

KARMARAMA

GOOD WORKS

Who's who?



Liz Wilson, Chief Operating Officer

Liz is Chief Operating Officer at Karmarama, leading day-to-day operations and integrated multidisciplinary teams on behalf of our clients. Her previous experience spans modern digitally integrated marketing at Albion and Stack; advertising, at Havas, TBWA and Lowe; and strategic brand consultancy at Brandhouse. Her client category experience includes automotive, retail, FMCG and internet business amongst others. Liz is passionate about client service and is a former chair of the industry trade association's Client Relationship Group. In her spare time she loves F1 (viewing not driving) and is relearning to ride a bike.

What Halfords product or service couldn't you live without and why?

While I relearn riding my bike – stabilisers of course!

Richard Powell,
Managing Partner

Rich started at TBWA\London working on The Sun, Whiskas, Skittles, Goldfish and led the UK launch of Impossible is Nothing for adidas. After making adidas' first UK TV series in 2005 he moved to BBH to run content projects on Lynx/Axe, Audi, Robinson's, Vodafone and Heineken. Rich then transferred to BBH Singapore to run the global Singapore Tourism Board account and regional projects for BlackBerry and Google. There he served on creative awards juries at Spikes Asia and Asia Festival of Media, and was co-founder of the Asia Content Marketing Association.

Rich joined Karmarama as Managing Partner in 2013 and runs the Iceland, Costa and Unibet accounts. He is married with 3 kids and spends his free time cycling, camping and talking to Adam at Halfords Tonbridge.

What Halfords product or service couldn't you live without and why?

A Thule Motion 800xl Roofbox Bundle, bought last summer. Adam at Tonbridge found the last silver one in the country and showed me how to fit it. Used for many road trips and camping weekends already.





**Will Hodge,
Head of Planning**

Will started his advertising career at Howell Henry Chaldicott Lury working on Sky Sports, Autoglass, Pot Noodle, Minute Maid, Singapore Airlines as well as the launch campaign for the London Paper. He moved to AMV BBDO in 2006, developing award-winning strategies for the THINK! Road safety brand and Digital UK, the not-for-profit organisation leading the national switchover to digital television. Will also worked across AMV's portfolio of P&G brands, Gillette, Oral B and Braun as well as integrated campaigns for Nicorette and Royal Mail. He then moved to glue Isobar in 2010 to work on the global digital strategy for Nokia, the social and content for RBS' sponsorship of cricket and rugby as well as the award-winning BHF 'Push Vinnie' online campaign, before joining Karmarama at the start of 2012. He now heads up the planning department as well leading the strategy on Clydesdale and Yorkshire Bank, The Army, confused.com and Thorntons.

What Halfords product or service couldn't you live without and why?

I took my bike in a couple of days ago, and I'm picking it up tomorrow night, so probably that.

Dickie Connell,
Executive Creative Director

Dickie began his career at VCCP where he created work for O2, COI and was one half of the creative team who created the meerkat for comparethemarket.com, one of the most popular and award winning advertising campaigns of the decade. As Deputy Executive Creative Director at Karmarama he is responsible for the creative output for accounts including Kerrygold, Pilgrims Choice and Plusnet, which won an IPA Effectiveness Award in 2016. Recently Dickie has been helping the nation to 'find its flavour' for Just Eat, creating a brand relaunch across multiple channels. Outside of work, Dickie is a mentor for IntoUniversity, supporting people from disadvantaged backgrounds to attain a university place.

What Halfords product or service couldn't you live without and why?

Wet lube. Keeps my bike chain nice and supple.





Katie Warner, Account Director

Katie is well-versed in delivering fully integrated campaigns which deliver results. She began her career at The Bank, working across a mix of global and UK clients including Grolsch, KFC-Russia, William Hill and Belron.

She then moved to Leo Burnett working on The Co-operative Food, Skyscanner and P&G-Always. Katie was a part of the Always global team who created the #LikeAGirl campaign, reaching over >75M views and winner of a Cannes Grand Prix, Black and White Pencil at D&AD.

What Halfords product or service couldn't you live without and why?

Katie has been known to frequent a festival or two, so is no stranger to camping. However, as she gets older, making sure she gets a comfortable nights sleep is becoming a key priority, so couldn't live without a self-inflating mat with built-in pillow.

Rhonwen Lally, Planner

Rhonwen cut her strategic teeth at mcgarrybowen London, working across a broad range of accounts including Honda, Weedol and Branston. There she learned the foundations of through-the-line planning, gaining experience in a range of projects from traditional TV campaigns to a pop-up recording studio for BBC Radio 1Xtra.

Since joining Karmarama last summer, she's got stuck into the world of retail on Iceland, working to transform quality perceptions of the brand. Clydesdale & Yorkshire bank are another of her current clients, including recent projects to increase employee engagement in branch, and develop a new student banking proposition.

Whilst she's not be the biggest petrol-head in the agency, she's a big fan of camping and has a slightly strange love of sleeping bags.

What Halfords product or service couldn't you live without and why?

The sleeping bag. I can't imagine anything better when trying to sleep in a cold, wet festival field.



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