



HI THERE. I'M BIBI.

*I began my career at TBWA Hunt Lascaris
I worked my way up from assistant art director to
senior art director / group head working on every kind
of brand to every kind of job. Eleven years later I moved
to New York gaining further experience by developing
global and local campaigns for Colgate Palmolive and
Unilever. Three years later I was offered to run the
Land Rover account in South Africa.
The last seventeen years have been an incredibly
rewarding experience. So understandably, I am
very excited about the next chapter.*

EXPERIENCE

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TBWA \ HUNT LASCARIS, JOHANNESBURG**ASSISTANT ART DIRECTOR > ART DIRECTOR > GROUP HEAD**

Hunts taught me everything I know. Well, almost everything I know. It was a school of sorts. Working under some of the greatest names in the industry - John Hunt, Tony Granger, Erik Vervroegen, Damon Stapleton, Chris Garbutt, Sue Anderson and Rui Alves - I was pulled, stretched, rejected, exalted, turned inside out and back again leaving me with the ability to handle a wide variety of blue-chip clients across any platform.

Locally we worked on Land Rover, BMW, Nissan, MTN, Neotel, Nando's (A grilled chicken fast food chain), Nashua Printers, Pedigree Dog Food, Whiskas Cat Food, South African Broadcasting Corporation, E-TV, Plascon paint, Standard Bank and Standard Corporate Merchant Bank, Nampak (Facial tissues and toilet paper), Tiger Brands (Sweets, condiments and spreads) as well as some non-profit accounts. We also pitched globally on TBWA projects like BMW M6, Motorola, Absolut, Chivas Regal, Jamesons and likely to be most memorable, launching Virgin Mobile in Shanghai.

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LOWE AND PARTNERS, NEW YORK**CREATIVE DIRECTOR, UNILEVER NORTHERN AMERICA**

Reporting to Mark Wnek and Ronald Wohlman, we developed campaigns for Degree for women, Degree for men, Country Crock margarine and the Margarine Board. We also worked in collaboration with LOLA Madrid in developing a global campaign for Magnum, an ice cream brand. The success of this partnership was being awarded the Magnum account to launch in Northern America. During this time I managed three teams and two designers, ensured strategic and account management integration into every assignment which ultimately led to improved client relationships. Beyond my core responsibilities, I worked on Wisk, Snuggle, Zyban and Girl Scouts of America.

In December IPG merged Lowe and Partners with Deutsch Inc.

EXPERIENCE

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DEUTSCH INC., A LOWE AND PARTNER'S COMPANY, NY CREATIVE DIRECTOR

The merger brought some interesting new accounts to the table giving me the opportunity to work on Direct TV, Tylenol, Microsoft, the Milk Board whilst continuing to work on Unilever.

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Y&R, NEW YORK CREATIVE DIRECTOR, COLGATE PALMOLIVE NORTHERN AMERICA

Greg Erdelyi and I were assigned to the Colgate Palmolive account. Reporting to Meg Rogers, and then later Robert Frost, our responsibilities were to conceptualize, develop and produce campaigns for the Northern American market. On larger assignments we would manage and review creative teams. Greg and I worked very closely with our strategists, account managers, digital team and our producers, ensuring seamless integration in the work as well as our internal team.

Due to this integration we found our client meetings were more successful allowing for more constructive conversation and fewer reverts. Occasionally Colgate Palmolive would have quiet moments, allowing us time to participate in developing campaigns for Land Rover, Dell, Lendingtree.com, V8 and Xerox. And then I got an offer I could not ignore.

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Y&R, JOHANNESBURG GROUP CREATIVE DIRECTOR, LAND ROVER

Until recently I was the Group Creative Director for Land Rover South Africa and Sub-Saharan Africa. A total of ten countries, seven nameplates and three sub-brands; Land Rover Experience Centers, Land Rover Approved and CSI.

Reporting to Graham Lang (Africa's CCO) and Rui Alves (ECD), I oversaw, managed and quite often developed, the adaptation of global assets as well as originated work to answer local business challenges. Working with my core team consisting of two dedicated creative teams, a designer, a strategist and three account leaders, we met with our clients bimonthly to present work, discuss and assess sales targets and sometimes to just simply drive cars.

EXPERIENCE

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In January 2013, Land Rover announced Y&R as lead agency and so my responsibility grew. I informed, collaborated and managed our 6 partner agencies - digital, media, sponsorships, PR, BTL and events management - ensuring that the brand was reflected correctly in tone and visual, that all elements were seamlessly integrated and above all, that the targets set out were met.

Besides working on the Land Rover account, I was very committed to growing Y&R in South Africa. Together with Graham and Rui, I helped in raising the profile of our other accounts like Danone, Colgate, Telkom, Econet and Virgin Atlantic. We conceived better work and delivered undeniably sound and insightful strategies resulting in Y&R climbing the awards leader board from 18th to 4th position in a year and a half. We also participated in several pitches. Ranging from television channels to insurance companies to investment companies to several fast-moving goods brands, welcoming Investec and Distell most recently. I believe building better internal integration, client relationships and developing a relaxed agency culture were key to this success.

CONTACT

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AWARDS

04 CANNES LIONS / 13 SHORTLISTS
03 ONE SHOW
02 CLIOS
01 NEW YORK FESTIVAL
01 LONDON INTERNATIONAL
41 LOCAL AWARDS

JURIES

2013 LOERIE JUDGE
2013 APEX JUDGE
2014 ONE SHOW JUDGE
2015 NEW YORK FESTIVAL JUDGE

THANKS!