
Category**Industry Leader of the Year**

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Name of nominee**Nick Garrett**

Nominees organisation**Clemenger BBDO Melbourne**

Nominees job title**CEO**

In no more than 500 words, please set out the key achievements to date of this leader.

Nick Garrett arrived at Clemenger BBDO Melbourne in November 2015. He joined from Colenso BBDO in New Zealand where over a five-year period he'd transformed an agency of 60 people into an agency of 160 & championed Commercial Creativity. During Nick's tenure, Colenso was twice named Global Agency of the Year by the Big Won report & were recognised as the most effective Agency in the World by WARC.

Nick arrived in Melbourne to an agency that hadn't had a CEO for 15 months and lacked business leadership. Clemenger BBDO Melbourne was a successful "brand" agency that had grown and developed substantially in the previous 7-8 years, but hadn't evolved its offer or future-proofed the business. Nick's ambition was clear:

1. Build capability beyond classic advertising
2. Expand the offer to incorporate a significant interactive, customer experience, CRM/Direct, shopper marketing, experiential, social marketing, and content production capability.

3. Make the agency “pitch fit” to re-ignite a new business focus.
4. Redefine the competitive set and bench-mark Clemenger BBDO Melbourne against the best global competition.
5. Bring in a new breed of agency leadership reflecting the skills and experience of the redefined agency offer.

As a result, Clemenger BBDO Melbourne today is very different to the agency that Nick walked into two years ago. In the last two years, he has successfully fulfilled every objective.

In 2017 Clemenger BBDO Melbourne was Agency of the Year at Cannes and D&AD, and APAC Agency of the Year at the AME's and Tangrams. Nick achieved this by putting interactivity at the heart of all Clemenger's work, driving an amplification agenda & adopting a new collaborative spirit with agency and media partners.

The agency's new capabilities have also helped them grow from 150 to 300 people, win a slew of new business, drive organic growth from its existing client base & in 2017 register the most profitable year in their 71-year history. Clients are buying Nick's vision for an integrated offer and the ability to build bespoke teams to suit any need.

Nick's focus on high-performance outcomes has also seen a change in agency culture. Turning good people into great ones with initiatives such as the establishment of Clemenger Recruitment (weaning the agency of its reliance on external recruiters and delivering better hires quicker and more cost-effectively), the foundation of the Unknow Academy (weekly training sessions and presentations that help the entire agency develop) & the introduction of 'Energy' (a wellness scheme that helps people perform at their best).

Significant structural changes in the last two years include the introduction of Project Directors to every Account team, an Operations Director who has helped radically change processes & ways of working, & a re-formed Exec team who've helped bed in Nick's change agenda.

Away from Clemenger, Nick plays an active role on the Communications Council Board, is a regular conference speaker, Awards judge and industry collaborator.

As testament to his success, Nick recently added Clemenger BBDO Sydney to his CEO responsibilities.

Please provide two testimonials, each one no more than 500 words. The jury will give particular weight to the seniority of the writer of the external testimonial. Testimonial 1:

In my opinion, Nick Garret is the best CEO in the business. Having had the privilege to work as his Chairman at both Colenso BBDO and Clemenger BBDO Melbourne I have seen first-hand his ability to inspire, lead, and transform. He is passionate about driving change and progress and does so while fiercely championing (and protecting) his agencies creative product.

Leading two separate agencies to be crowned most creative Global agency by the Big Won report (Colenso won that accolade twice) is no accident. That is the mark of a leader who is clear on his mission, is passionate about the power of creativity and can inspire those around him to make it happen.

Throughout his time at both Colenso and Clemenger Nick has introduced new skills, new capabilities and new ways of working that deliver more integrated solutions for client's business problems.

His new business and commercial record is outstanding. In the last two years at Clemenger BBDO Melbourne Nick has been responsible for bringing in brands such as Google, Nike, and Airbnb. In 2016/17 Clemenger BBDO Melbourne won 17 out of 19 pitches and there were moments such as the Myer Digital pitch where Nick spearheaded the creation of *LogicalMagic* to take out the likes of AKQA and Isobar, that proved Clemenger's transformation from a traditional advertising agency to a modern communications business was real. Clemenger BBDO Melbourne is now a fully integrated offering, with one P&L that is built for the future.

A ruthless innovation agenda has seen Clemenger's interactive capabilities change beyond recognition too. From the partnership with Spongecell (programmatic tech being licensed to Clemenger Clients), the preferred agency status with Google and Facebook, and the Adobe and Salesforce trained Interactive Producer and Developer capabilities, Clemenger is match fit to compete with the world's best Digital agencies. Being left behind is one of Nick's great paranoias and his passion and progressive attitude is ensuring that Clemenger BBDO Melbourne won't suffer that fate.

But it's not all hard-nosed change. Nick possesses soft skills too with a focus on building collaborative cultures, helping develop careers and building teams that genuinely enjoy each other's company. While our business can be a transient one, particularly at the younger end, it's remarkable how many Colenso employees have left to further their careers in the US or the UK, and then returned two or three years later to the agency they say gave them the best times of their career. I fully expect the same to happen in Melbourne in the coming years and I credit Nick as the catalyst for that.

As you can tell, I am one of Nick's biggest fans. The success he has enjoyed is remarkable but ultimately comes down to his incredible work ethic and unrelenting pursuit of excellence. I can think of no more worthy winner of Industry Leader of the Year than Nick Garrett.

Jim Moser,

Chairman, Clemenger BBDO Melbourne and Clemenger Group NZ

As supporting material, you may supply up to five examples of the work. For images (jpegs), audio (audio files) or supporting documents (word doc or PDF), please drag and drop files into the box provided below (each individual file uploaded must be no larger than 5MB - max 5 files).

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

Testimonial 2:

Despite being small in stature, Nick Garrett is big on impact! In my eyes he is a world class agency partner and has helped me and my team in our ambition to be a world class marketing organisation. Interestingly, we both joined our respective organisations at similar times and in each other have found a shared ambition for transformation. Just as Clemenger BBDO Melbourne has been radically changing its capabilities and its focus, so we at NAB have been on a similar digitally-focussed transformation as we build towards being a bank of the future. There have been so many occasions where our shared needs have come together and we've co-jointly built a change agenda. Nick has an unrivalled passion for the work. He wants to drive change through creativity and good enough is never good enough for him. Pushing boundaries, surprising and delighting and making impact is what he strives for. As a custodian for our brand I couldn't ask for anyone better. And on top of that he's a genuinely nice bloke to be around. I greatly enjoy his company, respect his advice and value his opinion. We have grown from being great business partners to great friends. I have huge respect and admiration for the results Nick has driven at Clemenger BBDO Melbourne. To be crowned the best agency in the world at both Cannes and D&AD is as good as it gets. I've worked in agency-world before going client-side and that stuff just doesn't happen to Australian agencies. It's an incredible achievement and one that I don't think he has achieved enough recognition for. And to now see him be given responsibilities for the Clemenger Sydney office as well as Melbourne, that shows the value that Clemenger Group place on him. As far as I'm aware the two offices have never been joined before and so it takes a special someone to make that work. Nick is definitely that person. Nick Garrett is a brilliant Agency leader and I for one am delighted that his intellect and passion is being directed towards my business. Andrew Knott, **CMO, National Australia Bank**.

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Please upload a high res headshot of the nominee (files must be no larger than 5MB)

[Download File:Nick Garrett.png](#)

Please upload an EPS file of the nominees company logo (files must be no larger than 5MB)

[Download File:Clemenger_BBDO_CMYK.eps](#)

If i am successfully shortlisted, I agree to a face-to-face session with the Jury on May 23, 2018. Please ensure that this date goes into the appropriate calendar now, as inability to present will disadvantage the team.

Yes

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