

Lorenzo Bennassar

Multidisciplinary Creative Director



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 graphic design, motion graphics, online design, events, ephemeral architecture, brand communication research & development and creative strategy.

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

In 2017 I gave a [TEDx talk](#) at the Seville University.

My work has been featured in 14 countries from 5 continents and has earned me 4 candidacies 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.

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

Career

2014 - Founder & Chief Creative Officer, [LorenzoBennassar.com](#).

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

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

2009 - Founder & Chief Creative Officer, Below R&D by Lorenzo Bennassar.

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

2004 - Founder & Chief Creative Officer, The Brand.

2001 - Founder & Chief Creative Officer, A Happy Day.

1998 - Founder & Chief Creative Officer, 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 the year before it was named “Agency of the Decade” by Advertising Age.

Awards & Recognitions

My work has been featured in several magazines and television interviews and has received many awards, among which I would like to highlight the Honoric Award by the University of Valladolid and the 2010, 2011, 2015, 2016 and 2017 nominations for Spanish National Design Award.

Clients

Throughout my career I have worked for some of the biggest brands in the world (like 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 as well as European and Worldwide campaigns.

Online data

YouTube Jonhson & Jonhson commercial: 3,500,000 views (in 1 month)

Video channels (YouTube and Vimeo): 77,266 views

Website: 12,279 visitors

Blog: 12,443 visitors

Behance portfolio: 12,747 project views

Slideshare keynotes: 8,918 views

Google for "Lorenzo Bennassar": 9,400 unique results

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 and Former Director at VCU Brandcenter & 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 Reully. Executive Creative Director at Ogilvy Paris
- Damián Garcia Puig, General Manager at ElBulli 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 lorenzobennassar.com/premionacional

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 Reully, Lluís Bassat, Charles Hendley; **Bullfighter** Javier Conde; **Chefs** Christian Escribá, Ferrán Adriá; **Architect** G. Vazquez Consuegra; **Seville Mayor** Juan Ignacio Zoido.