

# Lorenzo Bennassar

Multidisciplinary Creative Direction

Every brand has a “why”. The single characteristic that dictates the direction that brand is heading (without it, it’s just a logo, not a brand).

My job is to help define that “why” and find the most attractive and compelling way to communicate it to the world.

## Introduction

After 10+ years working in some of the best advertising agencies around the world, I started my multidisciplinary career in fields like events, graphic design, motion graphics, online design, ephemeral architecture, brand communication research & development and creative strategy.

In 2006 I became Chief Creative Officer of the [Andalusian Information Society Plan](#), the biggest online social project yet to be funded by the European Economic Community.

Since 2014 I’ve also been freelance creative director for big format immersive events (mostly 3D mapping of up to 900 m2) in Doha, Abu Dhabi and Istanbul.

I speak fluent Spanish, French, English, Italian and Portuguese.

## Career

2014 - Creative Director, [LorenzoBennassar.com](#).

2013 - Founder & Creative Director, The Heart Corporation Brazil.

2012 - Creative Director for the Havaianas World Brand Book, Touch Branding Brazil.

2009 - Creative Director, Below Research & Development by Lorenzo Bennassar.

2006 - Founder & Chief Creative Officer, Andalucía Lab Com.

2004 - Founder & Creative Director, The Brand.

2001 - Founder & Creative Director, A Happy Day.

1998 - Creative Director, Bennassar & Co.

From 1988 to 1998 I worked in McCann-Erickson Spain, Dentsu Spain, Saatchi Spain, DDB Chile, Ogilvy Milan, Ogilvy Worldwide New York, starting my career at Chiat/Day New York.

## Awards & Recognitions

My work has been featured in 14 countries from 5 continents, as well as several magazines and television interviews and has received many awards, among which I would like to highlight the **Honorary Award by the University of Valladolid** and 4 nominations to the [Spanish National Design Award](#), the highest achievable recognition to design and art direction by appointment to his majesty King Felipe VI of Spain..

## Clients

Throughout my career I have worked for some of the biggest brands in the world (like Masdar, Coca Cola, American Express, Philip Morris, Reebok, Fiat, Ford, Opel, Toyota, P&G, Mondelèz, KFC, Heineken, Colgate, Johnson & Johnson, Diageo, Repsol, Playboy, Canal+, Sony, Nokia, Vodafone, British Airways, Barclays Bank, BBVA Bank, Santander Bank, Forbes Magazine, etc.) in almost all industry sectors for USA, Chile, Italy, Spain, Russia, Beijing, UK, Brasil, Qatar, UAE as well as European and Worldwide campaigns.

## Online data

Video channels ([YouTube](#) and [Vimeo](#)): 77.266 views

[Website](#): 12.279 visitors

[Blog](#): 9.786 visitors

[Behance](#) portfolio: 11.822 project views

[Slideshare](#) keynotes: 8.918 views

## Spanish National Design Award Support

I'm proud to have received the support from such renown professionals as

- Felipe San Juan. Head of Creative Agencies at Google.
- Francisco Diaz Ujados. Director of content, broadcast & production at Televisión Española.
- Mark Frankel. Executive Creative Director at Landor Associates San Francisco.
- Andrea Rolim. General Manager Brazil at Yum!Brands (KFC, Pizza Hut, Taco Bell)
- Rick Boyko. Member of the Advisory Committee of Business for Diplomatic Action, former Director at VCU Brandcenter & former Co-President Chief Creative Officer at Ogilvy
- Felix Vicente. President at McCann Spain & Southern Europe World Group Regional Director
- Angel Riesgo. Former President of DDB Spain
- Christian Reuilly. Executive Creative Director at Ogilvy Paris
- Damián Garcia Puig, General Manager at EIBulli Media by Ferrán Adriá
- Magda Salarich, CEO at Santander Consumer Finance
- Carlos Mez. Cabrera, Former CEO at BBDO Spain and former president of the Spanish Advertising Agencies Association.
- Estrella Morente, Renown Spanish flamenco artist.
- Javier Conde, Renown Spanish bullfighter.
- Hans Gissing, Renown American photographer.
- Charles Hendley, Renown British advertising creative.

Find out more at [premio.lorenzobennassar.com](http://premio.lorenzobennassar.com)

Other professionals that I have worked close to include:

**Photographers** Annie Leibovitz, Richard Avedon, Hans Gissing, Lois Greenfield, Nacho Pinedo, Xavier Guardans; **Film Directors** David Fincher, Paul Arden, Tomato UK; **Renown Creatives** Rick Boyko, Gordon Bowen, Parry Merkley, Bill Hamilton, Nick Cohen, John Butler, Mike Shine, Ty Montague, Christian Reuilly, Lluís Bassat, Charles Hendley; **Bullfighter** Javier Conde; **Chefs** Christian Escrivá, Ferrán Adriá; **Architect** G. Vazquez Consuegra; **Seville Mayor** Juan Ignacio Zoido.