



BEN WEIR CREATIVE

Portfolio

January 2026



SUMMARY



What am I?

I've been many things in my 20 odd years in the industry. The following pages chart the recent history of a multi-disciplinary creative and strategic problem solver.

Writing and film directing are where it all began, and I still love them both equally because they taught me the importance of a 'good story well-told'. I've taken this philosophy and applied it to conferences, events, activations, and importantly, brands.

For a creative, brand integrity is everything. Content is driven by how the brand thinks and speaks. Perception of the brand is defined by what it *does*. Consistency across thought, word, and deed drives consumer trust.

Applying my knowledge, skills and experience to make sure that there is consistency, that there is engagement, that there are results, is why I love doing what I do.

benweirdirector@gmail.com

M - 0422 806 577

www.benweircreative.com.au

<https://vimeo.com/benweir>

SKILLS

- CREATIVE DIRECTION
- BRAND DEVELOPMENT
- CONTENT STRATEGY
- COPYWRITING
- DIRECTION
- PRODUCTION
- SERIES DEVELOPMENT
- DOCUMENTARY
- BRAND STRATEGY
- POST-PRODUCTION
- DELEGATE EXPERIENCE
- KEYNOTE SPEAKING
- EXPERIENCE STRATEGY
- SHOW FLOW
- SPEAKER TRAINING AND MGMT
- LEADERSHIP & MENTORING
- PHOTOGRAPHY
- ILLUSTRATION

I've applied these in a number of areas – from film, video, and animation to opening moments, conferences, galas, awards ceremonies, exhibitions and launches... not to forget websites, socials, pre and post event comms campaigns. Oh, and large tenders, public events, brand redesign, and IPOs.

COMPANY

- GEORGE P JOHNSON
- CWK (OPUS GROUP)
- IMAGINATION
- SEEKER
- THE TIDES
- JACK MORTON
- ANIMAL LOGIC
- BMF
- TRAFFIK
- BMF
- @RADICAL.MEDIA
- SPINIFEX GROUP
- SCREENTIDE
- CRY BABY
- MILKMONEY
- ROADMAP
- BEARDED KITTEN
- FCM MEETINGS & EVENTS

Freelance, contract, part-time, permalance, full-time, consultant, on retainer... if it has a name, I've been employed that way over the last 20 years or so.

BRAND

AUTO

TOYOTA, MERCEDES, MITSUBISHI, SUBARU, FORD.

TECH & TELCO

SPOTIFY, SONY, AWS, GOOGLE, YOUTUBE, SALESFORCE, MICROSOFT, IBM, GE, TELSTRA, OPTUS, VODAFONE, LG, SAMSUNG, CISCO, EPX, ENERGY AUSTRALIA, GE VERNOVA.

BANKING & FINANCE

CBA, WESTPAC, ANZ, CBA PRIVATE, AMP, ZURICH INSURANCE, ONEPATH, METLIFE, SHADFORTH, IOOF, PRIME FINANCIAL.

RETAIL & PHARMA

LUXOTTICA, WOOLWORTHS, KMART, TARGET, OFFICEWORKS, FANTASTIC HOLDINGS, GSK, P&G, MSD, GE.

FMCG & FOOD

FERRERO, LION NATHAN, MONDELEZ, McDonald's, SANITARIUM, MAGGI, NESTLE

GOVERNMENT & NON-PROFIT

NSW GOV, TAFE NSW, CITY OF SYDNEY, NADC, CANBERRA TOURISM, RAILCORP, EPA, WESLEY MISSION, RED CROSS,

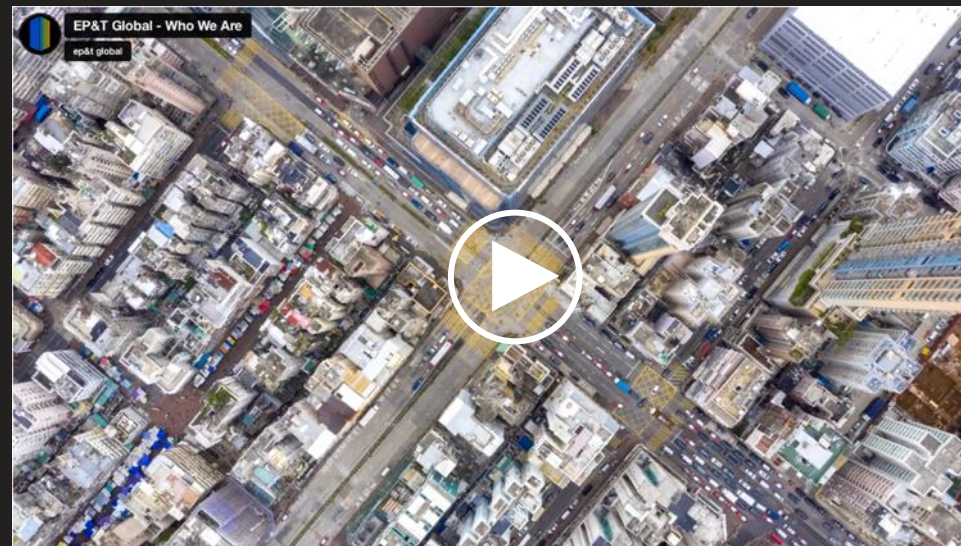
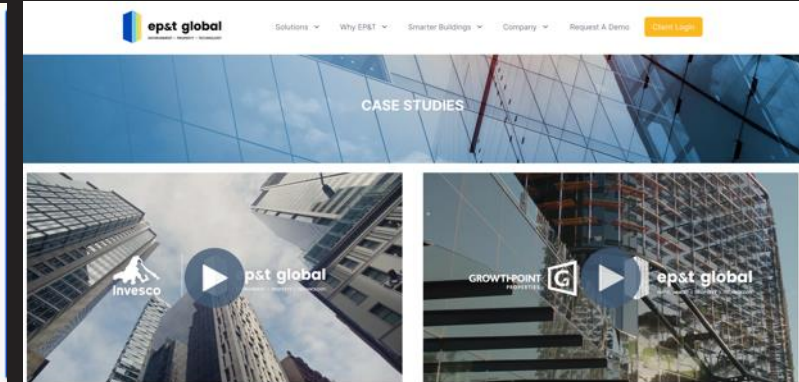
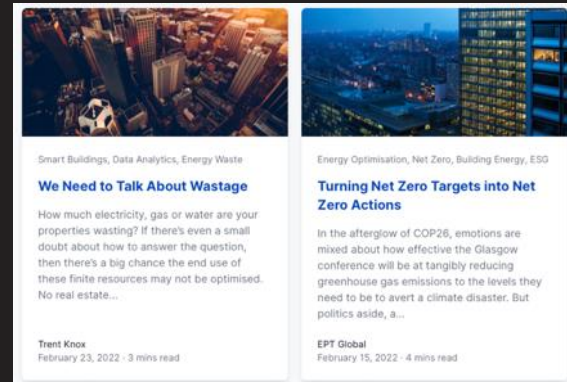
CD CONSULTANT & CMO

ep&t global

In 2020 I was engaged by [ep&t global](#) to assist in the preparation for an IPO on the ASX and then ongoing services as CMO.

This involved:

- A complete rethink of the brand and its strategy
- A redesign of all visual branding assets – logo, website, social media channels
- 3-year comms marketing and communications strategy,
- Hands-on production of content – videos, case studies, blogs, email and social media campaigns
- Extensive work with media relations, CRM, events, and PR
- Monthly board reports
- Managing all B2B and external communications



VIDEO, FILM, & ANIMATION



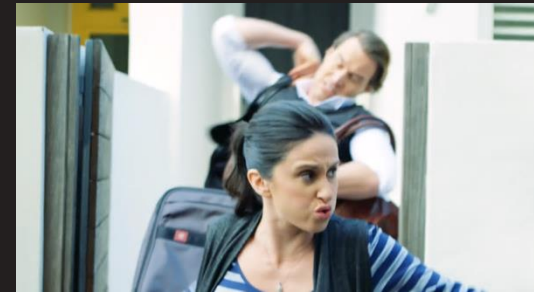
WRITER/DIRECTOR

TVC • DOCO • SERIES • SOCIAL

Strategy, concept creation, pitching, scripting, production and direction.
[Watch videos here](#) on Vimeo.

In addition to TV commercials, corporate videos, and one-off conference openers, I've written and directed several multi-episode series for clients across banking, tech and telecommunications.

On digital platforms, socials, in cinema, at conferences, even on the Sydney Harbour Bridge pylons... my filmed and animated content has been there.



ANIMATION DIRECTOR

End-to-end creative in an AI-influenced era.

[Watch videos here.](#)

There is a purpose, time and place for animation. Explainers, banners, mobile, socials, conference openers – they all make use of animation.

Even with the advent of Gen AI, this medium demands a rigorous process so that clients are comfortable throughout a project's evolution.

I've worked with animation in all its forms. From cell, to 2 and 3D, 360, virtual and some interactive design. While I don't 'jump on the tools', I'm familiar with them to the point that I'll lead a team of animators to final delivery.



Conference Opener



CSA



At Event



Online



Digital



Speaker Support



DM



Education



Training

CASE STUDIES



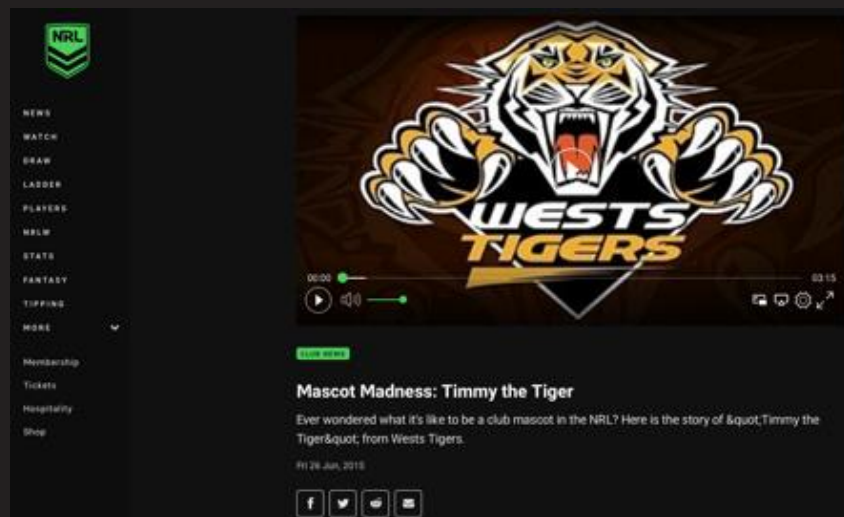
CONTENT SERIES

Telstra Mascot Madness

Telstra needed to significantly boost awareness of their long-standing sponsorship of the NRL. They wanted to leverage social & paid media and PR to prove their dedication to the sport and its fans.

Mascot Madness was a four-part mini doco series that was shared on club sites, YouTube and Facebook. The campaign was also featured on Channel 9's The Footy Show.

I created a campaign that explored the unsung heroes of one of Australia's most popular sporting codes - the mascots - and directed one of the episodes.



CONTENT SERIES ANZ Personal Insurance

A 6-PART DOCUMENTARY SERIES EDUCATING AUDIENCES ON THE IMPORTANCE OF PERSONAL INSURANCE.

Presenter James Mathison explored the world of insurance, speaking with punters, experts, claimants, and business owners. The series was touching, confronting, humorous, and informative.

By focusing on practical, white-label insights rather than heavy branding, we drove increased engagement and sales - an outstanding result for the client.

[CLICK HERE](#) FOR A SUPERCUT



JAMES MATHISON

Host



PETER TILOCCA
ANZ Claims Expert

BVOD & CINEMA

Shadforth Private Wealth

END TO END STRATEGIC AND CREATIVE DIRECTION.

This project began with a strategy 'sprint' phase with the client. The result was a strong brief. I presented 3 creative directions for a TVC and Social media content. Following approval of the direction I wrote scripts, prepared storyboards and as director, saw the project through to broadcast.

[CLICK HERE](#) to view.

"We were working to a strict timeframes and budget yet still needed the production values of a premium brand. From the initial briefing and planning phase the guys were consummate pros and a delight to partner with... they've nailed the brief."

Tina Anderson, Notional Marketing Manager, Shadforth



REGIONAL TVC Heritage Nurseries

My client needed 4 new television commercials for regional broadcast.

It was almost a 1-man band situation here. From building the brief to delivering the final files to Adstream, I was the main client liaison, production, and creative contact.

“Ben brought the next level of sophistication to our brands. He listened to me and delivered ideas that were exactly what we needed. Our TV commercials have definitely had a positive impact because they rise well above what’s on air in the region.”

John Cassidy, Owner



EXPERIENTIAL & CONFERENCE



TOYOTA National Dealer Meeting & Landcruiser Launch

I was hired by George P Johnson as content director for the Opening Night launch of the new Landcruiser Prado. I wrote and directed the launch film and reveal moment in collaboration with the team.

A motion graphics film and bespoke music track from Australian music veteran David Chapman (Icehouse) were synced with lighting and fx, fireworks, the reveal.

Additionally, I wrote the Acknowledgement of Country for the following day and liaised with the indigenous composer and violinist Eric Avery.



KMART & TARGET Events and Conferences

Across national store manager conferences, end of year celebrations, and meetings I was a key creative member of the JMW team.

For the combined end of year conference I was responsible for:

- All creative - copywriting, scripts, theming and identity, talent and performances
- Activations and talent booking liaising
- Pre and post event comms

The event scored highly in post event surveys and was a great success.



MITSUBISHI Dealer Conference

Again working with the team at GPJ, I was brought in as content director for the business meeting.

I was responsible for the conference content design and execution, MC scriptwriting, and speaker prep.

Working with C-suite from Japan and Australia, multiple slide decks, and speaker styles, the show was a success.



TELSTRA INTERNATIONAL Thrive '25 Conference

Telstra International's Leadership Kick Off conference in Kuala Lumpur, had me as the main contact for all event content. I met regularly with then CEO and his events team to co-create the show content and ensure that the event stayed true to its goals.

This involved creating the show flow, selecting keynote speakers and rehearsing with them, and creating all video assets.

"On the ground in KL my personal thanks to entire Jack Morton team - a stellar cast of professionals, who made us all shine."

Your delivery and execution sets a new global benchmark and I will definitely be recommending your work to my clients."

Yamini Naidu, Keynote Speaker



THE ARCHIVES

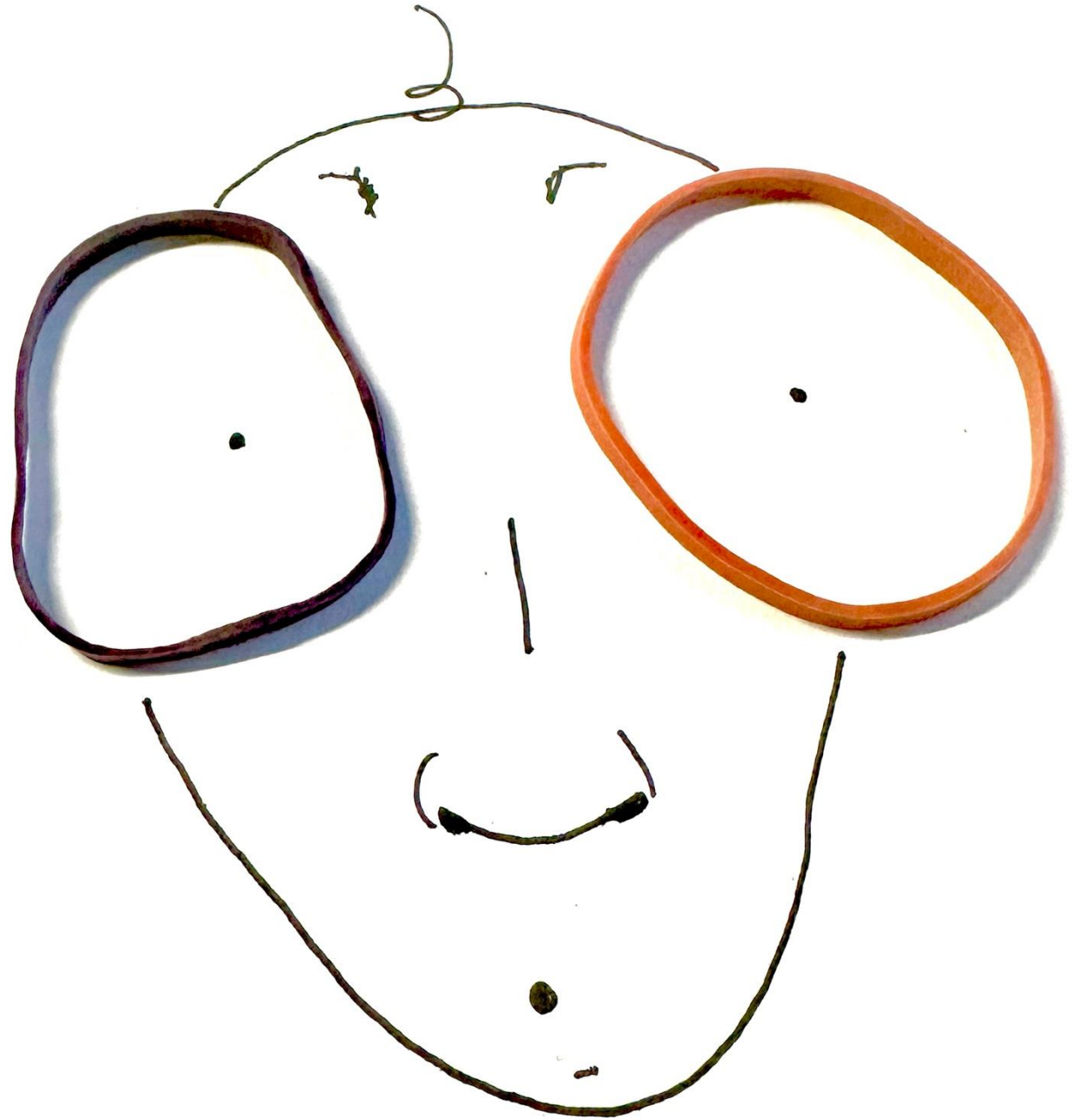
Awards, Exhibitions & Trade

The images at right are from JMW's Australian of the Year ceremony, a Luxottica trade show and a Commonwealth Bank exhibition space.

Turning deep research into Australian culture into a collaboration with the ABC and NADC, handing my hand-drawn scamps to a 3D designer, working with a storyboard artist to finalise journey maps - I've worked hard to get the required results.



COPYWRITING



PRINT & ONLINE

The Lucozade 'Taste Victory' campaign had me leading a small team to execute the promotion.

In a short timeframe we were able to cast and shoot principal photography, design POS, online and print layouts.

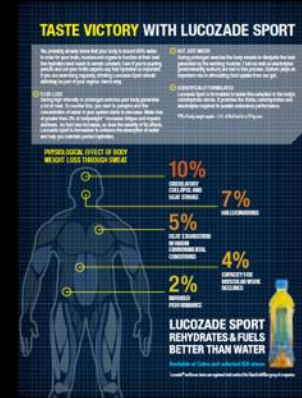


TASTE VICTORY

ENTER THE LUCOZADE SPORTS BEAT YOUR BEST CHALLENGE AT ANYTIME FITNESS AND WIN \$10,000 CASH!

TO FIND OUT MORE ASK YOUR ANYTIME TRAINER OR VISIT menshealth.com/lucozade

REHYDRATES & FUELS BETTER THAN WATER



GHOSTWRITER

I have ghost written many articles for thought leaders across a range of industries. Recently it has been for organisations in the tech, finance, sustainability and energy efficiency space.

I have been the lead writer on websites, social media campaigns, board and annual reports, and detailed RFQs.

I will take a brief and run with it, researching the content, finding an appropriate tone of voice, and executing to a high level of accuracy and credibility.

[LinkedIn Article](#)

[LinkedIn Article 2](#)

[Ghost Writing Example 1](#)

[Ghost Writing Example 2](#)



Barefoot Citizens Consulting
873 followers
7m · 🌱

When it comes to sustainability, if you know where you stand, you'll know where you're headed. ...see more

WHEN IT COMES TO SUSTAINABILITY, IF YOU KNOW WHERE YOU STAND, YOU'LL KNOW WHERE YOU'RE HEADED.

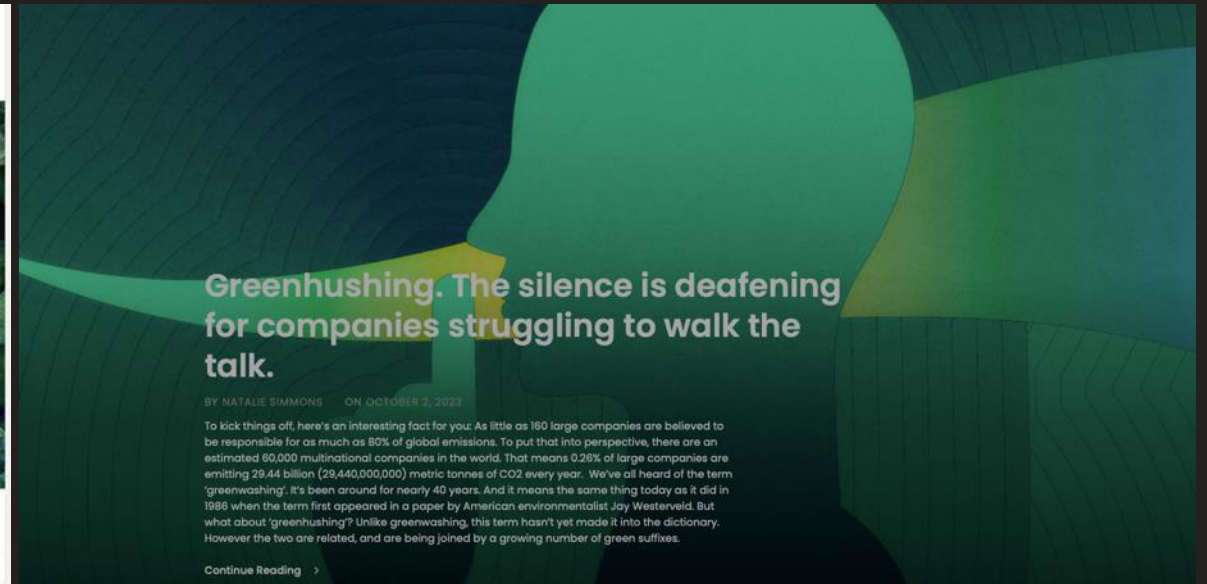
TAKE 30 MINUTES TO ENGAGE WITH OUR UN SDG ALIGN TOOL TO RECEIVE YOUR OBLIGATION FREE INSIGHTS REPORT. AND PLAN FOR A SUSTAINABLE, SUCCESSFUL FUTURE.

Barefoot Citizens CONSULTING

CSO 24 1 comment · 1 repost

Like Comment Repost

Total impressions: 36,933 Impressions Preview results

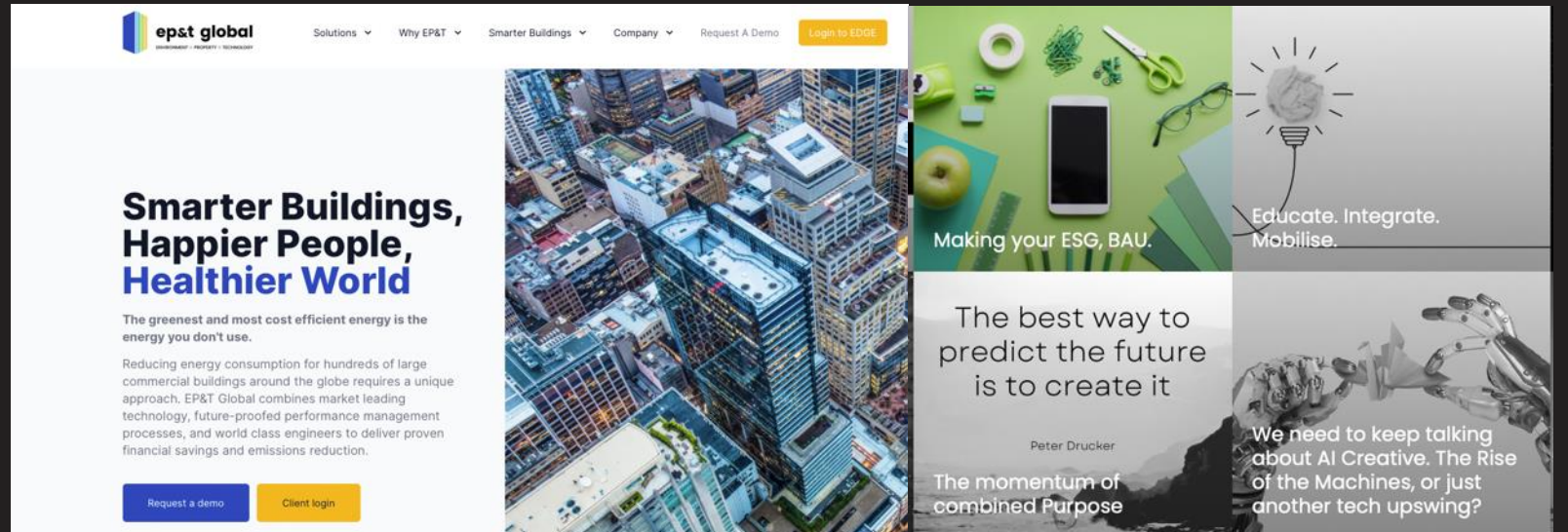


Greenhushing. The silence is deafening for companies struggling to walk the talk.

BY NATALIE SIMMONS ON OCTOBER 2, 2023

To kick things off, here's an interesting fact for you: As little as 160 large companies are believed to be responsible for as much as 80% of global emissions. To put that into perspective, there are an estimated 60,000 multinational companies in the world. That means 0.26% of large companies are emitting 29.44 billion (29,440,000,000) metric tonnes of CO2 every year. We've all heard of the term 'greenwashing'. It's been around for nearly 40 years. And it means the same thing today as it did in 1988 when the term first appeared in a paper by American environmentalist Jay Westerveld. But what about 'greenhushing'? Unlike greenwashing, this term hasn't yet made it into the dictionary. However the two are related, and are being joined by a growing number of green suffixes.

Continue Reading >



ep&t global
ENVIRONMENTAL | ENERGY | TECHNOLOGY

Solutions Why EP&T Smarter Buildings Company Request A Demo Login to EDGE

Smarter Buildings, Happier People, Healthier World

The greenest and most cost efficient energy is the energy you don't use.

Reducing energy consumption for hundreds of large commercial buildings around the globe requires a unique approach. EP&T Global combines market leading technology, future-proofed performance management processes, and world class engineers to deliver proven financial savings and emissions reduction.

Request a demo Client login

Making your ESG, BAU. Educate. Integrate. Mobilise.

The best way to predict the future is to create it

Peter Drucker

The momentum of combined Purpose

We need to keep talking about AI Creative. The Rise of the Machines, or just another tech upswing?

PITCH SUPPORT – Creative Defined, Articulated, Designed

The ‘Pitch’ is an incredibly important phase of a project’s lifecycle. I’ve been involved in hundreds of them.

My strengths lie in working up a strategic foundation, articulating the creative response in words, pictures, and then presenting the work to stakeholders.

Here are just a few examples:

Bloomberg

NADC

Mc Grath Foundation

Law Society NSW

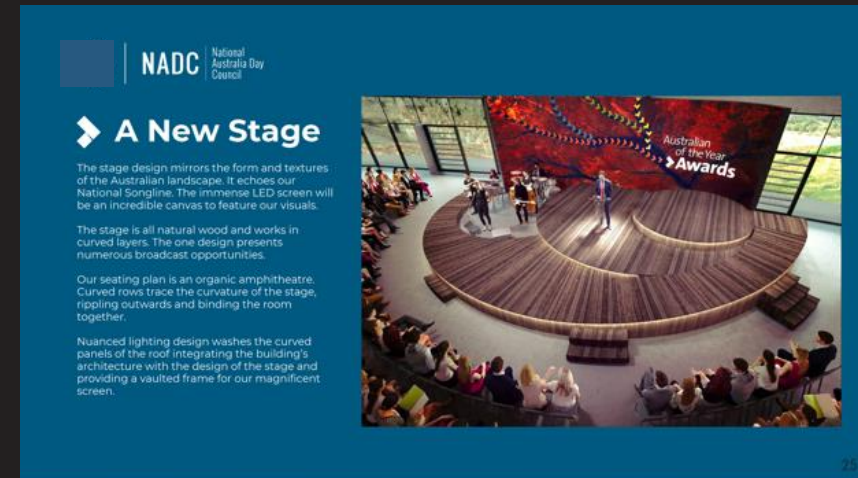


DREAMBIG

MUSEUM OF US will see you involved in the creation of beautiful interactive artworks using streamers, string, hand-made mobiles and found objects. And all made from recyclable / repurposed materials.

Recreate art from famous Sydney festivals like Vivid, Biennale and The Archibald.

A Sound Zone gives people a chance to mix their own DJ tracks and provide their audience with a soundtrack to dance to if they choose. [HERE](#) is an example of what can be done.



NADC National Australia Day Council

A New Stage

The stage design mirrors the form and textures of the Australian landscape. It echoes our National Songline. The immense LED screen will be an incredible canvas to feature our visuals.

The stage is all natural wood and works in curved layers. The one design presents numerous broadcast opportunities.

Our seating plan is an organic amphitheatre. Curved rows trace the curvature of the stage, rippling outwards and binding the room together.

Nuanced lighting design washes the curved panels of the roof integrating the building’s architecture with the design of the stage and providing a vaulted frame for our magnificent screen.



McGrath foundation

Pink Parade

The Pink Parade will be a highly visual and PR-able event that will pull in car makers, brands and individuals to participate.

Arriving at an iconic location where crowds can congregate for a breakfast or carnival, the cars will become a focal point for photo opportunities.

We should here any existing pink cars that have been created in the fight for breast cancer as has happened in the US for Nascar.

The parade could even take the form of a mini mardi gras festival delivered in one or all capital cities, allowing businesses to get involved by creating custom floats.



MEMBER OF THE NETWORK

THE APPROACH

To engage this audience of well-travelled, educated thinkers who appreciate the finer details, we will encapsulate the soul of the finest things in life – food, music and art.

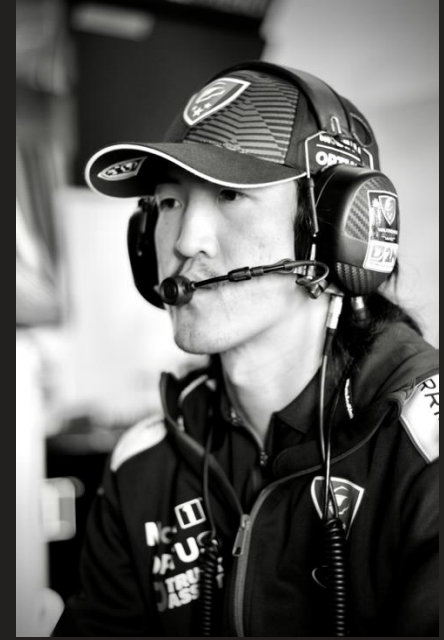
The menu pays homage to famous Paris restaurants like Benoit, Pierre Gagnaire and Le Chateaubriand, and is curated by Guillaume Brahimi.

Experiences, design and entertainment will then bring to life the sights, sounds and tastes of Paris.

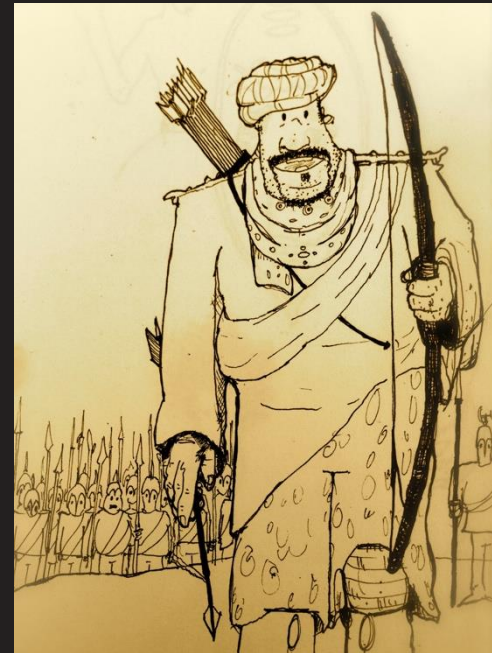
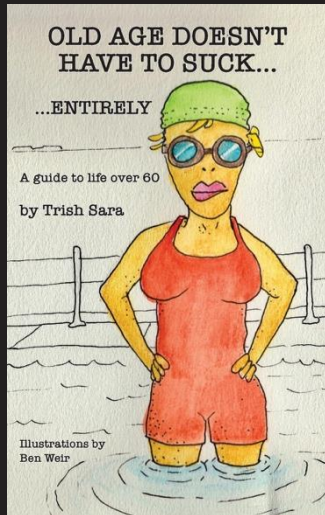
All this in a venue whose French Second Empire architecture echoes that of famous buildings like the Paris Opera and the Gare du Nord. C’est une nuit nostalgique.

#fourthwallmade

PHOTOGRAPHY



ILLUSTRATION



“He doesn’t just inject a great sense of creativity and uniqueness in what he works on, but shows a genuine understanding of people and what is needed to create success on both an internal management and project level. Every job and situation is approached with positivity, and as a result he just inspires people.”

HELEN KYRIACOU,
MARKETING & DIGITAL STRATEGY CONSULTANT

“Ben is a multi-talented creative. Whether it be writing, directing, ideas generation and lateral thinking, a punchy script for a viral or a concept for a whole TV series he is always thinking of how to improve on what has gone before. A down to earth and likable guy he always brings ideas and energy to the table.”

RICHARD BRADLEY
ECD
Jack Morton Worldwide

“Ben is one of the few professional individuals who understands the greater whole. He presents with both a business and creative acumen rarely found in today’s dynamic media world.

“I take pride in consistently recommending Ben through his quick rise through the senior media ranks. His sincerity, integrity, humour in the face of adversity all serve to allow Ben to be an extraordinary asset for any lucky company.”

ADAM WELLS
ADVERTISING PRODUCTION EXECUTIVE

“I was incredibly fortunate to work with Ben at ep&t. The business quickly recognised the professionalism, enthusiasm and authenticity he brought to the global business and as a result he was asked if he would take on the role of Head of Marketing on a FT basis... Thankfully he accepted.

Ben participated and in turn contributed in so many areas of the business as it transitioned from a founder-led to an ASX listed company. His ability to jump in roll his sleeves up and "get it done" made him a go to guy.”

TRENT KNOX, FORMER CEO, EP&T GLOBAL