



**MALCOLM GREEN**  
FILMMAKER. WRITER.

MALCOLM GREEN  
DIRECTOR & WRITER

AS A WRITER, FILM DIRECTOR AND CREATIVE DIRECTOR, MALCOLM GREEN HAS WON OVER 1600 INTERNATIONAL FILM, CREATIVE AND EFFECTIVENESS AWARDS ADVERTISING AND PROMOTING CARS, PLANES, BEERS, SPIRITS, GOVERNMENTS, ONLINE RETAILERS, SUPERMARKETS, TELECOM NETWORKS, BANKS, PHARMACEUTICALS, CHARITIES, POLITICAL PARTIES, SOCIAL MOVEMENTS, CEREALS, HOT DRINKS, COLD DRINKS, BURGERS, HEALTH FOODS, DIV PRODUCTS, FASHION, TEACHERS, MEDIA OWNERS, SHIPPING COMPANIES, HAIR AND BEAUTY PRODUCTS, TRAVEL COMPANIES, AIRLINES AND MORE. FROM CANNES LIONS TO IPA EFFECTIVENESS TO D&AD'S TO CLIO'S TO ONE SHOW TO BRITISH TELEVISION ARROWS TO ... WELL, PRETTY MUCH EVERYTHING. HIS WORK HAS HELPED TRANSFORM BUSINESSES, RAISE SHARE PRICES, FUND CHARITIES, RECRUIT TEACHERS AND HEALTH CARE STAFF, AND CHANGED THE WAY PEOPLE BANK, SHOP, VOTE, GIVE BLOOD AND EVEN HAVE SEX.

RECENTLY, WHEN THE UK'S LARGEST NATIONAL NEWSPAPER ASKED IT'S READERS TO NAME THEIR FAVOURITE CAMPAIGNS OF ALL TIME, MALCOLM HAD THREE IN THE TOP 12, INCLUDING WALKERS CRISPS, NOW THE LONGEST RUNNING AD CAMPAIGN IN EUROPE AND WINNER OF A CANNES GRAND PRIX FOR CREATIVITY AND EFFECTIVENESS. GLOBALLY, MALCOLM HAS WRITTEN AND DIRECTED CAMPAIGNS FOR

EBAY, TETRA PAK, MAERSK, EXXON-MOBIL, TELENOR, MILLICOM, GENERAL MOTORS, DISNEY, UNILEVER, FINANCIAL TIMES, ADIDAS AND COCA-COLA. OVER THE PAST FOUR YEARS, MALCOLM WON GOLD ACROSS SEVERAL CATEGORIES AT THE CANNES DOLPHIN AWARD FESTIVAL AND GOLD AT THE EUROPEAN PR AWARDS FOR THREE SEPARATE CAMPAIGNS WHICH HE BOTH WROTE AND DIRECTED. IN 2019, HE DID EVEN BETTER, WITH HIS SERIES OF FILMS, ONLINE CONTENT AND TV COMMERCIALS FOR MAERSK 'SWEEPING THE BOARD' WITH AN UNPRECEDENTED 12 MAJOR AWARDS, INCLUDING FIVE CATEGORY GOLDS, THE OVERALL BLACK DOLPHIN FOR BOTH BEST DIRECTOR AND BEST FILM AND THE RARE WHITE GRAND PRIX. THE SERIES HAS ALSO PICKED UP THE TOP PLATINUM AWARD AT THE GLOBAL MARCOMMS FESTIVAL. ADDITIONALLY, HIS SHORT FILM 'THE FOREVER PROJECT' ALSO WON A GOLD AWARD AT BAFTA, WHILST HIS 2019 'SHORT' 'EDEK' - A HIPHOP RETELLING OF THE STORY OF A HOLOCAUST SURVIVOR - HAS BEEN OFFICIALLY SELECTED IN OVER 30 TOP INTERNATIONAL MOVIE FESTIVALS, WINNING MAJOR PRIZES IN BOTH NORTH AMERICA AND EUROPE, AS WELL AS BEING FEATURED ON BBC, SKY, CNN AND NBC. AN OFF-SHOOT REDDIT AMA CAMPAIGN HAS NOW BECOME ONE OF THE MOST SUCCESSFUL OF ALL TIME. THE FILM ITSELF HAS BEEN VIEWED OVER 17

MILLION TIMES AND HAS RECENTLY BEEN ADDED TO THE NATIONAL CURRICULUM IN ALL UK SCHOOLS.

MALCOLM FIRST MADE HIS NAME AT THE MOST CREATIVE ADVERTISING AGENCIES IN THE WORLD, INCLUDING SAATCHI & SAATCHI, BMP DDB AND CDP. HE BECAME 'YOUNGEST EVER EXECUTIVE CREATIVE DIRECTOR' TWICE IN A ROW, FIRST FOR GREY, THEN FOR THE FLAGSHIP LONDON OFFICE OF MCCANN ERICKSON. FOLLOWING MCCANN, HE CO-FOUNDED HIS OWN CREATIVE 'BOUTIQUE' DLKW, WHICH BECAME THE FASTEST GROWING AND MOST SUCCESSFUL INDEPENDENT EUROPEAN AD AGENCY OF THE 21ST CENTURY,

IT WAS HERE THAT MALCOLM CREATED AND DIRECTED MANY OF THE UK'S MOST AWARDED AND COMMERCIALY EFFECTIVE COMMUNICATION CAMPAIGNS. AS WELL AS WINNING A RAFT OF LARGE INTERNATIONAL COMMERCIAL CLIENTS, THE AGENCY ALSO HANDLED A NUMBER OF GOVERNMENT, HEALTH AND PUBLIC SERVICE CAMPAIGNS. TASKED WITH 'PROBLEM' BRIEFS, HE WROTE AND DIRECTED CAMPAIGNS TO REDUCE TEENAGE PREGNANCY, ENCOURAGE THE PUBLIC TO DONATE BLOOD, INCREASE AWARENESS OF STROKES AND CANCER AMONGST MANY OTHER ISSUES.



AS WELL AS TV COMMERCIALS, BRAND AND DIGITAL CONTENT, MALCOLM HAS MADE A SERIES OF 'SHORTS' ABOUT LONDON GANG MEMBERS AT THE REQUEST OF PRINCE WILLIAM (WHO ALSO FEATURED!) AND CATHERINE, DUCHESS OF CAMBRIDGE. CREATED TO ADDRESS ISSUES OF SOCIAL DEPRIVATION, ADDICTION AND VIOLENCE AMONGST THE YOUNG, MALCOLM WAS ALSO ASKED TO TAKE A SERIES OF LARGE STILL PHOTOGRAPHIC CAST PORTRAITS, WHICH WERE FRAMED AND EXHIBITED AT ST JAMES'S PALACE. AT THE SAME TIME, HIS SHORT FILM 'PEARLS' WAS VOTED 'BEST OF THE BEST' AT THE FUJIFILM INTERNATIONAL SHORT FILM FESTIVAL AS WELL AS PICKING UP PRIZES IN BOTH THE UK AND USA.

ADDITIONALLY, MALCOLM HAS WRITTEN LYRICS AS WELL AS ENJOYING AN ONGOING CREATIVE COLLABORATION WITH LEGENDARY BRUCE SPRINGSTEEN GUITARIST, ACTIVIST AND SOPRANO'S STAR STEVEN VAN ZANDT.

TODAY, MALCOLM WRITES AND DIRECTS TVC'S, BRANDED MOVIES AND SHORT DOCUMENTARIES, HIS WORK APPEARING ON A MULTITUDE OF SCREENS AND DEVICES. HE'S MORE CURIOUS AND PASSIONATE THAN EVER, AND HAS EMBRACED NEW CHANNELS AND TECHNOLOGIES WITH ENERGY AND VIGOUR. HE ALSO ACTS AS A MENTOR TO YOUNG CREATIVE, FILM AND MARKETING PROFESSIONALS, AS WELL AS BEING A 'GUEST CREATIVE AGITATOR' TO SEVERAL BRAND AND ADVERTISING

BUSINESSES. IN ADDITION, HE SITS ON THE BOARD OF TWO ADTECH STARTUPS AND IS THE CO-FOUNDER OF GREEN CAVE PEOPLE, A COLLECTIVE OF CREATIVE AND STRATEGIC VIDEOACTIVISTS. MALCOLM ALSO SPEAKS REGULARLY ABOUT CREATIVITY AT FORUMS AND WORKSHOPS AROUND THE WORLD, PRIOR TO LOCKDOWN, HE HAD CONDUCTED A WORKSHOP TOUR OF WARSAW AND PARIS, BEFORE CONTINUING 'VIRTUALLY' IN SINGAPORE, THE USA AND CANADA. AT THE SAME TIME, HE COMPLETED A NEW SERIES OF FILMS FOR THE UNITED NATIONS, SHOOTING IN VIETNAM AND MEXICO AS WELL AS A MAJOR MUSICAL FILM ABOUT TRADE AND DIVERSITY FOR SHIPPING GIANT MAERSK.

IN 2020, MALCOLM COLLECTED A HOLLYWOOD 'HUMANITARIAN' PRIZE AS WRITER AND DIRECTOR.

HE IS CURRENTLY IN DEVELOPMENT, WRITING 'ABOUT TIME', A DOCUMENTARY MUSICAL IN COLLABORATION WITH YOUNG INMATES AT LONDON'S PENTONVILLE PRISON.

A SELECTION OF MALCOLM'S RECENT WORK CAN BE FOUND AT [LOVEFROMMALC.COM](http://LOVEFROMMALC.COM)

