

Intro
Swedish creative currently working with brands, artists and cultural institutions to ideate and craft experiences, identities and distinct narratives that generate value and brand love. With 14 years of experience from 3 continents, I've got to learn how to translate business into creative communication effectively. For the past 5 years I've Co-founded the former agency (Around You) in Stockholm. Now working independently on various projects.

Throughout my career, I have had the opportunity to create creative platforms, creative concepts brand identities and 360 campaigns for renowned brands

Samsung Mobile, Unilever
Mercedes-Benz, Coca-Cola, Comfort, VISA, Snickers (mars), TIER mobility, H&M, SEB (bank), Formula 1, Lancôme, Nike, IBM, UN Women, Mc Donalds, Skittles, Prudential, Comfort, P&G.

Creative Direction
Art Direction
Design Direction
Brand Identity
Graphic Design
UI/UX
Product Design
Branding
Strategy

Past Experience
Around You (co-founder/partner)
2020-2025

Ogilvy UK
Creative Director
2018-2020

BBDOImpact
Creative Director
2017

Forsman&Bodenfors
Art Director
2016-2017

M&C Saatchi
Art Director
2016

Ogilvy Singapore
Art Director
2014-2016

GREY Düsseldorf
Junior Art Director
2012-2014

Internships
DDB New York
JWT New York
AKQA London



Education
Miami Ad School, Hamburg
Art Direction 2009-2012

Cambridge, English
Advanced, 2008-2009

Sjölin's Gymnasium, Sweden
Economics 2005-2008

Jury participation
WPPed Cream Jury Member
London Internationals - LIAisons
The Webby Awards Jury

Tools
Keynote, Figma, Adobe,
Cinema4d, Ai-tools

Awards
Cannes Lions, D&AD, One Show,
Effies, Clio, London Internationals,
Guinness world records, Dubai Lynx,
Spikes Asia, Eurobest.

Resumé
Johnjohnskoog.com
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*for further details
and work, visit website*

Awards

Cannes Lions (Mobile) - Silver
D&AD (Film) - Graphite Pencil
D&AD (Digital Marketing) - Graphite
PencilD&AD (Film) - Wood Pencil
ID&AD (Digital Marketing) - Wood
PencilD&AD (PR) - Wood Pencil
D&AD (PR) - Wood Pencil
One Show (Entertainment) - Silver
One Show (Direct) - Bronze
One Show (Entertainment) -
BronzeSpikes Asia (Digital) - Bronze
The Webby Award - Online Film & Video,
Unscripted
The Webby People's Voice Award -
Online Film & Video, Unscripted

Cannes Lions (Cyber) - Shortlist
Cannes Lions (Direct) - Shortlist
Cannes Lions (PR) - Shortlist
One Show (Film) - Merit
One Show (Interactive) - MeritOne
Show (Event Live Web) - MeritOne
Show (Live Events) - Merit
One Show (Event Comp) - Merit
Guinness World Records - Duracell

Cannes Lions (Cyber) - Silver
Cannes Lions (Integrated) -Silver
Cannes Lions (Cyber) - Bronze
Cannes Lions (Promo) - Silver
D&AD (Direct) - Wood Pencil
Clio (Social Media) - Silver
Clio (Branded Content) - Bronze
Clio (Branded Content) - Bronze
One Show (Film) - Merit
One Show (Branded Entertainment) -
MeritOne Show (Branded
Entertainment) - Merit

Cannes Lions (Film) - Shortlist
Cannes Lions (Branded Content) -
ShortlistCannes Lions (Branded
Content) - Shortlist
Cannes Lions (Design) - Shortlist
Cannes Lions (Direct) - Shortlist
Cannes Lions (Media) - Shortlist
Cannes Lions (Cyber) - Shortlist
Clio (Film) - Shortlist
Clio (PR) - Shortlist
Cannes Lions (Outdoor) - Silver
Cannes Lions (Film) - Bronze
London International Awards (Branded
Entertainment) - Bronze
Clio Branded Content - Silver

Spikes - Film Craft - Grand Prix
Spikes - Film - Gold
Spikes - Film Craft - Gold
Spikes Film - Silver
Spikes Integrated - Bronze

Cannes Lions Media - Shortlist
Cannes Lions Direct - Shortlist
Cannes Lions Promo & Activation -
ShortlistSpikes Media - Shortlist
Spikes Media - Shortlist

WPP Wpped Cream Highly Commended
Cannes Lions (Outdoor) -
ShortlistCannes

Future Lions - Finalist
Cannes Future Lions - Finalist
Miami ad school - Photography winner
(Miami, LA, Hawaii)