

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

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

PROFESSIONAL EXPERIENCE

2023-present Tommy & Christian, Creative Directors/Directors/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,

2004-2014 Selection SLR Milan, Freelance Creative Directors

Client: Perfetti Van Melle (Mentos, Morositas, Vivident, Daygum, Gollia)

2010-2011 Fallon Minneapolis, USA, Senior Creatives

Clients: Cadillac, Cruzan Rum, Travelers, Chrysler, Ladders, General Mills.

2006-2010 King Stockholm, Senior Creatives

Clients: ICA, SJ, WESC, ComHem, Max Hamburgers, Svenska Spel

2004-2006 Freelance Creative Directors at See London, Strawberry Frog Amsterdam, MVBMS

FUEL Amsterdam, Storåkers McCann Stockholm, Grey Stockholm.

Clients: Volvo Cars International, Campari Group, Electronic Arts, Telia, Coca Cola, Lee Jeans

2002-2004 Paradiset DDB, Stockholm, Associate Creative Directors

Clients: Arla, Melka Menswear, Brämhults Juices, Spendrups, Skoda Cars, OLW, Fortum

1999-2002 Hjärtsjö Advertising, Stockholm, Partners/Creative Directors

Clients: Telia, Tågplus, Start, Song Networks

1997-1999 Morgondagen, Stockholm, Creatives

Clients: Tidningsutgivarna, Sophiahemmet, Telia, SEB, Stormarknadspress

EDUCATION

Tommy Carlsson

2021-2026 Uppsala University, MA in Art History

1993-1995 Forsberg's School of Design, Graphic Design

1992-1993 Bergh's 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

Reed Awards 2018, Best European 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 September 2026; 1st place film; client: Apoteket
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