



Paul Surety

Creative Director

London, UK

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Languages

English

Czech

About

I am an award-winning Creative Director and a Filmmaker with experience of working in major agencies, both in the UK and worldwide. My strengths lie in generating strong conceptual ideas, backed by sound strategic thinking and high-quality art direction. Having got into the business after a career as a professional ballet dancer, I've always enjoyed pushing my boundaries. So alongside my advertising career, my broader arts background has enabled me to branch out into to writing, directing and editing content films for a number of brands, such as Louis Vuitton, M&S, Net-a-porter, D&G, Bally and Hugo Boss. Recently through my production company Surefire film I have worked closely with Hugo Boss to create brand platforms and conceptualise creative for their global autumn/winter 2017 and spring/summer 2018 campaigns. I conceived and directed a series of online films and created a social plan that included the usual suspects (IG, FB, Twitter). I also art directed all outdoor and print photography working closely with fashion photographer Adam Fussell. The 'Own Your Journey' campaign centres around the life and career experiences of three highly successful men, each working at the highest level in their respective fields. Lewis Hamilton, James Marsden and Patrick Janelle reflect on their personal road to success and what it means to 'Own Your Journey'. I worked with each of the men to create copy that was authentic and personal to them and their journey. The 2018 spring/summer campaign 'Summer of Ease' features actor Sebastian Stan and friends unwinding from the day-to-day pressures of modern life. Embarking on a series of small journeys, they enjoy both the physical and spiritual benefits of seasonal rest and relaxation. In 2019/20 acting as creative agency as well as production outfit, I delivered a 360 campaign for the launch of the world's first eStroller. I went on to produce/write and directed 5 more global launch campaigns for Cybex. During the pandemic I produced, directed and co-wrote my debut feature-length documentary about the first British Skate legend entitled Still Stoked.

BRANDS WORKED WITH

- Grey Advertising
- HUGO BOSS
- Jones Lang Lalle
- MOFILM
- UNITY.LONDON

Experience

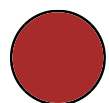


- CREATIVE DIRECTOR**
MOFILM |



- CREATIVE DIRECTOR/WRITER/DIRECTOR**
HUGO BOSS | Jan 2017 - Jan 2018

- Creative Director**
Jones Lang Lalle | Jan 2016 - Jan 2017
Creative Director/Writer - Ripple Effect Lead Creative - Nestle Lead Creative - Joop Lead Creative - Bose Lead Creative - Airbnb Lead Creative - Guinness



- CREATIVE DIRECTOR**
UNITY.LONDON | Jan 2015 - Jan 2016

Creative Director/Writer/Director - Marks & Spencer Creative Director/Writer/Director - Direct Line Creative Director/Writer - Baileys

- CREATIVE DIRECTOR**
Grey Advertising | Jan 1997 - Jan 2001
CREATIVE DIRECTOR/WRITER/DIRECTOR CYBEX GERMANY/UK 2019-2021
FREELANCER/ SUREFIRE 2009-2015 Ogilvy Brooklyn Brothers Sapient Brothers & Sisters WCRS Saatchi's Naked Sunshine Y&R Adam & Eve
CREATIVE DIRECTOR CAYENNE PRAGUE , CZECH REPUBLIC 2006 - 2008

Art Director - Skoda Art Director - Coca Cola Art Director - Canon GROUP
HEAD BBDO MINERVA UNITED KINGDOM 2001 – 2005 Art Director - Jeep
& Chrysler Art Director - Red Cross Art Director - Dolmio Art Director
- Millets Art Director - General Electrics SENIOR ART DIRECTOR GREY
ADVERTISING UNITED KINGDOM 1997 – 2001 Art Director - Campari Art
Director - Remington Art Director - Cadbury's Art Director - Pringles Art
Director - Ben Sherman ART DIRECTOR DONER CARDWELL HAWKINS
UNITED KINGDOM 1994 – 1997 Art Director - BP Art Director - Fullers Art
Director - Iams Art Director - Oki ENGLISH NATIONAL BALLET SCOTTISH
BALLET BOSTON BALLET