D&AD Shift
CLASS OF 2021

D&AD Shift
Google
adidas
VIRTUE
Disney
Here.
giffgaff
Penguin

DANDAD.ORG/SHIFTLDN
“There has never been a more important time to extend and support the opportunities available to those who don’t come into the industry through the conventional doorways.”
— Ben Malbon, Marketing Director at Google in EMEA

“This programme is so much more than delivering a brief. It’s about creating connections and facilitating knowledge exchange that meaningfully impacts the career progression of the Shifters, and perspectives of industry experts too.”
— Ayesha Martin, Senior Director, Community & Social Impact at adidas

“Working with the Shifters has been a shot in the arm for creativity: their passion, talent and imagination knows no bounds and we’ve been endlessly impressed with their ideas. Our industry isn’t one dimensional and the routes into it shouldn’t be either.”
— Carole Davids and Nate Woodhead, Group Creative Directors at Virtue; the agency born from VICE.

“Working with D&AD on the Shift programme was a huge eye-opener for us. The fresh perspective which the Shifters brought to the brief was everything we’d hoped for and more.”
— Tim Lane, Creative Director at Penguin Random House
THE PROGRAMME
SHIFT ISN'T FOR SHEEP.

It’s a springboard for those who forge their own futures, and don’t follow fashion. Talent like this doesn’t need a degree to transform the industry. It doesn’t need to be molded to existing norms. Talent like this won’t settle for just a foot in a door. It won’t stop at a wall, or blink at carving its own path. Talent like this won’t apologise for being itself. Talent like this needs care, opportunity and nurturing. Its time is now.

D&AD Shift with Google is our intensive night school programme that places an emphasis on self-taught and proactive talent. Shift compels its students to make the best creative work of their life and challenges the industry to search further than the university pipeline for creative talent.
Aaron Hettey is a photographer, creative and co-founder of Fusion, a live performance and networking platform designed to connect ambitious creatives. Hailing from South London, his creative journey has equipped him with both alternative ways of thinking and new perspectives, skills that are present in all his work.

@hetteyimages

Professionally, I'm a multidisciplinary creative who is in love with the world of storytelling and the connection that it brings.

Personally, I’ve pretty much gone “Hell yeah!” to anything creative and I've cried at Christmas adverts for about six years straight.

@ashleyofguz

Three words to describe myself: inquisitive, courageous and creative. I have a strong interest in film and music, however, my professional background is in curating events and doing space design. I had a go at a couple of different things such as ideation, video editing, content creation and entrepreneurship. With all those interests and skills, I am now ready to pursue my career in advertising.

@kutchha

I am an interactive media creator, working in video, graphics, animation, and music. I have a vision and I find a way to make it come to life. I learn quickly, and I don’t like to be put into a box. I have a good work ethic and a strong sense of community. I'm a human going through a human experience and I wish for people to respect and acknowledge this. I'm not a tool. I’m not a utility. I'm a person.

@Benvolio2000

Chibuikem ‘AyChibs’ Akata is a multi-faceted creative from Hackney, who uses his work to express himself and tell stories through mediums such as visual art and music. Chibs is also the founder and Creative Director of A Bit Of Everything (ABOE), a freeform creative studio dedicated to connecting with artists and brands through projects and unique experiences, promoting authenticity and collaboration throughout their work.

@AyChibs
@aboeworldwide
Hi, I'm Csaba (It's pronounced Chaba, and it's never spelt correctly in Starbucks). I'm a graphic designer who likes to colour outside of the lines on purpose. I take inspiration from anything that is around me. My goal is to create work that matters and has an impact.

@csabadomboroczi.design

Having described herself as a "creative visionary and vessel," Ebika Pinneh aka Atlas Rome is a strong-willed ideator, illustrator, writer and innovator who believes in placing purpose at the forefront of her thinking. Highlighting many social issues such as gentrification and disillusion in the workplace, Pinneh has a grasp for presenting a resolve in a way that unites, educates and creates conversation.

@aatlasrome

I'm a self-taught designer/illustrator with a Helvetica tattoo (yes, I am that dedicated), who has accidentally ended up with a marketing background. You can count on me to design you a poster and write a pretty funny tweet.

A picture paints a thousand, so follow me on Instagram.

@ellenjane_ldn

Luke is a Creative Director for global brands and music artists. He creates experiences that consume people through a story-centric approach that is sincere and striking. Luke has worked with clients such as Lady Gaga, Nike, Belvedere Vodka, Harrods, Bebe Rexha, Virgin, RAYE and Griff.

@lpjmccabe

I'm a creative thinker and writer with design skills. I care about communicating effectively and creating things that solve a problem or provide value.

@lucyprda
MEET THE SHIFTERS

I am passionate about all things visual – from visual effects to lighting and animation. I pay close attention to detail, to the point where I want my shots to be so pretty they could live as stills. I have developed a great sense of timing when it comes to editing, and have an understanding of the vibe for a project or a brand. I would love to work in the visual area and bring my abilities to the table.

I'm Mar. As a five-year-old, I started my own popcorn business – delivering the freshest popcorn on my tricycle to neighbours in my apartment complex. I guess that's creative? Now I love music, art direction and thinking BIG. Can't wait to see where my heart and brain take me.

I can’t write bios but I can think, write and do creatively. I love working with people and making work that challenges me. My goal is to write and direct. In the past two years, I was selected as Director for three BFI Film Academies with my films screened at BFI Southbank and Stratford Picturehouse. My film 'Listen' has been nominated for Best International Film and Best International Screenplay at Next Film Festival, Odense.

Hi, I'm Phoebe! I'm a multidisciplinary creative with a background in film production, currently working as an editor and producer, helping turn stories into visual formats, for visual learners. I'm curious about all things creative and looking to develop my skills in the advertising world. Interested in junior creative positions and creative producer roles. Here to prove a jack of all trades is a good thing.

I like to think of myself as quite an inquisitive individual. I always aim to produce rewarding work, work I can look back on and be extremely proud of. From a young age, I have been intrigued by marketing and I am now very passionate about branded marketing – to see how brands build a campaign from the ground up truly captivates me, as well as the intricate research that goes into these brands’ activations.
MEET THE SHIFTERs

I am a multidisciplinary artist with a strong background at the intersection of music, art and fashion. Having been at the forefront of youth culture in various forms, I aim to use my artistic nature and cultural awareness to enrich the commercial creative landscape, as well as using my own creative endeavors to challenge thought and existing ideologies, whilst encouraging multidimensional thinking.

@narxldn

I am a 24-year-old collagist from Birmingham. I believe collaging is a limitless medium with space to create and showcase an endless amount of stimulating narratives, creating an entire story through images on a page.

@S4fire

A multidisciplinary designer from South London with an interest in graphic design, prop design, motion graphics and film editing. I’m mostly self-taught with a strong enthusiasm for learning, collaborating, and utilising design as a tool to better society and connect communities.

@sukyella

Tarrine Khanom is a rounded creative, with her hand in every cookie jar. Her viewpoint is through poetry and digital art. Through her written work, she reminds women and others of their power, creating a space that challenges notions of our societal and cultural infrastructures and any other bullshit. Delivering a message through words to sink you in and to question.

Her art has elements of intellectual open-mindedness and often takes a free-flowing multimedia form. Her work ranges from painting, drawing, photography, collages and more.

@tartine__
MEET THE SHIFTERS

SUKYELLA
LUKE
K. L. ARCHIBBS
CSA
LUCY
RUNA
REN
ASHLEY
ANN
SAF
MOEBE
SHARRYN
KUTCHA
ATLAS
BEFORE SHIFT

These proactive creatives were already changing the game when they applied to be on Shift. Here’s some of the work they made outside of the programme.

PEGGY POLLARD

Struggling Artist
The bouncer wouldn’t accept my artistic license at the door. He told me to take my wispy, maudlin words somewhere else. I explained that I am an artist.

But it sounded more like “mmmmnissamm’tsbyouuuillloocckk!!”,

I don’t think those cocktails helped my case.

Or the fact that my skirt had hidden up so you could see my knickers from Marks and Spencer.

They were Christmas editions.

SUKYELLA RANDLE-CAPREZ

PHOEBE LANGLEY GUSSIN

TARRINE KHANOM

LUKE MCCABE

RENALDO OTOO

MAR DIEZ

SAFIYA A FARAH

NIGHTHAWKS

RUNAKO BEDEAU
We are Tired: A Necessary Rant To The Fake “Woke” BLM Advocates

I’m tired. Janelle is tired. Ms. Union is tired. Black women stay tired. It is a constant battle having to stand up for yourself and the rest of your people, only to be berated and silenced by the same people who claim to have solidarity for you.

In light of the black lives matter movement, I’ve seen various people from different backgrounds come forward to protest and show concern for the lives of the innocent black people, killed under our unruly justice systems. Yet our own people fail short of being true activists. Now that this “frenzy” has died down, I believe it’s time for me to bridge the gap in my rhetoric, and address the reality without any meaningless euphemisms. It’s time you know how I really feel about all of this.

White people, you’re up first. I’m sure my tone will be of no surprise to you. As a black woman talking to you via this article, I am free to be as “outrageous” and “dramatic” as possible, without hearing your ridicule. So soon! at the screen all you want, I’ve already felt the pain you’ve caused me.
EPIDEMIC SOUND IS A MUSIC AND SOUND PLATFORM THAT BELIEVES EVERYONE SHOULD BE ABLE TO CREATE AND USE MUSIC WITHOUT COMPLEXITY. THEY EXIST TO FUEL THIS NEW PARADIGM, RADICALLY.

VIRTUE TASKED THE SHIFTERS WITH A BRIEF TO PUT EPIDEMIC SOUND ON THE MAP AS THE LEADING PARTNER FOR CREATIVE ARTISTS AND MUSIC CREATORS.

IN COLLABORATION WITH

VIRTUE
INSIGHT
Collaboration produces finer innovation. For creators, this is made possible when they’re a part of a growing community.

IDEA
In order to position Epidemic Sound as the facilitator and home of a creator community we created EPIDEMIC CONNECT.

EXECUTION
A ‘members-only’ digital space for producers and content creators to collaborate, network and build community. There will be in-person events, launching in London, which will include installations, creator challenges, live demos and talks to champion the power of collaboration.
Content creators face multiple barriers that limit their expression and prevent them from breaking into the creative industry.

We address this through an online portal to help creators to access the next level of their potential. Epidemic Rising will be a platform that facilitates access and education, making Epidemic Sound the go-to for the next generation.

An online platform for emerging creatives (16-25 year olds) on the Epidemic Sound website that is both educational and provides an opportunity for expression. A discounted subscription allows networking, peer and professional portfolio feedback, discount codes, film competitions with partner brands and more, which will provide gateways for emerging creatives to break into the industry.
VIRTUE

INSIGHT
Everyday sounds in life come to represent something to the listener, affecting their emotional response to each sound. This is all purely based on our memories, so we want to showcase that.

IDEA
Championing imagination through sound, we'll create a range of live and social amplifications engaging and educating our audience into understanding how important and personal sound is when used in conjunction with their everyday experiences.

EXECUTION
We'll launch a competition challenging content creators to tell their story through sounds only by using Epidemic Sound. The winners will be exhibited at 'Epidemic Sound - The Exhibition'. This will take place at the Tate Modern in London with the intention of demonstrating the power of immersive sound. This exhibition will tour cities in the UK, US & Canada. Each story told by sounds from the Epidemic Sound Library will create a unique audio-visual immersive experience.
VIRTUE

INSIGHT
Music provides clarity for artists and plays an important role in a huge range of creative artforms.

IDEA
Show how music inspires other creatives, demonstrating how it can take them from a blank page to a completed masterpiece.

EXECUTION
“Creative clarity through music.” Through Highlighting the power Epidemic Sound’s music library has to get us out of our creative ruts, we developed a campaign to let stock music consumers know that epidemic sounds is a stock library with music far from basic and boring, but actually the missing piece to their content creations. This is demonstrated through a video advertisement reflecting on this creative exchange alongside posters showing influential creators, such as directors Quentin Tarantino and Christopher Nolan, and make-up artist Pat McGrath, all of whose work is very led by music.
INSIGHT
Content creators underestimate the importance of sound in their creative process.

IDEA
Highlight the importance of sound and the impact it can have in entertainment, while positioning Epidemic Sound as the place for creators to go.

EXECUTION
“You make them look. We make them listen” – a campaign showcasing how transformational good audio/music can be for visuals. We demonstrate this by enhancing dull content with great music and soundtracks, and by taking iconic images like the Mona Lisa and asking the question, “What does the Mona Lisa sound like?”
Adidas have the opportunity to tell the story of who they are, what they stand for and how they co-create with their community of creators. Through their retail spaces as well as their digital and social media ecosystems, Adidas have the opportunity to connect with local communities at the heart.

The Shifters were challenged with a brief to connect Adidas’ digital and social media platforms to its retail stores, positioning local communities at the heart.

Brief #2

In collaboration with Adidas

Connect Adidas’ digital and social media platforms to its retail stores, positioning local communities at the heart.

BRIEF #2
Gen-Z and Millennials want social change but they don’t trust politicians to provide a solution. They are less optimistic about the future, but increasingly believe they can shape it.

We want to transform adidas stores into a community space where we tackle the impossible. They will be spaces where local communities can push for the change they want, not what people who don’t live locally think they want. We’re offering the space for those who are confident, collaborative, courageous, ask questions, are obsessed with progress and forging new paths.

We plan to create a space for young people to speak about the issues that matter to them and ideate how to solve them live and direct in the adidas stores.

A locker room is a place for athletes to strategise and prepare before a game. Using this concept we’ll redesign adidas stores to mimic strategic rooms across the world. Partnering with NGOs and local charities that have been longterm advocates for the topic we’ll be discussing and working to solve.

We’ll hold a series of live debates and online discussions in the locker room installation hosted by athletes, celebs and influencer talent like Ian Wright and Elz the Witch.
INSIGHT
Having a space to work is a universal need.

IDEA
We want to reimagine the traditional retail space and give young creatives a seat at the table, positioning adidas stores as the creative hub of the communities they reside in.

EXECUTION
This will be achieved through a campaign to use adidas stores as retail and coworking spaces, allowing people to collaborate in the spaces and directly involve the creative community into the adidas ecosystem.
INSIGHT
There are multiple barriers that prevent women getting into sports, including lack of representation and lack of confidence.

IDEA
Remove these barriers by creating a campaign that highlights women playing sports at grassroots level to show other women that participating is achievable and fun. We want to position adidas as the “Brand of Tomorrow” by empowering adolescent future stars, improving the ecosystem around them and guiding them towards the world’s stage.

EXECUTION
“I play rugby, so can you” – a campaign that highlights grassroots level female rugby players, which encourages other women to try rugby. The execution involves the young athletes writing letters from their future selves at the peaks of their illustrious careers.
The LGBTQI+ community faces barriers when it comes to taking part in sport.

Inspired by London’s desire for authenticity and its ethos of inclusivity, KICK-OFF shines a spotlight on LGBTQ+ lives in sport through a community-led campaign that utilises combined digital and in-store experiences. It comprises a four-legged approach: exposure, protection, education, and sustainability.

These integrated experiences embrace the community by: giving athlete’s unheard stories exposure; creating safe spaces for anybody to gain access to sport; educating the wider public on what the community currently faces and what they’ve already managed to achieve; and building sustainable relationships with local clubs and organisations.
INSIGHT
There is an unaddressed tension between the original community and the new community of Brick Lane. Whilst ongoing gentrification increases the tension, the one thing these groups have in common is history.

IDEA
Community Originals: a hybrid of digital, social and retail experiences that support the local community by exploring the tragedy of gentrification through reimagining the retail experience. This is a step into authenticity, with a goal to change the course of history by raising awareness and introducing paid partnerships with local talent from low social-economic backgrounds, who are most at risk to the adverse effects of gentrification.

EXECUTION
The store will be redesigned into a minimalist space that uses scent and sound to take visitors on a journey through history. The space will feature trainer time capsules, a directory of locally owned and family run businesses, and an exclusive capsule collection in collaboration with a local designer. Digital activation content includes films about local heroes and a digital photo memory zone for people to upload pictures from the past with mini stories attached.
AMASSING OVER 3 MILLION FOLLOWERS COLLECTIVELY ON SOCIAL MEDIA, PENGUIN AREN’T SHORT OF AUDIENCE ENGAGEMENT – BUT WHAT’S LACKING IS A SPECIFIED PLATFORM FOR YOUNG PEOPLE (AGED 14-18), WHO ARE OLD ENOUGH TO HAVE SOCIAL MEDIA ACCOUNTS, BUT TOO YOUNG TO BE READING ADULT TITLES.

THE SHIFTERS WERE CHALLENGED WITH A BRIEF TO ENGAGE A NEW GEN Z AUDIENCE WITH THE PENGUIN BRAND, BOOKS AND AUTHORS THROUGH A SOCIAL MEDIA LAUNCH CAMPAIGN. THEY WERE GIVEN A FEW HOURS TO RESEARCH AND IDEATE AND PITCHED BACK TO THE CLIENT ALL IN THE SAME DAY.
INSIGHT
Gen Z are consuming snappy and relatable digital content.

IDEA
Remind them of how fun it is to get lost in a book again through emotive and witty content on Penguin's social platforms.

EXECUTION
Create a fun and engaging tone of voice for Penguin that can be used on TikTok & Twitter. Focusing on the platform where young adults spend their time, TikTok, this idea aims to reimagine the face of Penguin Books and create a brand that teens can relate to. The campaign would start with memes and book highlights so teens start paying attention, and in the long run begin to read books.
INSIGHT
Millennials use social media to consume content, Gen Z uses it to create content.

IDEA
Introducing Penguin Playground, a new TikTok channel for Penguin that engages the audience by creating content that encourages them to join in using formulas of popular TikTok trends.

EXECUTION
Through this platform we’ll run the BEHIND THE BLURB campaign, where celebrities have a go at rapping a summary of their favourite books, which is then posted on the Tiktok. In turn, users can stitch it with their own lyrical versions of the blurbs. FIRST LINE DUETS will make authors read their book’s first line and users can act it out through the duet feature.
INSIGHT
- Gen-Z consumes most of its content visually
- Gen-Z use social media to find their books
- Studies have shown visual content can rack up views
  online 94% higher than words alone
- Book publishers don’t market themselves like record
  labels do their artists or film studios do their movies

IDEA
Introducing STORY+TELLER
1. Elevate Penguin stories visually by creating animated trailers
2. Authors give a deeper insight into the meaning of their books

EXECUTION
Story content:
- We’ll create visuals to match
  the stories, acting as trailers for the books. This will also be released
  on YouTube and shared across Instagram, Twitter and TikTok.
- We will also encourage Gen-Z to create their own visual stories via
  TikTok and share the best ones across Penguin’s platform

Teller content:
- We’ll interview Authors to learn the meaning and intentions behind
  specific scenes in their books
- This content will also live on YouTube
  but snippets will be shared across Instagram and Twitter
- We allow users to contribute their opinions and interpretations with
  the stitch and duet functions on TikTok
INSIGHT

During our research, we discovered that 26% of Gen Zers don’t enjoy reading, so to tap into that 26% we would tap into FOMO (Fear of Missing Out) amongst young teens. Our insight was that people want to be able to laugh along with a joke, even if it was with a brand (Amazon Prime’s thirst tweets for Adam Driver being one of our examples).

IDEA

Taking inspiration from numerous drill artists and the comedic satire approach of Munya Chawawa, we’ll create a new digital brand persona for Penguin.

EXECUTION

With the intention to “make reading trendy”, the brand persona (Lil Peng) would generate diss-tracks and comedic videos mocking characters from Penguin Books. Through viral collaborations with drill artists and on-trend celebrities, Lil Peng would induce a yearning to start reading so the young people can laugh along with the jokes and not feel FOMO.
Books in Brief aims to encourage young people to read by exposing them to snapshots of the synopsis in a sensationalist tone. We aim to use short clickbait ads with unbelievable headlines to challenge the audience to ask if the advertised storylines are real news or if they are the plot of an exciting new book?

Our clickbait-led campaign aims to spark curiosity in young readers, allowing them to recommend books to each other through different social platforms. For example TikTok.

We also decided to make it an interactive map where you can find books and authors from your local area and all over the UK. Once you tap on a county/borough it will show you the books/authors from that area.

This is a way to reach more YA and to be more personal and accessible to them. The main issue with resources is lack of accessibility and knowledge so we want to help with that.
WHAT’S NEXT

We have given the Shift group knowledge, honed their skills, and built the resilience needed to thrive in the industry. But in order for D&AD Shift with Google to succeed, we need you, the industry, to offer the next steps. We’re looking for paid job opportunities for the class of 2021 & our alumni.

WE’RE LOOKING FOR PAID PLACEMENT OPPORTUNITIES.

To ensure we continue to nurture and support this new talent, we’re setting some guidelines for these placements.

THE TIME

Placements are ideally 3 months, but we ask for a minimum duration of 4 weeks.

THE MONEY

Shifters must be paid a minimum of London Living Wage, £10.85/hour.

THE SUPPORT

For some of the Shift group, this may be the first time they’ve worked within an agency environment. So it’s critical to have a mentor within the company – a single point of contact that they can turn to during the placement period. We recommend the first week of the placement be shadowing. D&AD are on hand to continue to support our Class of 2021, as well as advise host agencies with placements. For other Shifters, they may be above placement stage and eligible for junior & mid-weight roles. We advise you to take this on board on a case by case basis.

If you are interested in offering placements to our Shifters please contact our team at shift@dandad.org or contact the Shifters directly.
WHAT’S NEXT

WE’RE LAUNCHING SHIFT SELECT & SHIFT STUDIO.

We recognise that not all opportunities arise straight off the back of the initial night school, so we have recently created Shift Select, an additional month of on-the-job learning where Shifters can specialise in a pathway (Design, PR, Advertising) and learn with our agency partners including Superunion, ENGINE Mischief, and Iris. We hope to announce more pathways shortly.

2022 will also see the introduction of Shift Studio, an industry led learning experience that will enable the global Shift alumni to continue to develop their portfolio through guided brief responses.

Shift Studio is about bringing new creative perspectives, lived experiences and authentic approaches to tackling business and societal challenges working directly with in-house teams at brands including Google, Disney, giffgaff & Here Design.

If you are interested in offering placements or setting briefs as part of Shift Select and Shift Studio, please contact paul.drake@dandad.org and sammi.vaughan@dandad.org.
THANK YOU

D&AD Shift with Google relies on support from the whole industry. We’re grateful to London’s creative industry for giving up their time to advise and support the programme, attend the sessions, and teach the Shift class.

IN COLLABORATION WITH

AGENCIES

Alleyne&
Analog Folk
BBC Creative
Brand Advance
Clubhouse
Design Bridge
Diageo
Futerra
Huge
Innocent Smoothies
Iris
Lucky Generals
McCann
Media Monks
Metallic Inc

Mischief PR
Ogilvy
OLIVER
Phantom
Platform13
POCC
Publicis Sapient
PwC
Riposte Magazine
RSA
Saboteur
Sky
Superunion
The Elephant Room
The Romans PR
VMLY&R

To support Shift as a speaker, host, mentor or offer a placement, contact Paul Drake at shift@dandad.org

To set a brief for the Shift 2022 class or sponsor the programme, contact Sammi at sammi.vaughan@dandad.org
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