Nicolas Courant

CHIEF CREATIVE OFFICER

Singapore

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office

For over 18 years, I've been a creative leader that firmly believes creativity is the fuel to business success.

Originally from France, I studied literature and philosophy, but my love for storytelling steered me towards advertising, where I became a copywriter. Since then, I've thrived in diverse environments, working across continents at major advertising agencies. These experiences gave me a strong understanding of different cultures and local nuances.

I believe in fostering creative teams – like vibrant playgrounds where people from all backgrounds and with various talents come together to spark innovation. This approach has proven successful. As Creative Director at Ogilvy Tunis, I led a team that propelled the office to the top 3 most awarded agencies in MEA and top 10 in EMEA (Big Won 2012). Similarly, in Singapore, I led a multi-disciplinary team that produced award-winning work for global brands like Unilever, Mondelez, Philips, Nestle, Allianz, and Coca-Cola. This helped us win new business wins with giants like Changi Airport, Singtel, Toyota, Japan Airlines and more.

From Cannes Lions to One Show, Clio Awards to D&AD, New York Festivals, London International Awards, to Euro and Asia EFFIE, my work has consistently garnered top awards. Notably, I helped secure Singapore's first-ever Cannes Grand Prix in 2024 and Ogilvy Singapore be named Cannes Lions 2024 Good Agency of the Year.

Additionally, in 2022, I was honored as Southeast Asia's Creative Person of the Year, solidifying my dedication to pushing boundaries and achieving exceptional results.

Experience

OGILVY Singapore (2018 - Present)

Chief Creative Office Singapore (since November 2020)
Mondelez Pringles Unilever Kellogg's Colgate Coca-Cola Toyota Lexus and more.

Co-Chief Creative Officer Ogilvy Singapore (since July 2018)
Global Executive Creative Director on Pond's (Unilever)
Regional Executive Creative Director Unilever (Comfort, Vaseline)
Other brands: Mondelez Cadbury Dairy Milk, Philips, Nestle

New Business Wins: Dairy Farm Asia - Decathlon - NCPC - William Grant and Sons - Changi Airport

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OGILVY&MATHER Singapore (2013 - 2018)

Executive Creative Director (2015-2018)
Regional Executive Creative Director on Comfort (Unilever) (2015-2018)
Regional Executive Creative Director Allianz (2015-2017)
Regional Executive Creative Director The Coca-Cola Company (Coke, Sprite, Aquarius) (2015-2016)
Other brands: IBM, Huawei, Pond's, Philips

Integrated Creative Director (2013-2015)
Unilever, Coke, Philips, American Express, UPS, Cisco, Castrol, BMW, SingTel, Unilever Foods solutions

New Business Wins : Japan Airlines, SingTel, Land Transport Authority, BMW

OGILVY&MATHER Tunis (2006 - 2013)

Executive Creative Director (2010-2013)
Head of the MENA Regional Creative Council since 2012
Creative leadership on Ogilvy Advertising, OgilvyOne, OgilvyAction and OgilvyPR
Unilever (Axe, Sunsilk), Ford, Attijari Bank, Tunisiana, Office du Tourisme Tunisien and FMCG Tunisian local brands.

Creative Director (2006-2010)
Unilever (Axe, Sunsilk), Ford, Attijari Bank, Tunisiana, Office du Tourisme Tunisien, Ford and FMCG Tunisian local brands

BATES France (2002 - 2005)

Copywriter (2002-2005)
Seat, Georgia Pacific, Pfizer, Laboratoires Roche, Ballantine's, Amnesty International

LOWE Paris (1998 - 2002)

Copywriter (1998-2002)
Air France, Unilever (Rexona, Axe, Carte d'Or, Skip), Elida Fabergé (Signal, Brut), La Société Générale, Nestlé (Nuts, Nestlé Grands Chocolats, Crunch), France Telecom (Itineris, Mobicarte), La Macif, Guronsan, Balhsen, Toyota, Chantelle

AWARDS (2011 - 2026)

CANNES LIONS

3 GRAND PRIX
1 TITANIUM LION
11 GOLD LIONS
24 SILVER LIONS
22 BRONZE LIONS
96 SHORTLISTS

2026 #9 AGENCY OF THE YEAR
2026 ASIA AGENCY OF THE YEAR
2025 #6 AGENCY OF THE YEAR
2025 ASIA AGENCY OF THE YEAR
2025 HEALTH AGENCY OF THE YEAR
2024 ASIA AGENCY OF THE YEAR
2024 GOOD AGENCY OF THE YEAR

2025 GRAND PRIX Social&Creator
2025 GRAND PRIX Health&Wellness
2024 GRAND PRIX Glass

2025 TITANIUM LION

2026 GOLD Social&Creators
2026 GOLD Health
2025 GOLD Media
2022 GOLD Outdoor
2017 GOLD Film
2017 GOLD Film - Mini Series
2017 GOLD PR
2012 GOLD Branded Content
2012 GOLD Promo&Activation
2012 GOLD Promo&Activation
2011 GOLD Media

2026 SILVER B2B
2026 SILVER PR
2026 SILVER PR
2026 SILVER Effectiveness
2026 SILVER Strategy
2026 SILVER Creative Business Transformation
2025 SILVER DIRECT
2025 SILVER SOCIAL&CREATOR
2025 SILVER PR
2025 SILVER MEDIA
2022 SILVER Brand Experience&Activation
2021 SILVER Film - Cultural Insight
2021 SILVER Brand Experience&Activation
2017 SILVER Integrated

2017 SILVER Cyber - Online video
2016 SILVER Mobile
2015 SILVER Cyber
2015 SILVER Promo&Activation
2014 SILVER Outdoor
2013 SILVER Outdoor
2013 SILVER Mobile
2013 SILVER Mobile
2013 SILVER Media
2013 SILVER Promo&Activation

2026 BRONZE Film
2026 BRONZE Film
2026 BRONZE Commerce
2026 BRONZE Direct
2026 BRONZE Health
2026 BRONZE Creative Effectiveness
2026 BRONZE Brand Experience and Activation
2026 BRONZE Creative Business Transformation
2025 BRONZE CREATIVE EFFECTIVENESS
2025 BRONZE CREATIVE STRATEGY
2025 BRONZE PR
2024 BRONZE PR
2024 BRONZE Design
2024 BRONZE Entertainment Music
2021 BRONZE GLASS Lion
2021 BRONZE Social&Influencer
2018 BRONZE Direct
2018 BRONZE PR
2014 BRONZE Film
2013 BRONZE Branded Content - Documentary
2013 BRONZE Branded Content
2012 BRONZE Film

ONE SHOW

5 BEST OF DISCIPLINE

18 GOLD PENCILS
9 SILVER PENCIL
9 BRONZE PENCILS
56 MERIT AWARDS

2026 BEST OF DISCIPLINE PR
2026 BEST OF DISCIPLINE DIRECT
2026 BEST OF DISCIPLINE CREATOR CONTENT
2026 BEST OF DISCIPLINE TIK TOK
2025 BEST OF DISCIPLINE IP

2026 GOLD Creator content
2026 GOLD Creator content
2026 GOLD Cultural driver
2026 GOLD direct
2026 GOLD Direct
2026 GOLD PR
2026 GOLD PR
2026 GOLD Health and Wellness
2026 GOLD Social Media
2025 GOLD IP
2025 GOLD IP
2025 GOLD DIRECT
2025 GOLD COMMERCE
2020 GOLD Best Documentary OneScreen
2018 GOLD Film Long Form
2018 GOLD Direct Social Viral
2017 GOLD Branded Entertainment - User generated content -
2014 GOLD One Show Interactive - Social

2026 SILVER Health & Wellness
2026 SILVER Social Media
2025 SILVER Direct
2025 SILVER Multicultural Impact
2020 SILVER Social Media
2018 SILVER Film Long form
2018 SILVER Film
2018 SILVER Branded Entertainement Long Form
2016 SILVER One Show Entertainment - Short form

2021 BRONZE Social&Influencer
2020 BRONZE - Film - Long Form
2018 BRONZE Direct Social Viral Campaign
2016 BRONZE One Show Entertainment - Short form
2016 BRONZE One Show - Direct - Digital

2014 BRONZE One Show - Direct - Mobile
2014 BRONZE One Show Entertainment -Documentary
2012 BRONZE One Show Interactive - Online/Live Events
2012 BRONZE One Show - Experiential - Installations

2026 1x MERIT
2025 6xMERIT
2024 11x MERIT
2023 3x MERIT
2022 3xMERIT
2020 4xMERIT
2019 6xMERIT
2018 2xMERIT
2017 6x MERIT
2016 5xMERIT
2015 5xMERIT
2014 1xMERIT
2012 3xMERIT

D&AD

6 YELLOW PENCIL
9 GRAPHITE PENCILS
19 WOOD PENCILS

2026 YELLOW PENCIL x 5 VASELINE VERIFIED
2025 YELLOW PENCIL - Health & Wellness - Innovation - Vaseline

2026 GRAPHITE PENCIL x 4 VASELINE VERIFIED
2019 GRAPHITE PENCIL - Film - Pond's Men
2018 GRAPHITE PENCIL - Film- Campaign
2018 GRAPHITE PENCIL- Digital- Online video
2016 GRAPHITE PENCIL- PR - Social Responsibility
2016 GRAPHITE PENCIL - Digital - Social Video

2025 WOOD PENCIL - Graphic Design - Shea Moisture
2025 WOOD PENCIL - Direct - Vaseline
2025 WOOD PENCIL - Direct - Vaseline
2024 WOOD PENCIL - Digital & Social - Colgate
2024 WOOD PENCIL - Direct - Colgate
2024 WOOD PENCIL - Sound Design - Music - Coca-Cola
2024 WOOD PENCIL - Illustration - Design - Coke Studio
2023 WOOD PENCIL - Direct - Press and Outdoor
2023 WOOD PENCIL - Direct - Acquisition and Retention
2020 WOOD PENCIL - Entertainment
2018 WOOD PENCIL- Branded Ent- Campaign
2018 WOOD PENCIL- Branded Ent- Single
2018 WOOD PENCIL- Direct- Integrated
2018 WOOD PENCIL- PR- B2C Campaign
2016 WOOD PENCIL - Film - Cinema
2016 WOOD PENCIL - Film - Public Service
2016 WOOD PENCIL - PR - Use of Social
2015 WOOD PENCIL - Direct - Direct Response Ambient
2014 WOOD PENCIL - Outdoor - Tactical

CLIO AWARDS

2026 AGENCY OF THE YEAR

5 GRAND CLIO
12 GOLD
16 SILVER
22 BRONZE

LONDON INTERNATIONAL AWARDS

ASIA AGENCY OF THE YEAR 2025 & 2026
5 GRAND LIA
27 GOLD
17 SILVER
26 BRONZE

WEBBYS

2016 WEBBY - Online Film&Video- Unscripted - Mums&Maids - TWC2
2016 PEOPLE'S VOICE - Online Film&Video- Unscripted - Mums&Maids - TWC2

ANDY AWARDS

2026 2 GOLD
2025 3 GOLD

NEW YORK FESTIVAL

2018
2 GOLD
3 SILVER

EPICA AWARDS

1 GRAND PRIX
5 SILVER EPICA
5 BRONZE EPICA
3 IN-BOOK EPICA

2013 GRAND EPICA Interactive Media & Entertainment - Mobilizing the 12th Man

SPIKES ASIA

7 GRAND PRIX
10 GOLD
9 SILVER
10 BRONZE

2026 2ND APAC AGENCY OF THE YEAR
2026 SINGAPORE AGENCY OF THE YEAR
2025 2ND APAC AGENCY OF THE YEAR
2025 SINGAPORE AGENCY OF THE YEAR
2024 SINGAPORE AGENCY OF THE YEAR

2026 GRAND PRIX SOCIAL&CREATOR – HEALTHCARE - VASELINE VERIFIED
2026 GRAND PRIX COMMERCE – SOCIAL & INFLUENCER - VASELINE VERIFIED
2026 GRAND PRIX HEALTH &WELLNESS - SOCIAL&CREATOR – HEALTHCARE VASELINE VERIFIED
2026 GRAND PRIX PR – USE OF INFLUENCERS VASELINE VERIFIED
2025 GRAND PRIX GLASS TRANSITION BODY LOTION. VASELINE
2025 GRAND PRIX SOCIAL AND CREATORS TRANSITION BODY LOTION. VASELINE

2014 FILM CRAFT GRAND PRIX - The day I Visited My Son - Comfort - 2014

DUBAI LYNX (2010-2013)

3 GRAND PRIX
22 GOLD
6 SILVER
10 BRONZE

EFFECTIVENESS AWARDS

EURO EFFIE GOLD
MENA EFFIE GOLD
APAC EFFIE GOLD

RANKINGS

CANNES
2025 #6 GLOBAL AGENCY OF THE YEAR
2025 HEALTH AGENCY OF THE YEAR
2025 ASIA AGENCY OF THE YEAR
2024 GOOD AGENCY OF THE YEAR
2024 ASIA AGENCY OF THE YEAR

ONE SHOW
2025 #1 MOST AWARDED APAC AGENCY
2025 #1 MOST AWARDED APAC CREATIVE
2025 #10 MOST AWARDED GLOBAL AGENCY

LONDON INTERNATIONAL AWARDS
2025 ASIA CREATIVE AGENCY OF THE YEAR

2022 CAMPAIGN ASIA AGENCY OF THE YEAR
2022 CAMPAIGN ASIA SEA CREATIVE PERSON OF THE YEAR

2019/2020/2021/2022/2023/2025
CAMPAIGNBRIEF AGENCY OF THE YEAR

GUNN REPORT 2012
The Return of Dictator Ben Ali
3rd Most awarded campaign in Innovative and Integrated categories (All Gunns Blazing)

BIG WON REPORT 2012
4th Most awarded Creative Director in the world
Memac Ogilvy Label
17th most creative agency across all media in the world
10th Europe Middle East & Africa most creative agency
3rd Middle East & Africa most creative agency
The Return of Dictator Ben Ali
2nd most awarded campaign in the world across all media.
4th most awarded outdoor campaign
7th most awarded direct campaign
6th most awarded PR campaign

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