



Ivan Turado Policarpo

Regional Creative Director at Grey Indonesia

Jakarta, Indonesia

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Languages

English (Native)

About

Fashion & Beauty Eclat

I-van's advertising day job didn't stop him from taking on projects as Creative Director for prêt-à-porter & couture fashion shows as well as a fashion & beauty magazine. His background and network in fashion and beauty had earned him a reputation for effective lifestyle- and luxury-oriented communications and design.

He was once tasked to lead McCann's Beauty Group where he created the following remarkable campaigns: the launch of L'Oreal Paris TR5 which made waves in the local beauty advertising scene and the non-traditional, fashion-inspired integrated campaign for Nestle Non-Fat Milk.

Integrated & Digital Experience

He started out in tri-media, activation, packaging, shopper marketing, direct mail and ethical communications. He has also done events, stage and fashion show direction and magazine creative direction early in his career. His exposure and interest in different forms of media enable him to effectively consolidate different campaigns into one cohesive integrated experience.

In recent years, he has had extensive digital experience (e-commerce, SEO optimization, website maintenance & creation, app development, social content planning & creation, Youtube Adwords advertising certification, etc.) for domestic, regional and global accounts. He effectively cascades campaign ideas end-to-end: from tri-media to social to e-commerce. Among his digital projects, most noteworthy are the following: a few social campaigns that hit 1M views in less than a day; a mobile-based learning tool for people with no physical access to educational establishments; and, last but not least, an out-of-the-box hair torture demo using an airplane's turbine that was supported by a massive amplification in China.

Today, he is taking up a diploma course in interior design to further his expertise as an experiential creative lead.

Regional & Global Exposure

He has successfully led Grey Group's Global Business Unit based in Kuala Lumpur in 2014 to 2017 and now has also taken on the same leadership position in the Grey Group Indonesia Regional Hub, handling P&G's Pantene business in some of its biggest markets. In his role in Saatchi & Saatchi Singapore, he also immersed himself in SEA regional accounts like Head & Shoulders, Rejoice, Olay and others. On top of that, he was Creative Director for the global group handling Safeguard.

Given the above experience, he is able to transcend the boundaries of geography, culture, and language in creating successful campaigns for his clients, collaborating closely with teammates and colleagues stationed in offices across the globe.

BRANDS WORKED WITH

Grey Indonesia/Singapore

Grey Kuala Lumpur

Saatchi & Saatchi Singapore

Experience

● Regional Creative Director

Grey Indonesia/Singapore | May 2019 - Jul 2021

Chief creative for Asia Pacific, handling the "create" markets of Indonesia, Philippines, Thailand and Vietnam, as well as the "cascade" markets of Australia, New Zealand and the rest of SEA. Led remote teams comprising of advertising and digital talents. In the absence of a strategic planner in the regional group, he took charge of strategic directions liaised with

clients, including leading agency briefings.

Spearheaded the creation of the following viral films: Pantene "The Toughest Job Interview" which surpassed all its KPIs with flying colors, garnering 1M views in a day and 7M within two weeks; and Pantene "Ning" under PTN TH's Transform Hair/Her platform which won a finalist spot in Cannes Lions 2021.

- **Creative Director, Gopal Team**

Saatchi & Saatchi Singapore | Apr 2017 - Apr 2019

Team member of Publicis One, the multi-agency, multi-disciplinary team handling P&G accounts. Primarily part of the global group in-charge of Safeguard in the Philippines and China. Handled the following brands: Head & Shoulders (APAC), Rejoice, Olay (APAC) & Safeguard (Philippines & China). His project, Safeguard's successful content film "Pabaon Sa Buhay," garnered 1M views in less than one day.

- **Creative Director, Apac Region (With China Market Experience)**

Grey Kuala Lumpur | Nov 2014 - Mar 2017

Promoted to Regional Creative Director (APAC with experience in China) after a year of successful business-building and award-winning campaigns. Most noteworthy among his works are the following: Pantene VS Boeing 747 that pitted hair against the biggest blow-dryer in the world; and Pantene Hair On Ice—the world's first interactive billboard on ice that won metals in Singapore's Gong Awards 2015.

Supervised transcreation of global campaigns and assets with team members based in Kuala Lumpur, Singapore and other SEA markets. He was also the creative lead for digital campaigns and projects for his "create" markets, including collaborations with Facebook, Instagram and other platforms. Also in-charge of seamless integration with e-commerce, PR, events and media agencies.

His regional role also allowed him to lead and create campaigns especially made for the Greater China market. In fact, Pantene VS Being 747 was a project that was specifically designed for the said market.