

HELL

My name is Adithya and I am an art director. Born in India and raised in Africa, I spent a lot of time in Khartoum, Bombay and New York before ending up in Singapore. I love 90s Hip-hop, collecting watches and Guy Ritchie films. I have a new found love for pottery, being a techno DJ and film photography. At a party, you would most likely see me with a beer in hand, halfway through telling a story that involves a dead dog, a suitcase and a train ride (in that exact order).

I have worked on a few campaigns where we got to do the most fun and outrageous things. From using a bald man's head as a turnstile to display a product on a plate, or pouring cheese all over a competitor product, or convincing a bank to design cool graphic decals for a bicycle and skateboard that make sustainable travel appealing to hype beasts, to launching a nationwide campaign for a beer brand that urged people who love chugging their beer to stop, savour and enjoy it instead. These are some of the reasons I love what I do because we get away with it, while getting paid for it.



Experience

1. THE SECRET LITTLE AGENCY 2019 - Present

I work at TSLA currently where we helped win the pitch for **StarHub** and work on brands such as **KFC, Netflix, DBS, FairPrice Group, Singapore Brand Office, AIC, Vattana Breweries** among others.

2. GREY (SG) 2018 - 2019

I worked for a year at Grey Singapore where i was able to contribute in the conceptualising and art direction of campaigns for brands such as **Panadol (GSK), Ferrero Rocher, Dulux, and Public Hygiene Council**. I also got to contribute to brands such as **Volvo, Bose, Pantene, Circles.life, Open Electricity Market, and Olam**.

3. 360i (NY) 2018 - 2018

I interned at 3 months at 360i where i had the opportunity to work on brands such as **Absolut Vodka** (the campaign won a D&AD Yellow pencil in 2019), **Game of Thrones Season 8, Oreo** and **NOLA**.

4. JWT (NY) 2017 - 2017

I interned for 6 months at JWT where i had the opportunity to work on brands such as **Danone, Edge, T. Rowe Price, and Northwell Health**

5. SAATCHI & SAATCHI (NY) 2017 - 2017

I interned at 3 months at Saatchi where i had the opportunity to work on brands such as **Tide, Walmart** and **USAA**

Achievements

AWARDS

D&AD Pencil
One Show Merit 2x
ADC Merit
New York Festival Finalist
Addys Bronze
Graphis Gold
Graphis Merit
Summit Creative Leader
Kyoorius Young Blood with D&AD

PRESS

FOX News, Mashed, Asia One, The Drum, CNA, Campaign, Marketing, Branding in Asia, Mothership, Ads of Brands, Advertolog, Coloribus, Ads of the World, Hello You Creatives, Creapills, DesignTAXI, Danstapub, Adeevvee, Business Punk, 20Something, Provoke Online, Pepsnews, UrbanPlayer, Ramdam, JCVerbanck, Webstart, The inspiration, Ads of the world



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Here is a little taste of the kind of work I love doing, you can also find more of that if you visit my website:

www.adithyavenugopal.com

Selected works

1. Co-founder and lead creative on **CARROM®**



Built a diaspora-led South Asian small business paying homage to our roots through hand-poured candles and incense.

2. Art Direction on **DRAGON® Beer**



Positioned Cambodia's first-and-only homegrown dark lager to challenge the nation's fast-paced 'bottoms-up' drinking culture through a brand launch campaign that urged people to savour every sip.

3. Art Direction on **LIVEFRESH® Credit Card**



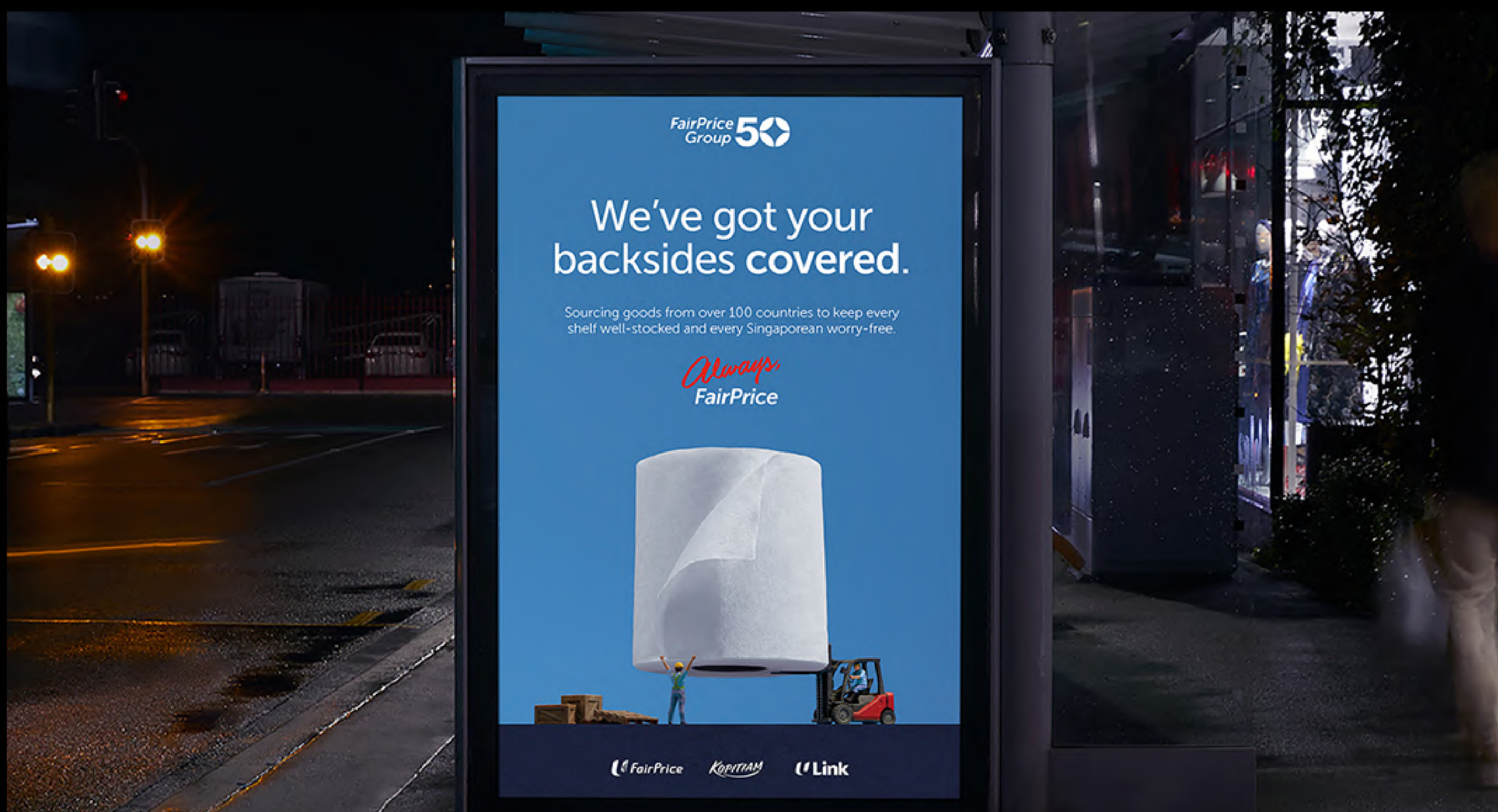
Tasked to create products that celebrate DBS LiveFresh's 87% recycled plastic credit cards and also scream 'fashion', we released uniquely designed cruisers and bicycles that champion sustainable travel while fitting squarely within the hype streetwear realm.

4. Art Direction on **KFC® KFCHEESE Campaign**



To prove that KFC's signature cheese sauce does indeed make everything better, we poured it over some of our favourite foods, from their world famous chicken, to iconic local dishes and yes...even on competitor menu items.

5. Art Direction on **Fair Price® 50th anniversary**



A campaign aimed at emphasising the brand's commitment and dedication to Singaporeans over the last 50 years, turning the spotlight on the real heroes doing larger-than-life work behind the scenes - the Fair Price Group employees.

For more work

www.adithyavenugopal.com