

ON POINT

COURSE PRESENTERS



Nikki McKelvie - Managing Partner, DDB

Nikki is currently Managing Partner at DDB where she has worked across key clients including The Warehouse, Warehouse Stationery, Sky, Lotto, Coca-Cola Amatil, and Ecostore.

Prior to joining DDB, Nikki was Client Service Director at Ogilvy, where she led a large brand/FMCG portfolio including Kiwibank, L&P, Coca-Cola, and Sanitarium.

She has also held account service roles at Saatchi & Saatchi, M&C Saatchi, plus a stint in the film world.

Before she found her home in advertising, Nikki was a journalist and then held marketing roles at publishing companies in NZ and the UK.

Nikki is passionate about developing new and innovative ideas that transform business results.

She is energetic, honest, hard-working, and importantly knows how to harness momentum across a large agency.



Shane Bradnick - CCO, TBWA

Shane has more than 20 years industry experience. Starting as an Art Director at DDB and then TBWA South Africa, before immigrating to Australia to join M&C Saatchi Sydney, and then to Australian Agency of the Decade, BMF.

In 2013 he moved to New Zealand to join DDB as Executive Creative Director in Auckland, and then became Chief Creative Officer at TBWA New Zealand, which he now considers home.

Shane has been lucky enough to work with some of the best brands in the world. Internationally and locally, he's loved creating famous and effective work for McDonald's, Speight's, Steinlager, Lotto NZ, BMW & Mini, Cadbury, SKY TV, Westpac, and many more.

Shane has won over 200 awards at international and local shows, including Cannes, D&AD, Spikes, One Show, AWARD, Axis, Effies, Webbys, and the Facebook Awards. He has also been named one of the best Art Directors and Executive Creative Directors in the world by The WON Report, and has consistently been a Campaign Brief Top 3 ECD.

Outside of advertising, he lives a rather quiet life with a very patient wife, two less-than-patient sons, and an orange bitey cat named Steve.

ON POINT

COURSE PRESENTERS



Lucinda Sherborne - Head of Planning, DDB

Lucinda has been leading the planning charge at DDB for just under 8 years.

Since beginning her career at BBH London, Lucinda has spent 25 years in the offices of The Leith Agency (Scotland), Young & Rubicam, Colenso BBDO and Saatchi & Saatchi building a strong strategic and creative planning background with business change at its heart.

Lucinda believes that planners need to be 'human provocateurs' and that keen insight into human nature gives us the power to create ideas that provoke people to feel and see something in brands they haven't done before. Because if we don't, nothing will happen. It's this belief that has helped to inspire some of the most distinctive and effective campaigns in this country.

With her at the strategic helm, DDB held onto the title as New Zealand's Most Effective Agency between 2012 and 2014.

She is currently the Chair of the New Zealand Effies and has been selected to judge the 2015 Cannes Lions Effectiveness Awards.