Josh Stuart

SENIOR CREATIVE

Auckland, New Zealand

joshstuart88@gmail.com
+64220159430 office

At 2.03 meters, Josh Stuart is the tallest Creative Copywriter in New Zealand. With over 17-years' experience at some of the most successful agencies in NZ and abroad, his high-reaching abilities extend beyond the physical world. Not only can he footsie the farthest colleague and change the highest bulb, he can massage the most tedious information into tantalising copy and crack the uncrackable brief. Nothing's too much of a creative stretch for the gangling Aucklander.

He's also a pretty easy-going chap, and relishes a friendly work environment as much as a challenging project. So if you're interested, give him a call to discuss the opportunity (preferably in the third person).

Experience

Senior Creative Copywriter

Saatchi & Saatchi New Zealand

Auckland
Jun 2022 - Mar 2026

Developed and executed highly effective campaigns for clients including Chorus. This included a multi-award-winning campaign that took on the competition – and won – as well as another that showcased Chorus' quality and popularity by having the brand hero launch a flawless video call with the entire country.

For Lexus, Josh developed a campaign that put a groundbreaking technological spin on the brand's ATP Tennis sponsorship.

For Westpac, Josh helped the Rescue Chopper secure its largest-ever pool of donations with a nationwide campaign that was impossible to ignore.

Senior Creative Copywriter

VML

Auckland
Mar 2018 - Jun 2022

Developed award-winning ideas for clients such as Coastguard NZ, which proved to be their most successful awareness campaign to date.

With zero budget, he created an awareness idea for Refugees as Survivors NZ which was shared around the world.

Josh drove customer sales and brand resonance for Slingshot, developing a new look and feel and brand ethos.

Creative Copywriter

Clemenger BBDO | Touchcast

Wellington, New Zealand
Aug 2016 - Feb 2018

Developed award-winning concepts and integrated campaigns for clients such as New Zealand Transport Agency, New Zealand Defence Force, Oranga Tamariki, Kiwi Rail, Fly Buys and Farrah's.

Creative Copywriter

iris Worldwide

Amsterdam
Jan 2014 - Oct 2015

Developed campaign ideas and wrote long/short copy for a variety of global brands including adidas, Philips, Netflix, Trainer by Gibson, Comedy Central TV, Loctite, and Heineken. Much of this work had a strong focus on digital, spreading brand awareness across various platforms.

Conceptual Copywriter

DDB & Tribal Amsterdam

Amsterdam
Aug 2012 - Jan 2014

Developed award-winning campaigns for clients such as Heineken, KLM and adidas. Much of Josh's input was concepting and crafting ideas, plus providing long and short copy across a variety of media with a particular focus on digital.

Copywriter

Freelance

Amsterdam
Apr 2012 - Aug 2012

In Amsterdam, Josh worked steadily as a freelancer on several brand development projects, websites and business pitches.

Copywriter

DRAFTFCB

Auckland, New Zealand
Nov 2009 - Oct 2011

Throughout Josh's time at DRAFT he worked on MINI, BMW, SPCA, Alcohol Liquor Advisory Council, SONY, PRIME TV, PAK'nSAVE, The National Bank, The New Zealand Herald, Housing New Zealand, Bond and Bond (electronics) and Genesis Energy.
Even though 'Copywriter' was Josh's job title, he still art directed many of his projects.

Art Director/Copywriter

Clemenger BBDO

Wellington, New Zealand
Jan 2009 - Oct 2009

Here Josh cut his teeth on Meridian Energy, Wellington Tourism, Mitsubishi, Trans-Rail and New Zealand Transport Agency.

Education

AWARD School

Wellington, New Zealand
Mar 2009 - Sep 2009

After graduating from Massey University Josh enrolled in AWARD School New Zealand, which he won.
His work was then put forward to compete internationally where he placed second, beating out AWARD winners from across the South Pacific and Asia.

Bachelor of Visual Communications (Advertising Major with Honors)

Massey University

Wellington, New Zealand
Feb 2004 - Oct 2008

Certificate

New Zealand Film and Television School

Wellington
Jan 2002 - Dec 2002

New section

Awards

2026 – Axis Awards

Westpac – No Greater Sound – BRONZE
KiwiPlates – Nite 4 It – BRONZE

2025 – Spikes

Chorus – Not Fine Print – BRONZE

2025 – Axis Awards

Lexus – Amazing Replays – x2 BRONZE
Chorus – Not Fine Print – BRONZE

2023 – Campaign Brief The Work

ACC High Action Hijack, Digital + Online Campaign
ACC High Action Hijack, Health & Pharma Campaign
ACC The Thinker, Ambient/Guerrilla Campaign
ACC The Thinker, Experiential + Immersive Campaign
ACC The Thinker, Health & Pharma Campaign

2023 – Axis Awards

Brand Experience & Activation, ACC The Thinker – BRONZE
Creative Use of Media, ACC High Action Hijack – BRONZE
Pre-rolls Single, ACC High Action Hijack – FINALIST
Pre-rolls Campaign, ACC High Action Hijack – FINALIST

2022 – Mad Stars

Brand Experience & Activation, Coastguard – 'The Long Swim Home' – SILVER

2022 – Axis Awards

Brand Experience & Activation, Coastguard – 'The Long Swim Home' – BRONZE
Art Direction – 'BP and Surf Lifesaving NZ Partnership' – BRONZE

2021 – Axis Awards

Charity – 'No Refugees in NZ' – FINALIST

2018 – Award Awards

Film & Video – Television Commercial, Individual. Over 30 Seconds – Rat's Tale – GOLD
Film Craft – Direction – Rat's Tale – SILVER
Film Craft – Editing – Rat's Tale – SILVER
Film Craft – Cinematography – Rat's Tale – SILVER
Film Craft – Best Use and/or Arrangement of Existing Music – Rat's Tale – SILVER
Film Craft – Casting – Rat's Tale – SILVER

2018 – Axis Awards

TV or Cinema Above 30' – Single – Rat's Tale – GOLD
Film Craft – Direction – Rat's Tale – GOLD
Film Craft – Editing – Rat's Tale – GOLD
Film Craft – Cinematography – Rat's Tale – SILVER

2017

Spikes Film Craft – Cinematography – Rat's Tale – SILVER
Spikes Film Craft – Casting – Rat's Tale – BRONZE
Spikes Film Craft –Editing – Rat's Tale – BRONZE
Best Ads on TV – Best TV – Rat's Tale

2013

Google Sandbox Feature – The Ultimate Voyage (Heineken)
FWA Mobile Site of the Day – The Ultimate Voyage
FWA Site of the Day – Your Future Bottle (Heineken)
Google Sandbox Feature – Your Future Bottle
AWWWARDS Site of the Day – Your Future Bottle
Cannes Bronze – Your Future Bottle

2012

RSVP and Nexus Awards
RSVP Grand Prix – Electricity Authority What's my number
Gold – Customer Acquisition, Electricity Authority What's my number
Gold – Best Strategy, Electricity Authority What's my number
Bronze – Customer Engagement, Electricity Authority What's my number

Yahoo - Best Digital Campaign

2011

AXIS Awards NZ
Silver – Charity, SPCA Make Friends For Real
Finalist – Print, Prime TV Antiques Roadshow

John Caples International Awards

Bronze – Social Media, SPCA Make Friends

Josh Stuart joshstuart88@gmail.com +64220159430 office