

# Pony Tale

Advertising

Rua Luz Soriano 67, 2º Dto.

1200-246 Lisbon

Bairro Alto

Portugal

View the full portfolio at <http://www.thecreativefinder.com/ponytale>

## Professional Experience and Curriculum Vitae

Who needs a stallion when this pony can do the job?!

Is your advertising agency a stallion or a pony? Are they running to be the first or are they committed to telling a tale of fun and fantasy that adds something to your brand? Pony Tale has the right size and the right attitude to face the new advertising model. Why? For one, we are young and curious people who don't blindly go with the flow, talk the social network talk, follow this or that tendency just to look innovative. We stand for good old press, TV, outdoor and radio advertising in a new and meaningful way. Yeah, that's right! Young people, doing old stuff, in an all-new way. If you want to take the risk and join the race with a pony, who knows, maybe we can win this race just by running in the opposite direction.

Attention: Ponies often make "mistakes" and leave little souvenirs on the floor. Not to worry! Even these will glitter and smell good.

## Previous Clientele

LEVI'S, ABSOLUT, APPLE, LACOSTE, OPTIMUS, NIKE Women, BPI, OPEL, WORTEN, FULA, SIEMENS, COMPAL, BES, BOEHRINGUER, L'OREAL, MARTINI, OLÁ, NESTLÉ, FNAC, WILLIAM LAWSON'S, TAP, BFGOODRICH, MICHELIN, MASTERCARD, TMN, UNICEF, FOX INTERNATIONAL CHANNELS, STAPLES

## Awards and Accolades

<http://www.linkedin.com/in/the1joaobaptista>

## Awards and Accolades

- \* Silver CCP (Portuguese Creative Club) for Schweppes Bottle
- \* Silver ECHO (DMA San Francisco) for Club Lacoste
- \* Silver Caples & Bronze Mentions (John Caples New York)
- \* Several mentions in Clube dos Criativos (Lisboa)
- \* Several mentions in Neurónios (Lisboa)

\* Direct Marketing Jury at Portuguese Spoken Advertising Festival - Sinos 2008  
(<http://sinos.additive.pt/>)

\* Jury at the 31st John Caples International Awards - New York ([www.caples.org](http://www.caples.org))

\* President of Direct Jury at the CCP - Portuguese Creative Club  
([www.clubecriativos.com](http://www.clubecriativos.com))

\* Offline Jury at the 1st International Guerrilla Marketing Awards - Lisbon  
([www.croquetteawards.com](http://www.croquetteawards.com))

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Pony Tale

Advertising  
Rua Luz Soriano 67, 2º Dto.  
1200-246 Lisbon  
Bairro Alto  
Portugal

View the full portfolio at <http://www.thecreativefinder.com/ponytale>

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.



Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

Please kindly get in touch for portfolio works.

# Pony Tale

Advertising

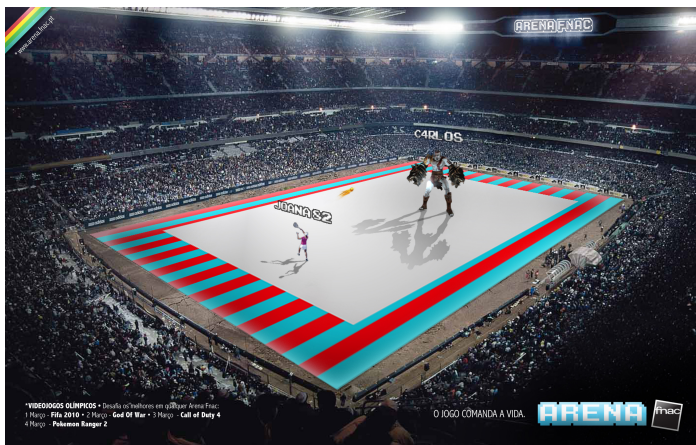
Rua Luz Soriano 67, 2º Dto.

1200-246 Lisbon

Bairro Alto

Portugal

View the full portfolio at <http://www.thecreativefinder.com/ponytale>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Pony Tale

Advertising

Rua Luz Soriano 67, 2º Dto.

1200-246 Lisbon

Bairro Alto

Portugal

View the full portfolio at <http://www.thecreativefinder.com/ponytale>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Pony Tale

Advertising

Rua Luz Soriano 67, 2º Dto.

1200-246 Lisbon

Bairro Alto

Portugal

View the full portfolio at <http://www.thecreativefinder.com/ponytale>



# Pony Tale

Advertising

Rua Luz Soriano 67, 2º Dto.

1200-246 Lisbon

Bairro Alto

Portugal

View the full portfolio at <http://www.thecreativefinder.com/ponytale>



# Pony Tale

Advertising

Rua Luz Soriano 67, 2º Dto.

1200-246 Lisbon

Bairro Alto

Portugal

View the full portfolio at <http://www.thecreativefinder.com/ponytale>



# Pony Tale

Advertising

Rua Luz Soriano 67, 2º Dto.

1200-246 Lisbon

Bairro Alto

Portugal

View the full portfolio at <http://www.thecreativefinder.com/ponytale>





# Pony Tale

Advertising

Rua Luz Soriano 67, 2º Dto.

1200-246 Lisbon

Bairro Alto

Portugal

View the full portfolio at <http://www.thecreativefinder.com/ponytale>

