tim arrowsmith

CREATIVE PROBLEM SOLVER

Sydney, Australia

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TIM ARROWSMITH
WORDSMITH

I'm a writer. I'm a conceptualiser. I'm a problem solver.
My approach to advertising is simple.
With every brief I set out to win hearts, minds, and hip-pockets.
Through fresh, inspirational, and relevant thinking I solve problems that keep clients awake at night.
I work across all mediums – Print, TV, Digital, Radio, DM.
I don't rely on a signature style and will only ever do what's right for the brand, the client, and their business.
And I'll do it with passion and a smile.
Over the years I've created successful advertising campaigns for many of Australia's largest companies.

I specialise in writing copy and creating ideas that connect with heartland Australia, a group all too often forgotten by today's advertisers and marketers.

BY THE WAY

I was pretty chuffed when my commercial for AAMI featuring Chevy Chase was voted 5th Most Popular Australian Commercial of All-Time in Channel 9's "20 to 1"

BUT WHAT I'M MOST PROUD OF IS...

In 2011, I created an integrated launch campaign for Generation One, a movement aimed at ending indigenous poverty forever.

Being the father of four remarkably healthy, intelligent and resilient children and making a difference by serving on their School Boards and fundraising committees for many years.

IN MY SPARE TIME I...

Read the classics (Dickens, Tolstoy, Hugo, Hardy, Austen etc), collect classic 70s vinyl, tinker with a screenplay about Bob Dylan, write country and western songs, and bushwalk.
My current goal is to complete a walk in every NSW National

Park. While whistling Folsom Prison Blues, of course!

Experience

Senior Writer

Elevencom

Mosman, Sydney
Aug 2012 - Present

Elevencom is a small agency focused on building brands and beating sales targets. With creativity and crystal-clear thinking, we achieve fantastic results for clients who are always over the moon. Clients include Domino's, Ray's Outdoors, Solahart, Horticulture Australia, and Australian Egg Corporation.

Freelance - Senior Writer

Whybin TBWA / Integer

Sydney
May 2012 - Jul 2012

Creative Director

Pulse Marketing

North Sydney
May 2011 - May 2012

Pulse is a small Marketing / Advertising agency in North Sydney with a staff of 20. As Creative Director i supervised and inspired the creative team which included an Art Director, Designer, Studio Manager, Digital Designer and Digital builder. Our work included TV, print, outdoor, radio, websites, online and mobile apps for clients including Natural Gas, Commonwealth Bank, Hyundai and Lenovo. As part of the management team i had responsibility for the overall positioning and vision for the agency.

Creative Group Head

George Patterson/Y&R

Sydney
Oct 2005 - May 2011

As Creative Group Head i was jointly responsible for leading a team of Copywriters, Art Directors and Digital Designers on clients including Arnott's, Colgate-Palmolive, Australian Rugby Union, Telstra, TAB, and LG. I also led the successful pitch for the V8 Supercar business, working closely with our Planning Director in the process.

Our campaign for Telstra 'Street Idol' won at Cannes in the newly created Integrated category whilst our 'Thanks Mum' TVC for Cuddly was awarded an Australian Marketing Institute Excellence Award in the Consumer Insight Category. It was also reshot using different talent to run in markets around the world in Europe, South America, Asia and Africa.

Senior Writer

Y&R

Sydney
Jan 2004 - Oct 2005

Joining the Y&R team was a great move and i did lots of great work including a big campaign for Tourism New South Wales, working with Hugh Jackman for FOXTEL, two nice spots for Cadbury-Schweppes (Spring Valley and Cottee's) and lots of Telstra.

Deputy Creative Director

George Patterson

Sydney
Jan 2001 - Jan 2004

A frantic period, winning business and saving business! Big campaigns for Meadow Lea margarine, Hyundai, Mighty Soft bread plus leading a winning pitch for Woman's Day. The highlight was being Creative Director on the 2003 Rugby World Cup campaign, where we were faced with the challenge of how to sell out 72 games of Rugby. We did!

Senior Writer

George Patterson

Sydney
Oct 1995 - Dec 2000

A great time. Working with Chevy Chase for AAMI, the Wallabies for Australian Rugby Union and an ensemble cast for Glad. Our TVC for NW magazine won big time at AWARD,

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Senior Writer

George Patterson

Melbourne
May 1993 - Sep 1995

Another new city and lots to learn. Patts Melbourne had a raft of blue-chip clients including Nissan, Ansett Australia, Shell and Yellow Pages and i was lucky enough to work on them all.

Creative Group Head

Bates Malaysia

Kuala Lumpur
Mar 1992 - May 1993

Creative Group Head with responsibility for running the day-to-day creative team on the British and American Tobacco business.

Copywriter

George Patterson

Sydney
Jan 1988 - Mar 1992

New section

Achievements

Creating the integrated launch campaign for Generation One, a movement aimed at ending indigenous poverty.

Launching V8 Supercars “Greatest Show on Wheels”with P!NK.

The Cuddly campaign winning the 2010 AME (Australian Marketing Institute Excellence Award) Consumer Insight category.

AAMI “Chevy Chase” being voted 5th Most Popular Australian commercial in Channel 9’s “20 to 1.”

Creating the "True Colours" campaign for the 2003 Rugby World Cup.

Telstra "Street Idol" winning at Cannes Advertising Awards in Best Integrated Campaign category.

New section

CLIENTS

ACCOUNT EXPERIENCE
• Australian Rugby Union • AAMI
• Telstra • Shell
• Tabcorp • NSW Tourism
• Arnott’s • Australian Consolidated Press (ACP)
• Goodman Fielder • Cadbury Schweppes
• FOXTEL • V8 Supecars
• Colgate-Palmolive • Eveready
• Channel 7 • Generation One
• Ansett Australia • Sydney 2000 Olympics
• Nissan • Natural Gas
• Kuhmo • Amazon

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