

Tommy Carlsson, born 1970 | Creative Director/Film Director/Art Director

Christian Karlsson, born 1970 | Creative Director/Film Director/Copywriter

EMPLOYMENT:

- 2023-present Tommy & Christian, Creative Directors/Director/Founders
Clients: Apoteket, Hydro, Friskis & Svettis.
- 2011-2023 ACNE Advertising, Stockholm, Senior Creatives, Creative Lead & Film Directors.
Clients: United Nations, Netflix, Skandia (finance), Suzuki Cars, Absolut Vodka, IKEA, Uniqlo, Åbro Brewing, Max Burgers, Swedish Social Democratic Party, Telenor, iZettle, Hoist Finance, Kommunal (Union), Discovery+, Moderna Museet,
- 2010-2011 Fallon, Minneapolis, USA, Senior Creatives
Clients: Cadillac, Cruzan Rum, Travelers, Chrysler, Ladders, General Mills.
- 2006-2010 King, Stockholm, Senior Creatives
Awarded campaigns for clients including: ICA, SJ, WESC, ComHem, Max Hamburgers. Pitches won include Lotto and Max Hamburgers.
- 2004-2006 Freelance Creative directors at See, London, Strawberry Frog, Amsterdam, MVBMS FUEL, Amsterdam, Selection, Milan, Storåkers McCann, Stockholm, Grey, Stockholm. Awarded work for: Golia Active Plus/Perfetti van Melle. Clients: Perfetti Van Melle, Volvo Cars International, Campari Group, Electronic Arts, Telia, Coca Cola, Lee Jeans.
- 2002-2004 Paradiset DDB, Stockholm, Associate Creative Directors
Award winning campaign for Arla. Pitches won Skoda. Clients: Melka Menswear, Brämhults Juices, Spendrup's, Skoda Cars, OLW, Fortum.
- 1999-2002 Hjärtsjö Advertising, Stockholm, Partners/Creative Directors
Awarded campaigns for Telia, Tågplus, Start, Song Networks.
- 1997-1999 Morgondagen, Stockholm, Creatives
Award winning campaigns for Tidningsutgivarna and Sophiahemmet. Other clients include: Telia, SEB and Stormarknadspress.

EDUCATION Tommy Carlsson

2021-2024	Uppsala University, BA in Art History
2020-2021	Stockholm University, African History
1993-1995	Forsbergs School of Design, Stockholm, Graphic Design
1992-1993	Berghs School of Communication, Advertising Communication
1991-1992	Berghs School of Communication, Design & Illustration

EDUCATION Christian Karlsson

1995-1996	Berghs School of Communication, Stockholm Copywriting
1990-1992	State University of New York, New Paltz, NY IIU Stockholm, Associate Degree International Communication & Advertising

HONORARY ASSIGNMENTS:

2018	Member of the AD&D Latvia Awards Jury
2012	Member Swedish Advertising Association 100W Jury
2009	Chairman of Golden Egg Awards Print Jury
2004	Member of the Golden Eggs Awards Radio Jury
2003	Member of the Advertisers Association Awards Jury
2004	Member of Golden Egg Awards Alternative Media Jury
2001-2006	Lectures on Beckmans, Berghs and Forsbergs.
2000-2003	Member of Resumé's Campaign of the Month Internet, Print and Radio jury
2002	Member of the Guldkorn jury, Denmark
2002	Member of Golden Egg Awards Film Jury
2000-2003	Member of the Resumé jury (print/film).
2001	Member of Guldlådan Jury (DM).

INTERNATIONAL AWARDS

Reed Awards 2018, Best International TV-advertisement, Swedish Social Democratic Party

CLIO Awards 2018 PR, Shortlisted, IKEA

NY Festivals 2010, Silver Medal, Digital, ICA

ONE show 2010 Nominee, ICA

ONE Show 2010 Nominee, ICA

Epica Awards 2009 Bronze, Interactive, ICA

London International Awards 2009, Silver, Rich Media; Client: ICA Norway

LIA 2009, Silver, Microsite; Client: ICA Norway

LIA 2009, Bronze, Food; Client: ICA Norway

Cresta Awards 2009 Finalist, ICA Norway

Cannes Lions 2009, Silver Lion, Viral Marketing; Client: Ica Norway

Webby Award 2009, People's Voice; Client: Ica Norway

ONE Show 2009, Merit Award Interactive; Client: ICA Norway

Fab Awards 2009, Gold viral; client: ICA Sweden

Fab Awards 2009, Finalist viral; client: ICA Norway

Scandinavian Advertising Awards 2008, Nominee Innovative Media; Client: Ving

Scandinavian Advertising Awards 2007, Winner print; client: SJ

Eurobest 2007, Silver print; client: SJ (National Rail)

Epica Awards 2007, Gold press; client: SJ (National Rail)

Epica Awards 2007, Bronze press; client: WESC

Epica Awards 2006, Silver film; client: ICA

Key Award Italy 2006, Food Category; client: Perfetti Van Melle

Premio Agora 06, TV, winner Food & Sweets; client: Perfetti Van Melle

Mediastar 05 'Best Art Direction'; client: Perfetti Van Melle

PREMIO TARGA D'ORO 2005, Bronze; client: Perfetti Van Melle

ADCE 2002, finalist; client: Cerealia/START breakfast cereals

New York Festivals 2001, Silver Medal film; client: Telia Broadband

Dante Awards 2001, finalist; client: Telia Broadband

Eurobest 2000, finalist x3 film; client: Telia Broadband

Epica Awards 2000, finalist x3 film; client: Telia Broadband

Cannes Lions 2000, Bronze Lion Internet adv; client: Telia Broadband

Eurobest 1998, finalist print; client: Sophiahemmet Eye Laser

NATIONAL AWARDS

Campaign of the Month January 2024; 3rd place film; client: Apoteket
Campaign of the Month November 2024; 3rd place film; client: Friskis & Svettis
Filmstaden Media Cinema Campaign of the Month September 2023 Socialdemokraterna
Golden Egg Awards 2022, Gold PR; client: Polestar
Campaign of the Month February 2021, 2st place print; Kommunal
Filmstaden Media Cinema Campaign of the Month November 2021 Kommunal
Golden Egg Awards 2011, Silver Film; client: Com Hem
Golden Egg Awards 2011, finalist Production; client: Com Hem
Campaign of the Month November 2009; 1st place film; client: Com Hem
Golden Egg Awards 2009, Silver Radio; client: MAX Hamburgers
Campaign of the Month October 2008, 2:nd place; client: ICA Norway
Campaign of the Month April 2008, 2:nd place ; client MAX Hamburgers
Golden Egg Awards 2008, Gold Alternative Media; client: Ving
Golden Egg Awards 2008, Silver Print; client: SJ (National Rail)
Golden Egg Awards 2008, Finalist PR; client: Ving
Golden Egg Awards 2008, Finalist Radio; client: MAX Hamburgers
Campaign of the Month October 2007, 1st place Media; client: Ving
Golden Egg Awards 2007, finalist Outdoor; client: Aftonbladet
Advertisers Associations Awards 2007, 75W (silver); client: SJ
Bonnier Magazines New Spreads 2007, Winner; client: SJ
Campaign of the Month February 2007, 1st place print; SJ
Campaign of the Month January 2007, 2nd place print; client: WESC
Golden Egg Awards 2002, finalist Magazine/print; client: Arla
The Great Radio Award 2002, Gold; client: Cerealia/
Campaign of The Month September 02, 2nd place radio; client: SSU
Campaign of the Month October 02, 3rd place Internet; client: SSU
Campaign of The Month May 02, 2nd place radio; client: SSU
Golden Egg Awards 2001, Silver film; client: Cerealia/START
Golden Egg Awards 2001, finalist Internet; client: Cerealia/START
Golden Egg Awards 2001, finalist radio; client: Cerealia/START
Golden Egg Awards 2001, finalist Integrated; client: Cerealia/START
Campaign of the Month December 2001, 1st place radio; client: Cerealia/START
Campaign of the Month May 2001, 1st place Internet; client: Cerealia/START

Campaign of the Month April 2001, 1st place film; client: Cerealia/START
Campaign of the Month April 01, 3rd place in film; client: Telia
Campaign of the Month February 01, 1st place Internet; client: Telia
Campaign of the Month February 01, 2nd place print/outdoor; client: Telia
Golden Egg Awards 2000, finalist film; client: Telia
Peoples Choice Metro/Resumé 00, 2nd place TV; client: Telia
Campaign of the Month May 00, 1st place film; client: Tåg Plus
Campaign of the Month May 00, 1st place Internet; client: Telia
Campaign of the Month April 00, 2nd place film; client: Telia
Campaign of the Month March 00, 3rd place print; client: Telia
Golden Egg Awards 1998, finalist print; client: Sophiahemmet
Golden Egg Awards 1998, finalist film; client: Tidningsutgivarna
Golden Egg Awards 1998, finalist radio; client: Tidningsutgivarna
Event Marketing Champions 1999; client: Telia Mobitel
EX 98, Silver; client: Sophiahemmet Eye laser
Advertisers Association Awards 97, 50W (bronze); client: StormarknadsPlats

REFERENCES:

Bruce Bildsten, Partner/CMO Faribault Mill (Ex CCO Fallon, Minneapolis), +1 507 412 55 10.
Frank Hollingworth JR, CCO and Founding Partner King Stockholm, +46 73 942 01 08.
Victor Press, Founder/Partner UNCUT (Ex Founder/Owner ACNE), +46 736 99 99 14.
Therése Ahlin Lindersson, Head of Brand & Media Apoteket AB, +46 722 03 05 15.
Maria Stern, Partner Bellbird, +46 70-571 04 17.