



Lewis Bish

Senior Copywriter / Creative Director / Kombucha Brewer



Hi, I'm *Lewis* 🖐️ I'm an anti-ordinary, multi award-winning, and hyper-strategic creative copywriter. I've been selling ideas, crafting copy, and winning pitches for over 15 years. Big agencies, tiny startups, in house – I've done it all.

My passion for writing and the power of words shows in every TV script, social-first campaign, or birthday card for my dog. Now, I have a portfolio of work I'm proud of: www.lewisbish.com (and a draw full of embarrassing cards.)

Outside of work, I'm into fermentation, or Zymology. The slow, patient process is a nice antidote to my social media addiction. I also like to create my own watches and (try) to restore vintage ones.

Get in touch if you need concepts, copy, or kombucha. I'd love to chat.

Whilst freelance, I've had the pleasure to work with some great agencies including **Ogilvy Paris**, **Monks**, **Digitas**, **VML**, and more.

A highlight was creating the first global brand campaign for **Perrier**, a **Nestlé** brand. I took this from concept to delivery, including attending the shoot.

Other clients include **Google**, **Boots**, **NYX**, **Hyundai**, **Nespresso**, and **Haleon**.

Freelance

Senior Creative Copywriter

June 2023 - Present



Perrier 'As Seen On The Terrasse' - the first ever global campaign for the brand.

Mojito is a startup web3 platform and studio. As Creative Director I pitched creative concepts to the world's biggest brands, winning projects with **Vogue**, **Feed The Children**, **Givenchy**, **Sotheby's**, and the **Milwaukee Bucks**.

For **Liverpool FC**, we created the world's first NFT-enabled football fan community and raised over \$1.5m in a single weekend.

Mojito
Creative Director 2021 - 2023



LFC Heroes Club was the first NFT-enabled football fan community.

As one of the first people to join the Unilever creative department, I worked closely with client teams to bring global and local briefs to life for **Dove**, **Dove Men**, **Comfort**, **Hellmann's**, and **Unilever**.

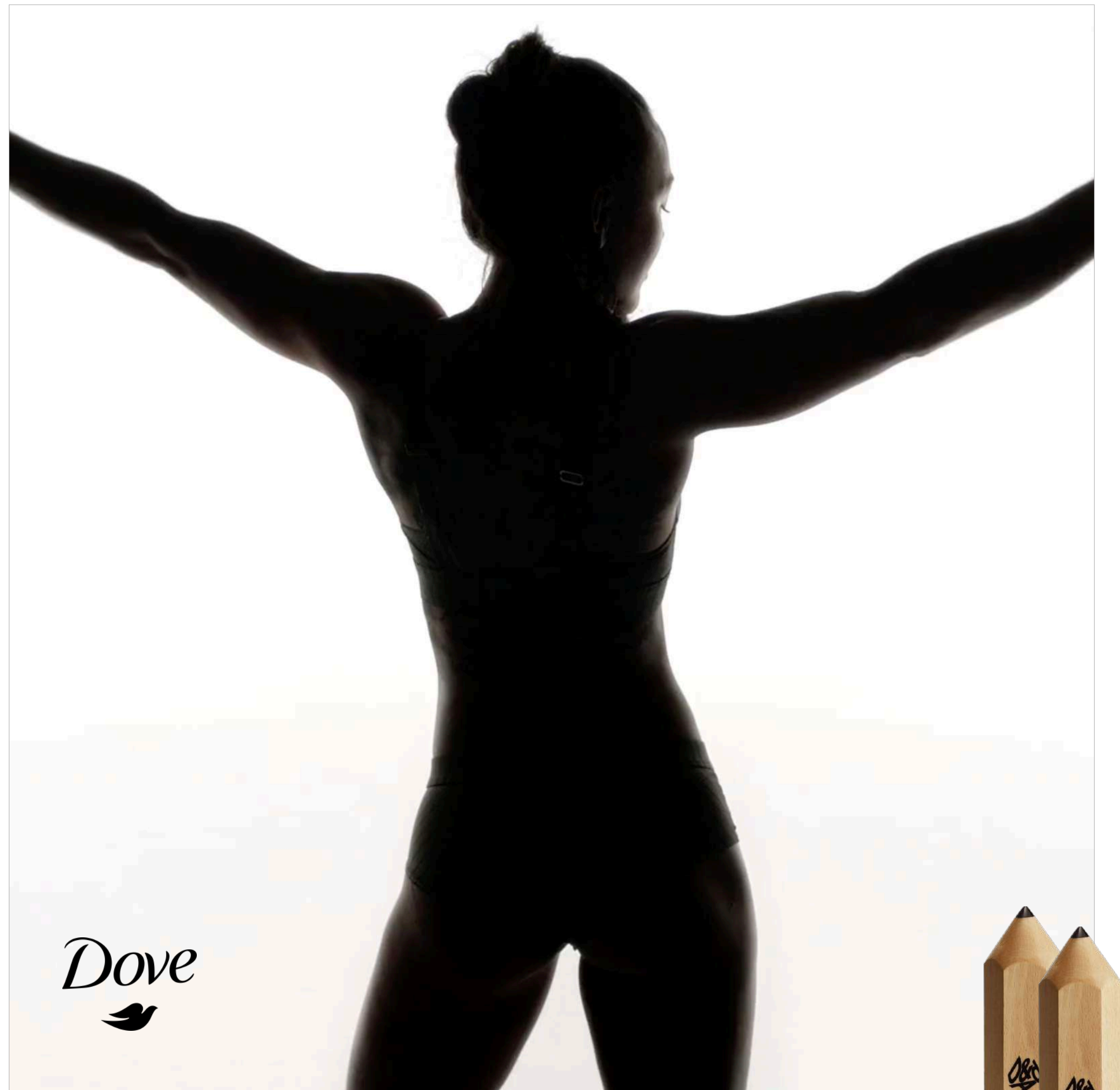
I played a central role in redefining these brands, most notably with a new brand positioning and purpose for Hellmann's (Make Tase Not Waste) and Comfort (Long Live Clothes). I won numerous awards for Dove, including two D&AD wood pencils for separate campaigns.

Pitch wins included Coca-Cola, ASICS, and more Unilever.

Ogilvy
Senior Creative 2014 - 2021



Long Live Clothes, the global brand purpose and integrated campaign for Comfort.



I worked on multiple product and brand campaigns for Dove, winning numerous awards.



Make Taste Not Waste – brand purpose and global integrated campaign for Hellmann's.

I started my career in direct and digital at RMG Connect, which turned out to be a great way to build your craft as a copywriter.

Soon after I joined, RMG was merged with JWT and we began creating fully integrated, 360 campaigns. It's here that I learnt from some of the legends of British advertising in both creative and planning.

We worked across their whole portfolio of iconic brands, including **HSBC**, **Nokia**, **Kleenex**, **Vodafone**, **Mazda**, **KitKat**, **Kenco** and **Aero**.

JWT
Creative Copywriter 2007 - 2014



Break From Gravity – from idea to space within 24 hours to hijack the Red Bull Stratos buzz.

Coca-Cola

UK Creative Team

£100 million+

Global

asics

Lead Creative Team

£9 million

Global

Unilever

Lead Creative Team

£1 million+

Global & Local

Notable Pitch Wins

Yes, it looks extra terrestrial, but brewing kombucha is a lot of fun. That gross thing is called a SCOBY, or a Symbiotic Community of Bacteria and Yeast. I thought explaining it might make it seem more appealing, but actually it's worse.

The best part is the second fermentation where you add flavour with fruits, spices, herbs, or anything you want to try. I'm now brewing about 8 litres per week for myself, friends and family.

I also love watches but hate the ones available, so I create my own. I buy parts and put it all together, or restore vintage market finds.

Passions

Kombucha Brewing / Watches

Weekends



www.lewisbish.com

lewisbish@gmail.com

+33 (0)764 392 652

Contact