

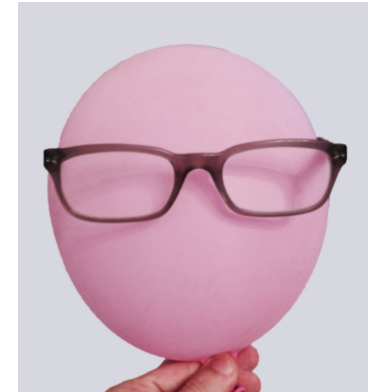
LUCA GRELLI

Writer - Creative Director - Cat person

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2023-2026	Chief Creative Officer SBAM Creative Agency Milan (Jakala Group)
2019-2022	Freelance Creative Director - Havas Japan (BMW, IKEA), Serviceplan (Apple O2), Anomaly Berlin (Rimowa) Scholz & Friends Berlin, Thjnk Hamburg (Audi), Futurebrand...
2016-2018	Executive Creative Director/Writer TBWA\Hakuhodo Tokyo (IKEA)
2014-2016	Executive Creative Director Saatchi & Saatchi Fallon Tokyo (Lexus, Bulgari, Zegna, P&G, Toyota)
2013-2014	Freelance Creative Director at BBH Shanghai, Anomaly NYC, Goodby NYC, Saatchi NYC, VCCP Berlin, Thjnk Hamburg, JWT Paris, TAXI Toronto etc
2011-2013	Creative Director Johannes Leonardo New York (Bacardi)

2009-2011	Freelance CD at W+K Tokyo, Razorfish NY, BBH NY, Modernista!, Leo Burnett Beirut, Scholz & Friends Berlin etc
2007-2009	Creative Director JWT/NewYork (DeBeers, Smirnoff,...)
2006-2007	Creative Director MFP New York
2002-2005	Creative Director Wieden+Kennedy Amsterdam (Nike)
2001-2002	Senior Writer TBWA/180 Amsterdam (Adidas)
1999-2001	Writer Wieden+Kennedy Amsterdam (Nike)

SHORT(-ISH) BIO

Milan-based digitally savvy ECD/Creative director with an international career that shaped me not only as a creative but as a person.

Born in Luxembourg, trilingual English-French-Italian, I started my global adventure in Amsterdam (mostly at Wieden+Kennedy on Nike), then worked in New York (Razorfish, JWT, Johannes Leonardo, Ogilvy...), Tokyo, Barcelona and - as a freelancer - all over the world (Taxi in Toronto, Sid Lee in Montreal; VCCP, DDB in Berlin, BBH in Shanghai, Leo Burnett in Beirut, JWT in Paris to name a few).

Because of my multicultural upbringing and because I worked with so many diverse people all around the world, I naturally developed an empathic understanding of local cultures and universal human behavior that I always apply to my work - from long term global brand building work for IKEA to local campaigns for brands in countries commonly perceived as challenging to grasp, like Saudi Arabia or Japan.

Throughout my career, since well before the “Skip Ad” era, this has allowed me to put a strong focus on brands' cultural relevancy, helping global luxury, fashion, sports, automotive, design, telecom, entertainment and youth-oriented brands impact society and have a truly meaningful role in people's everyday life, by enriching it rather than interrupting it – often by seeking collaborations with local pop

and youth culture artists, or by creating online and “real life” experiences that people actually want to engage with.

As a result, my work has often transcended what’s usually labeled social, digital or traditional: from sports tournament to music videos, events, graphic novels, animated shorts, sticker albums, TV shows, video games, exhibitions, and social media experiments like the Super Bowl Mercedes-Benz Tweet Race, that blurred the lines between digital and non-digital, engaging people and their social networks in ways never tried before.

My love for people and cultures is closely matched by my passion for technology - I enthusiastically embrace it and experiment with it, but only as a tool to create emotional connections and experiences, not as a trendy gimmick.

If there's one thing that my journeys around the world taught me, it's that we might live in the age of tech and big data, but it's empathy, people skills and meaningful storytelling that will always rule the world.

My work has been showcased and awarded in major international publications and events inside and outside the advertising world, including The One Show, Effie Awards, Cannes Lions, D&AD, ADCI, New York Festival, Epica, Zoo Magazine, Annecy International Animated Film Festival, Torino Comics International Expo. And although nobody has given any official recognition to my cooking and barista skills – yet – my homemade gnocchis, Tiramisu and cappuccino are worth a try.