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## Nick Worthington

**Creative Chairman**  
Colenso BBDO, New Zealand

Nick studied Graphic Design in the early 80s at St Martin's School of Art in London.

He joined BBH in London in 1986 and won his first Press and Poster Lions.

He went on to create Levis 'Creek' and 'Drugstore', winning Lions across Radio, Film, Press and Poster.

After ten years at BBH Nick joined AMV BBDO in London and over the next seven years created more multiple Lion winning work across Radio, Film, Press & Poster for Road Safety, Dulux and Wrangler.

In 2003 Nick joined Dave Droga on the Publicis Worldwide Creative Board and moved to New Zealand, first as ECD at Publicis Mojo and later as ECD at Colenso BBDO in Auckland.



In New Zealand, the kind of work Nick and his team were doing began to change. They floated a fully-working pub around the world to thirsty Kiwis in London for Speights, built a tree house restaurant for Yellow Pages, launched a yellow flavoured chocolate bar that outsold Snickers, created a real Dogfight over the Auckland Harbour for Spielberg's 'The Pacific', created the world's first Impulse Savings product for Westpac and used anti-terrorism software to create the first human to canine pairing software for Pedigree's 'Dog Adoption Drive'.

The kind of work Nick was involved in changed but then results didn't; during this period the team at Mojo and Colenso won a further 39 Lions. This time across Promo & Activation, Integrated, Media, PR, Effectiveness and Titanium as well as Film, Radio, Press and Outdoor.



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Nick has previously served on the Film, Titanium and Integrated juries in Cannes and is honoured to be president of the Promo & Activation Jury for 2012.

Source: [Cannes Lions](#)