

sergio spaccavento

curriculum vitae



Summary

Formerly employed at Lowe Pirella, Ogilvy, Wlf<Brand portal, Bcube, Now Available and currently **EXECUTIVE CREATIVE DIRECTOR at Bcube Publicis.**

Specialities

Creating adv campaigns (ATL & new media), writing tv scripts, assessing communication strategies, implementing the client's creative briefs, tv formats, tv and radio comic show.

In few words:

Art director, copywriter, tv and radio author, adv judge, university teacher, humor expert.

Personal informations and contacts

date of birth: 20/08/1975

website: sergiospaccavento.it

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Me in advertising

may 2013/today: executive creative director BCUBE Publicis (Milan) www.bcubeitaly.it
april 2011/may 2013: associate creative director BCUBE Publicis (Milan) www.bcubeitaly.it
september 2008/april 2011: creative partner Now Available (Milan) www.nowavailable.it
september 2006/august 2008: art director senior BCUBE Publicis (Milan) www.bcubeitaly.it
july 2001/august 2006: Wlf<Brand Portal (Milan). Creative advisor e art director senior www.brandportal.it
july 2000/july 2001: Ogilvy & Mather (Milan). Art director. www.ogilvy.it
february/july 2000: Lowe Lintas (Milan). Art director. www.loweworldwide.com
2000: Writer for a magazine about communication, design e advertising strategy "N.B." Lupetti.
1999-2000: advertising free-lance.
summer 1999: Ogilvy & Mather (Vilnius - Lithuania). Art director/project manager.
summer 1998: Radio dla Ciebie - WIPS (Warsaw - Poland). Art director junior.

Me as a judge

2014: AICP Show (USA)- PIAF (Prague) - World Luxury Award (Montecarlo) - AME Awards (USA) - Moebius (USA)
2013: Epica (France) - White Square (Minsk) - MobileWebAward (USA) - World Luxury Award (Montecarlo)
- FakeFestival (Lithuania)
2012: Mobius Award (USA) - Red Apple (Russia) - Golden Award of Montreux (Switzerland)
- Astrid Award (USA) - Summit Award(USA) - Young Lions (Italy) - WebAward (USA)
2011: New York Festival (USA) - Chip Shop Award (England) - World Luxury Award (Switzerland)
2010: Cristal Festival (Switzerland) - Young Lions (Italy) - Radio Festival (Italy)

Me as a TV/Radio show's author and as screenwriter

2014: Italiano Medio. (Movie)
2014: Mario. (Tv serie for MTV) - Second Season
2012-2013: Mario. (Tv serie for MTV) - First Season - Ma anche no. (Tv program for La7)
2011/today: Lo ZOO di 105. (Radio 105 - National radioshow with 4 millions of audience each day)
2010: Jerry Polemica (Tatami, Tv program for Rai Tre)
2009: Palmiro (FX, floptv.tv) - Leggerezze (FX, floptv.tv) - Mai dire Martedì (Italia 1)
2008: Videoclip -Ignudi tra i nudisti- (Elio e le storie tese)
2007: Mai dire Martedì (Italia 1)
2006: All Music Show (All Music).
Autore di format TV e reality.
2005: Mai dire Lunedì (Italia 1).
2004: Mai dire Grande Fratello & Figli e Mai dire Lunedì (Italia 1).

Me as a teacher and lecturer

2014: Lecturer at PIAF (Prague) - Lecturer at IF! (Italy) - Lecturer at Radio Days (University La Sapienza - Rome)
2013: Lecturer at White Square: "Keep calm and lol with advertising" (Minsk) - Lecturer at PIAF (Prague)
2012: Lecturer at Red Apple: "Humor in advertising" (RUSSIA) - Teacher at IED (European Institute of Design - Milan)
2012/2013: Teacher at IED (European Institute of Design - ITALY)
2010/2012: Teacher at NABA (Nuova Accademia di Belle Arti - ITALY)
2004/2007: Teacher Secondary School Art (ITALY)

Awards

- 2014: **ADCI** > Silver. OOH. Toasteria. client: Emmi.
Bronze. Photography. SOS. client: BMW Motorrad.
Bronze. Film other screen. Non esagerare. client: MINI.
Short List. Print. Robots. client: Arexons.
Short List. Radio. MINI not normal. client: MINI.
Short List. Copywriting. Renzi. client: Ceres Beer.
Short List. Digital. 500k client: BMW.
Short List. P.R. Renzi. client: Ceres Beer.
- 2014: **Cannes Lions** > Short List. Media: “petforpets” client: WWF.
- 2014: **D&AD uk** > In book. design: “Kids optical table” client: Marchon.
- 2014: **NC Awards** > First place. emotional direct marketing: “The wrapping paper” client: BMW.
First place. P.R. campaign: “#ivoteanyway” client: Ceres beer.
Third place. social media: “#ivoteanyway” client: Ceres beer.
- 2014: **Eurobest** > Bronze PR: “#ivoteanyway” client: Ceres beer.
- 2013: **Cannes Lions** > Short List. Promo & Activation: “#ivoteanyway” client: Ceres beer.
Short List. de sign: “Kids optical table” client: Marchon.
- 2013: **ADCI** > Short List. Copywriting. Before. client: Ceres Beer.
Silver. Illustration. Hell. client: Arexons.
Silver. Integrated campaign. Rugby. client: Adidas.
Bronze. Research and development. Hell. client: Arexons.
Bronze. Print. Bankology. client: Fineco Bank.
Short List. Integrated media. Italy needs heroes. client: Ceres Beer.
- 2013: **WWW Award** > (ilsole24ore) Best mobile and tablet application. Voices of rugby. client: Adidas.
- 2013: **Leo Burnett Star Reacher Awards**.
- 2012: **ADPRINT ANGEL** > Print campaign. Il grande bluff. client: MINI.
- 2012: **ADCI** > Silver. Digital Integrated. Heroes4Ceres. client: Ceres.
Silver. Viral. Mistery. client: Ceres.
Short List. Copywriting. Sportello. client: MINI.
Short List. Illustration. Connect with fun. client: BMW Motorrad.
Short List. Social. Dialogo. client: AIBI.
Short List. Print campaign. Il grande bluff. client: MINI.
Short List. Integrated. Il grande bluff. client: MINI.
Short List. Integrated. Velvet touch. client: HIP HOP.
- 2011: **Premio all’eccellenza nel marketing in Edilizia e Architettura** > Best TV commercial client: Monier.
- 2011: **ADCI** > Short List. Ambient and Unconventional Media: “Blue Xmas” client: Volkswagen.
- 2010: **Radiofestival** > Bronze. Radio: “Citofono” client: Peace Reporter.
- 2009: **IKA** > Short List. Viral: “Sniper” client: Peace Reporter.
- 2009: **ADCI** > Short List. Other media: “Panno Lavacoscienze” client: Emergency.
Short List. Digital: “DAConnect” client: Zurich Connect.
- 2009: **NC Awards** > Bronze. Cyber: “DAConnect” client: Zurich Connect.
- 2009: **Young lions** > Bronze. Cyber: “DAConnect” client: Zurich Connect.
- 2005: **Lurzer’sTv Archive** > Film “Never too late” client: Ottica Bergomi.
- 2005: **New York Film Festival** > Short List. Film “Never too late” client: Ottica Bergomi.
- 2005: **Epica** > Short List. Film: “Never too late” client: Ottica Bergomi.
- 2005: **Cannes Lions** > Short List. Film: “Never too late” client: Ottica Bergomi.
- 2004: **ADCI** > Silver. Radio: “Libertà di espressione” client: il manifesto.

Clients

Home Appliances & Furnishings: Divani & Divani, Natuzzi, Molinari.
Public Health & Safety: Emergency, AIRC, Nessuno tocchi Caino, Naga, Acat, AIDO, Bambini + Diritti.
Automotive: Aprilia, Gilera.
Banking, Investment & Insurance: Agos, AWD, Aviva, Banca Woolwich, Cariparma, City Bank, Fineco, Investar, Zurich Connect.
Sweet Foods & Snacks and Non-Alcoholic Drinks: Aquarius, Brancamenta, Burn, Coca Cola, Ceres, Powerade Pro.
Home Electronics & Audio-Visual: Indesit, Expert, IBM, CHL, Virgilio, Vobis, Sun Microsystem, Altavista.
Clothing, Footwear & Accessories : Adidas, Pompea, Primigi.
Commercial Public Services: Motorola, H3g, Tele2, Carta Genia.
Publications & Media: All Music, Comedy Central, Fox Retro, La7, SKY Cinema, SKY tg 24, Peace Reporter, La Gazzetta dello Sport, Vanity Fair, il manifesto, Donna Moderna, Panorama, Per Me, MAX, Repubblica, l’Espresso.
Travel, Transport & Tourism: Apt Trentino, Città di Venezia, Iperclub.

Education

2000: D.U.Te.P. (Diploma Universitario in Tecnica Pubblicitaria) l’Università per Stranieri di Perugia.

Languages

Italian mothertongue and English (P.E.T. - University of Cambridge)