE

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Seb has had the privilege of living many lives – all of them dedicated to creativity. As the son of a diplomat, he was raised all over the world, a tradition he continues with his own family today. He has called New York, Detroit, Montreal, Sao Paulo, Dubai, Bahrein, London, Stockholm and Paris all home.

A diverse dose of cultures, people and adventures have given him a deep appreciation for different ways of thinking, collaborating, creating and the core importance of people in doing so. He began his journey by studying film animation while working as a video game tester.

Since then his career has spanned both big international networks and smaller independent agencies, where he has consistently won all top international awards at Clio, One Show, D&AD, LIA and more. Including 19 Grand Prix and 32 Cannes Lions (6 of them being Gold Lions and 1 Cannes Lions Grand Prix). As well as being ranked #2 Top Executive Creative Director in 2022 by D&AD.

He is a big believer in kindness and cultivating a good heart and is known for his genuine and frequent smile. As an executive and global creative director with fifteen years in the industry, he has built his reputation on stylish and immaculate execution, a strong pitch winning record, leading through positivity and great, conceptual ambition always balanced against a pragmatic plan. To keep himself and others inspired, he devours cutting edge-popular culture by studying fashion, design, technology, advertising, music, art and current affairs.

Besides work, he cherishes time with his family and doing good, especially when it comes to the welfare of animals. Of course he always makes time to cultivate his inner nerd through video games and anime (Never dubbed).

AWARDS

CANNES LIONS

GRAND PRIX - BreadExam (PR)
GOLD - Protectasbih (Health)
GOLD - BreadExam (PR)
GOLD - BreadExam (Media)
GOLD - BreadExam (Health)
GOLD - Street Vet (Health)
GOLD - Street Vet (Direct)
SILVER - BreadExam (Health)
SILVER - BreadExam (Social)
SILVER - BreadExam (Activation)
SILVER - Offset BoxSet (Print)
SILVER - Street Vet (Health)
SILVER - Street Vet (Health)
SILVER - Street Vet (Direct)
SILVER - Street Vet (Outdoor)
SILVER - Bordeaux 2050 (Brand Experience)
BRONZE - Empty Plates (Health)
BRONZE - Time to Read (Social)
BRONZE - Taboo Totes (Social)
BRONZE - Protectasbih (Health)
BRONZE - Protectasbih (Strategy)
BRONZE - Protectasbih (PR)
BRONZE - BreadExam (PR)
BRONZE - BreadExam (Media)
BRONZE - BreadExam (Direct)
BRONZE - BreadExam (Activation)
BRONZE - Street Vet (Outdoor)
BRONZE - Street Vet (Media)
BRONZE - Street Vet (Brand Experience)
BRONZE - Bordeaux 2050 (Creative Data)
BRONZE - Bordeaux 2050 (PR)
BRONZE - Ethos Travel (print)

D&AD

Pencil - Yellow - BreadExam (Direct)
Pencil - Yellow - BreadExam (Film)
Pencil - Yellow - StreetVet (Press & Outdoor)
Pencil - Graphite - StreetVet (Direct)
Pencil - Graphite - BreadExam (Media)
Pencil - Graphite - BreadExam (PR)
Pencil - Graphite - BreadExam (Social)
Pencil - Graphite - BreadExam (Impact)
Pencil - Graphite - BreadExam (Digital)
Pencil - Wood - BreadExam (Entertainment)
Pencil - Wood - BreadExam (Film)
Pencil - Wood - BreadExam (Media)
Pencil - Wood - BreadExam (Entertainment)
Pencil - Wood - BreadExam (Direct)
Pencil - Wood - BreadExam (Digital)
Pencil - Wood - 47 Seconds (Film)
Pencil - Wood - StreetVet (Media)
Pencil - Wood - StreetVet (Direct Innovation)
Pencil - Wood - Bordeaux 2050 (Direct)
Pencil - Wood - Bordeaux 2050 (PR)
Pencil - Wood - Ethos Travel (print)

LIA

GOLD - Online Film - BreadExam
GOLD - Health&Wellness - BreadExam
GOLD - Health&Wellness - BreadExam
SILVER - Health&Wellness - BreadExam
SILVER - Media - BreadExam
SILVER - Social Media & Influencers - BreadExam
SILVER - Social Media & Influencers - BreadExam
SILVER - Online Film - BreadExam
SILVER - Online Film - BreadExam
SILVER - Data - Time to Read
SILVER - Health & Wellness Animal Health - Street Vet
BRONZE - Integration - EmptyPlates
BRONZE - Online Film - BreadExam
BRONZE - Non Traditional - BreadExam
BRONZE - Health & Wellness Innovation - Street Vet
BRONZE - Billboard Pet Products - Street Vet
BRONZE - Billboard Innovative Use of Billboard - Street Vet

EUROBEST

GLASS - Contrôle de la poitrine
GRAND PRIX - PR - BreadExam
3x GOLD - BreadExam
2x GOLD - Contrôle de la poitrine (Promo&Activation - PR)
SILVER - Brand Exp - BreadExam
BRONZE - Media - BreadExam
BRONZE - StreetVet (Outdoor)
BRONZE - StreetVet (Healthcare)

ONE SHOW

BEST OF - SOCIAL - BreadExam
GOLD - SOCIAL POST - BreadExam
GOLD - CRAFT - BreadExam
GOLD - TARGETED VIDEO - BreadExam
GOLD - BRAND PARTNERSHIP - BreadExam
GOLD - CULTURAL DRIVER - BreadExam
GOLD - INFLUENCER - BreadExam
GOLD - INNOVATION - BreadExam
GOLD - SOCIAL MEDIA - BreadExam
GOLD - BRAND PARTNERSHIP - BreadExam
GOLD - DIRECT - StreetVet
SILVER - DIRECT - BreadExam
SILVER - ENGAGEMENT - BreadExam
SILVER - MEDIA - BreadExam
SILVER - DIRECT - StreetVet
SILVER - INNOVATION - StreetVet
SILVER - INNOVATION - Bordeaux 2050
BRONZE - DIRECT - Protectasbih
BRONZE - HEALTH - Protectasbih
BRONZE - PR - EmptyPlates
BRONZE - MEDIA - BreadExam
BRONZE - PRINT - Innocence en Danger
MERIT x5 - Protectasbih
MERIT x4 - EmptyPlates
MERIT - CRAFT - BreadExam
MERIT - INNOVATION - BreadExam
MERIT - SOCIAL - BreadExam
MERIT - PR - Bordeaux 2050
MERIT - PR - Bordeaux 2050
MERIT - INTERACTIVE - Amnesty International Turkey
MERIT - INTERACTIVE - Passage du Désir
MERIT - FILM - Optifog

DUBAI LYNX

Dubai LYNX - GRAND PRIX - Brand Experience - Protectasbih
Dubai LYNX - GRAND PRIX - Design - Protectasbih
Dubai LYNX - GRAND PRIX - Direct - Protectasbih
Dubai LYNX - GRAND PRIX - PR - Protectasbih
Dubai LYNX - GOLD - Creative Effectiveness - Time to Read
Dubai LYNX - SILVER - Creative Commerce - Protectasbih
Dubai LYNX - SILVER - Creative Strategy - Protectasbih
Dubai LYNX - SILVER - Healthcare - Protectasbih
Dubai LYNX - SILVER - PR - Protectasbih
Dubai LYNX - SILVER - Digital - Lunar Treats
Dubai LYNX - SILVER - Direct - Lunar Treats
Dubai LYNX - SILVER - Industry Craft - Fake Readers
Dubai LYNX - SILVER - Radio - Sound Affects
Dubai LYNX - BRONZE - PR - Protectasbih
Dubai LYNX - BRONZE - Creative Effectiveness - Empty
Plates
Dubai LYNX - BRONZE - Creative Strategy - Offset Boxset
Dubai LYNX - BRONZE - Design - Offset Boxset
Dubai LYNX - BRONZE - Entertainment - Maseerat Cadillac
Dubai LYNX - BRONZE - Social & Influencer - Maseerat
Cadillac
Dubai LYNX - BRONZE - Film - Slow Down
Dubai LYNX - GRAND PRIX - Healthcare - EmptyPlates
Dubai LYNX - GRAND PRIX - Social - EmptyPlates
Dubai LYNX - GRAND PRIX - Creative Strategy - Time to
Read
Dubai LYNX - GRAND PRIX - Media - Time to Read
Dubai LYNX - GOLD - Creative Strategy - EmptyPlates
Dubai LYNX - GOLD - Integrated - EmptyPlates
Dubai LYNX - GOLD - Media - EmptyPlates
Dubai LYNX - GOLD - PR - EmptyPlates
Dubai LYNX - GOLD - Brand Experience - Time to Read
Dubai LYNX - GOLD - Media - Girls Got Game
Dubai LYNX - GOLD - Film - Right to Power
Dubai LYNX - GOLD - Healthcare - Right to Power
Dubai LYNX - SILVER - Brand Experience - EmptyPlates
Dubai LYNX - SILVER - Direct - Time to Read
Dubai LYNX - SILVER - Media - Time to Read
Dubai LYNX - BRONZE - Direct - EmptyPlates
Dubai LYNX - BRONZE - Entertainment - Girls Got Game
Dubai LYNX - BRONZE - Design - Oreo&Friends
Dubai LYNX - BRONZE - Industry Craft - Oreo&Friends
Dubai LYNX - BRONZE - Radio - Right to Power
Dubai LYNX - BRONZE - Entertainment - Graduation
Ceremony
Dubai LYNX - BRONZE - Entertainment - Ramadan Unveiled

GOLDEN DRUM

GRAND PRIX - Health & Wellness - BreadExam
GOLD - Engagement - BreadExam
SILVER - Integrated - BreadExam
2x SILVER - Branded Content - BreadExam
SILVER - Engagement - BreadExam
SILVER - Influencers - BreadExam
SILVER - Creative Effectiveness - BreadExam
SILVER - Local Spirit - BreadExam
SILVER - Digital - BreadExam
SILVER - Integrated - BreadExam
BRONZE - Social Good - BreadExam

EFFIE

EFFIE Mena - GRAND PRIX - BreadExam
EFFIE Mena - 3x GOLD - BreadExam
EFFIE Mena - 3x GOLD - EmptyPlates
EFFIE Mena - 2x GOLD - Time to Read
EFFIE Mena - GOLD - Girls Got Game
EFFIE Mena - GOLD - The Right to Power
EFFIE Mena - BRONZE - BreadExam
EFFIE Mena - SILVER - Girls Got Game
EFFIE Mena - SILVER - The Right to Power
EFFIE Mena - SILVER - Time to Read
EFFIE Mena - 6x BRONZE
EFFIE - GOLD - Bordeaux 2050
EFFIE - GOLD - Bordeaux 2050
EFFIE - SILVER - Isla Délice

EPICA

GOLD - Street Vet (Food)
SILVER - Guilty Tags (promo & activation)
SILVER - Coloria (film)
SILVER - Optifog (film)
BRONZE - Street Vet (Creative Technology)
BRONZE - Street Vet (Consumer Direct)
BRONZE - Ethos Travel (print)
BRONZE - Optifog (film)
BRONZE - Well (print)

French Art Directors Club

GOLD - INNOVATION - Bordeaux 2050
SILVER - DIGITAL - Bordeaux 2050
SILVER - Out Of Home - StreetVet
SILVER - INNOVATION - StreetVet
SILVER - DIRECT - StreetVet

CLIO

SILVER - Street Vet (Outdoor)
BRONZE - Optifog (film) in healthcare

LOERIES

GRANDPRIX - LIVE ACTIVATION - EmptyPlates
GOLD - LIVE EVENTS - EmptyPlates
GOLD - DESIGN - EmptyPlates
SILVER x4 - INTEGRATED - EmptyPlates

NY FESTIVAL

BEST OF SHOW - BreadExam
GRAND - PURPOSE - BreadExam
GRAND - ACTIVATION - BreadExam
GOLD x5 - BreadExam
SILVER x3 - BreadExam
BRONZE - INTEGRATED - Volkswagen

CRESTA

GOLD - CREATIVE STRATEGY - EmptyPlates
SILVER - MEDIA - EmptyPlates
SILVER - ACTIVATION - GuiltyTags
BRONZE x4 - EmptyPlates

ANDY

BRONZE - Ethos Travel (print)

CREATIVE CIRCLE

BRONZE - Ethos Travel (print)

COMMUNICATION ARTS

Award of Excellence - Innocence In Danger (print)

CRISTAL FESTIVAL

- 1 Cristal - Optifog (film)
 - 1 Cristal - Chevrolet (outdoor)
 - 1 Cristal - Isla Délice (outdoor)
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ADPRINT FESTIVAL

- GOLD - Isla Délice (outdoor)
 - BRONZE - Well (print)
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LURZER'S ARCHIVE

11 Publications

Experience

CCO / Regional Executive Creative Director

Saatchi & Saatchi

Dubai UAE

Oct 2021 - Present

ECD / Global Creative Director

Paris
Jan 2020 - Oct 2021

McCann WorldGroup

Clients :

MasterCard, Statoil, Xbox, Zurich Insurance, Vauxhall, Bisto, Subway, Ethos Travel, Nespresso, L'Oréal, Olympique de Marseille, Innocence en Danger, Aigle Azur, Diplomatico, Nestlé Purina.

Creative Director / Creative Lead

Paris / London
Jul 2015 - Jan 2020

McCann WorldGroup

Clients :

MasterCard, Statoil, Xbox, Zurich Insurance, Vauxhall, Bisto, Subway, Ethos Travel, Nespresso, L'Oréal, Olympique de Marseille, Innocence en Danger, Aigle Azur, Diplomatico, Nestlé Purina.

Associate Creative Director/ Creative team

Paris
May 2014

HEREZIE

Clients: Minute Maid Europe, Essilor International, Chevrolet Europe, Cofidis, Materne, Harmonie Mutuelle, Harrys, Brut, Nespresso, Spotless, Signal, Well, Mutti, Bjorg...

Creative Team

Paris
Jun 2010 - Jun 2015

HEREZIE

Clients: Minute Maid Europe, Essilor International, Chevrolet Europe, Cofidis, Materne, Harmonie Mutuelle, Harrys, Brut, Nespresso, Spotless, Signal, Well, Mutti, Bjorg...

Creative Team

Paris
Mar 2010 - Jun 2010

Grey PARIS

Clients : Seat / Findus / Well

Creative Team

Montreal, QC
Feb 2006 - Jan 2010

Palm+HAVAS

Clients : Volkswagen / Hershey's / ISSA / EVQ /
SpongeTowels / Snap magazine

Creative Team (Internship)

Montreal, QC
Mar 2006 - Jun 2006

BleuBlancRouge

Clients : Toyota / Handicap international / Proxim / Dans la rue
/ Gazette

Art director (Internship)

Bahrein (Manama) / Dubai
Mar 2005 - Jul 2005

Saatchi & Saatchi / Gulf

Clients : Toyota / Asian games / JCB

Art director (Internship)

Bahrein (Manama)
May 2003 - Jul 2003

Mccann - erickson / FP7

Clients : Coca-cola / Cathey Pacific / Batelco

Education

Post graduate degree in advertising / communication

Lille, Roubaix, FRANCE
Sep 2004 - Aug 2006

Sup de Creation

Languages / Langues

Sebastien Boutebel

French : read, spoken, written fluently

English : read, spoken, written fluently (toefl, sats, 5 years of residence in the U.S., 8 years in Canada)

Portuguese : read, spoken casually, written rarely (3 years in Brazil)

Spanish : university knowledge

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