

Welcome to my personal portfolio. Amping up creative content for global audiences on every platform.

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# SOLID CREATIVE.

Over a decade of experience has fine-tuned Age's innate ability.

Strategic and conceptual work, scriptwriting, editing, directing, post-production and production management skills work seamlessly to shape original content suitable for multi-channel marketing.

Networks benefiting include Sky Sports UK, Fox Sports Australia, Foxtel Channel [V] and various leagues have worked with Age to create award-winning campaigns and leading direction on set.

Leveraging his extensive radio background then into broadcast and moving slowly into agency companies, Age is a shrewd observer of popular culture and will underscore his commitment to continuous audience engagement techniques.

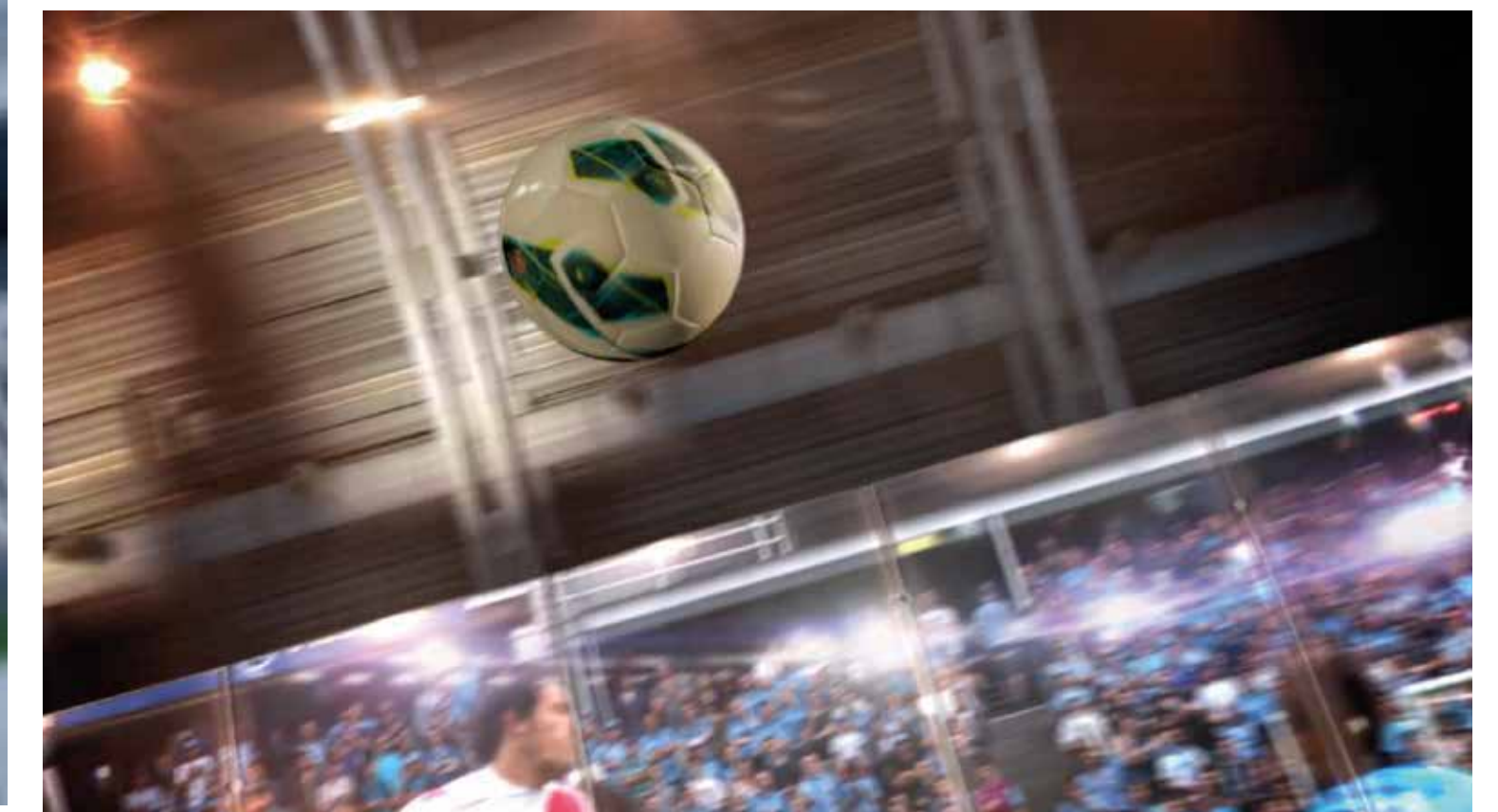
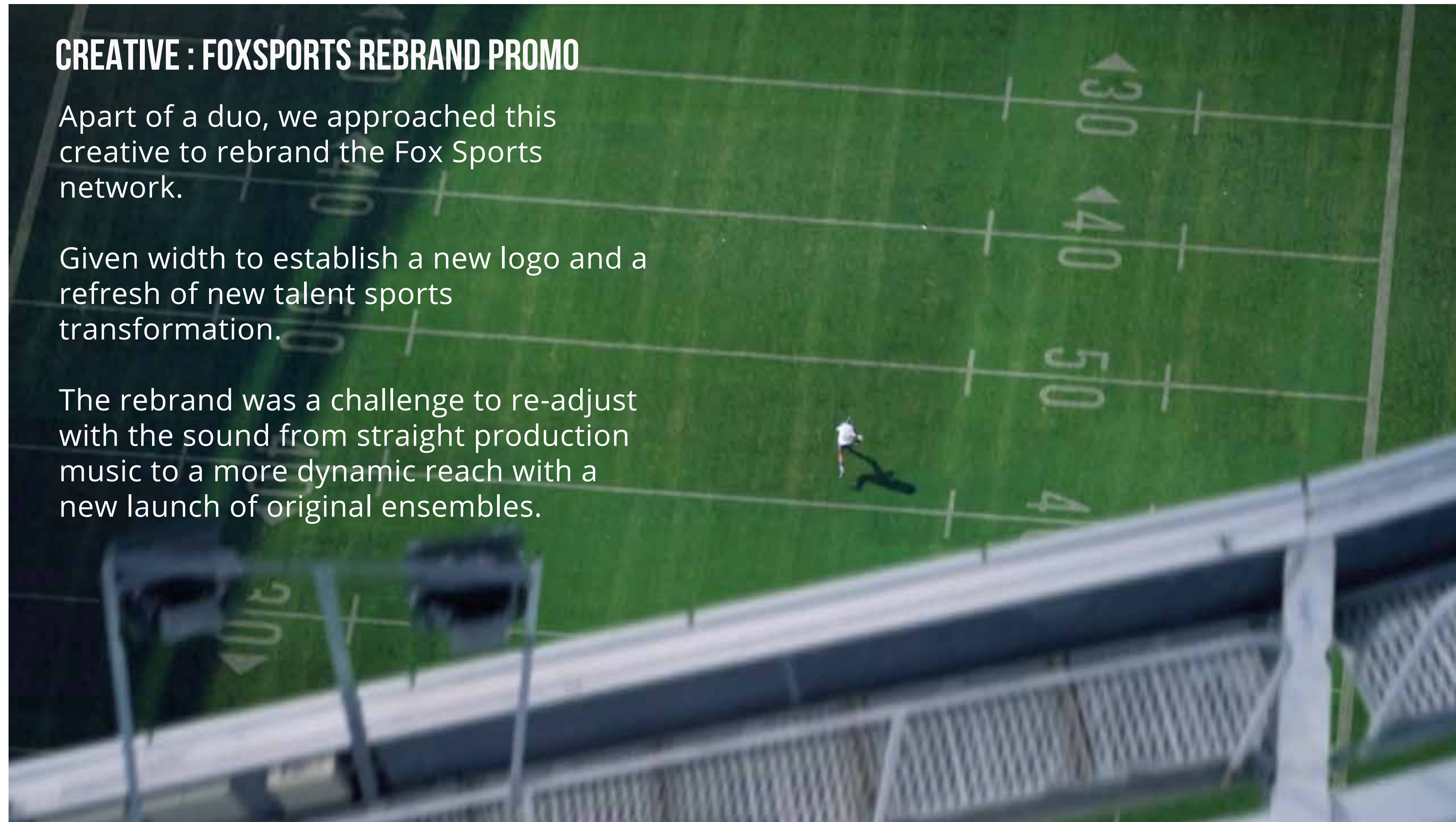


## CREATIVE : FOXSPORTS REBRAND PROMO

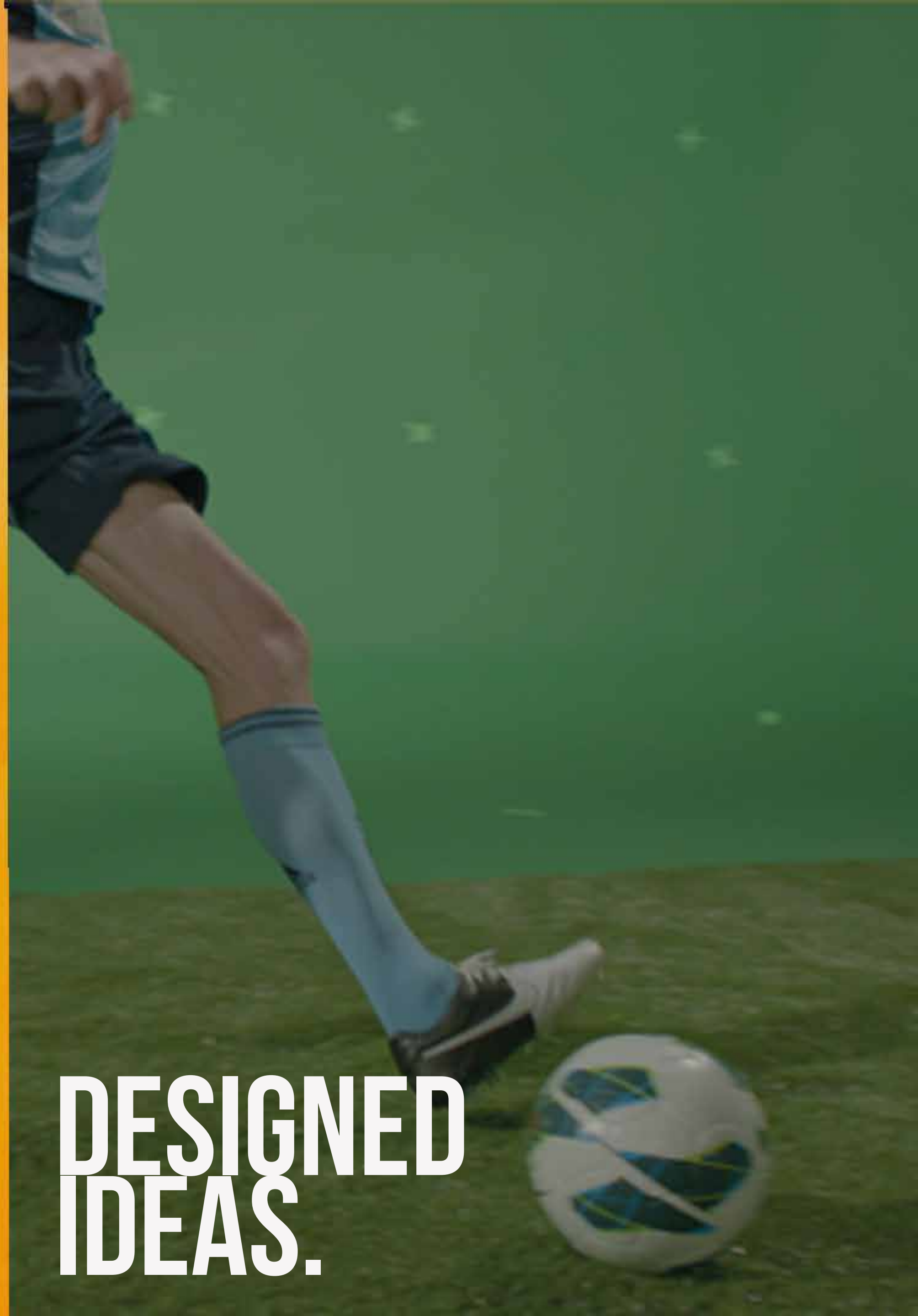
Apart of a duo, we approached this creative to rebrand the Fox Sports network.

Given width to establish a new logo and a refresh of new talent sports transformation.

The rebrand was a challenge to re-adjust with the sound from straight production music to a more dynamic reach with a new launch of original ensembles.







**DESIGNED  
IDEAS.**



**CREATIVE : OLYMPIC / A LEAGUE  
COMMONWEALTH GAMES TRIALS  
SKYSPORTS MIX**

**Foxtel Australia** requested a promo that would play from the London Studios over the 2012 games back to Australia. The brief was to keep awareness of other sports on the Fox Sports network around while big audiences would see the Olympics.

**Australia's A-League** wanted to expand its look and change its message to become a summer sport. A new graphics package lend its self to use a technique with the current A-league superstars of the game.

**2018 Hancock Prospecting Australian Swimming Trials** working with N.E.P Australia and Seven Sport, swimming Olympic Gold Medalist Ian Thorpe launched on the screens of Seven Sport nationwide.

**Sky Sports Mix** wanted to launch a new channel and promote new packages for a barker channel set up within 2 weeks. We launched with various mixes of promo packages.





**COLOURFUL  
EMOTIONS.**



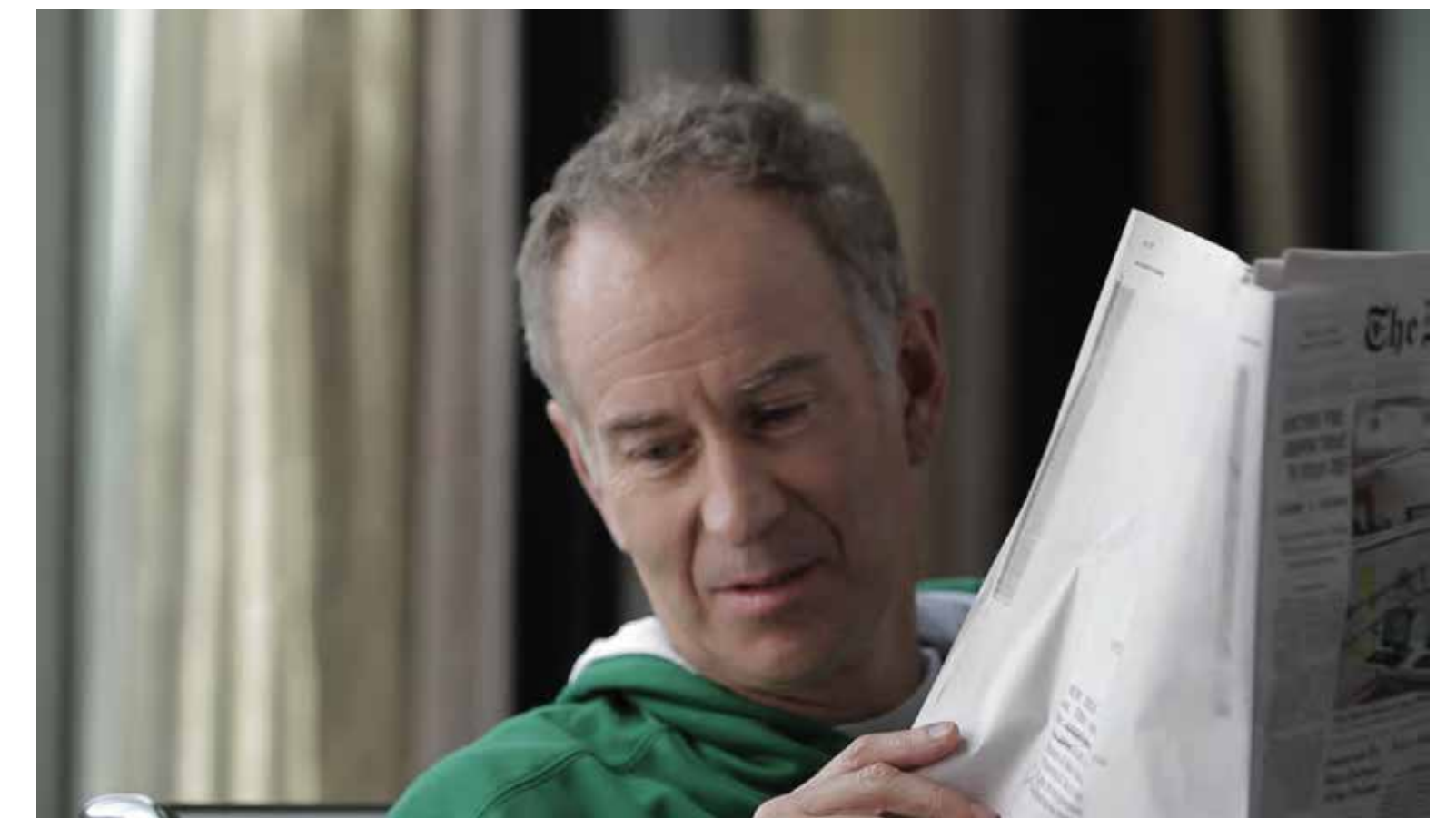




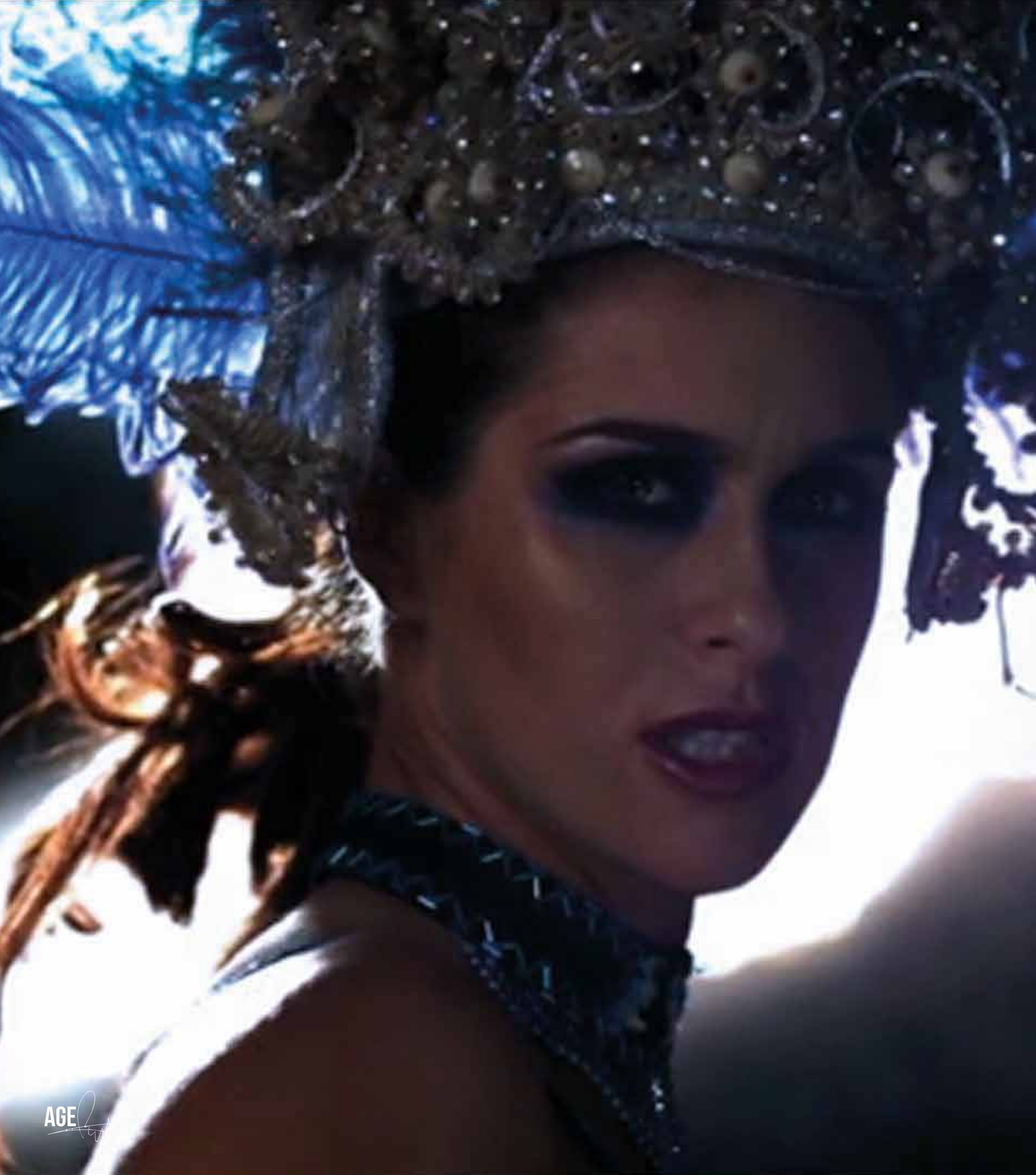
## CREATIVE : FOXSPORTS GRAND SLAMS

Grand slams as past years have always been traditional, so designed alternatives.

A small team of 3 to direct in New York to direct tennis legend John McEnroe as he was joining via a few outlandish requests from his agent to come to the Australian Open Grand Slam and other fun creative.







**FASHIONABLE  
INSIGHTS.**





$$PV = \frac{\left(\frac{r}{m}\right)}{\left(1 + \frac{r}{m}\right)^{n \cdot t} - 1}$$

0 | 10

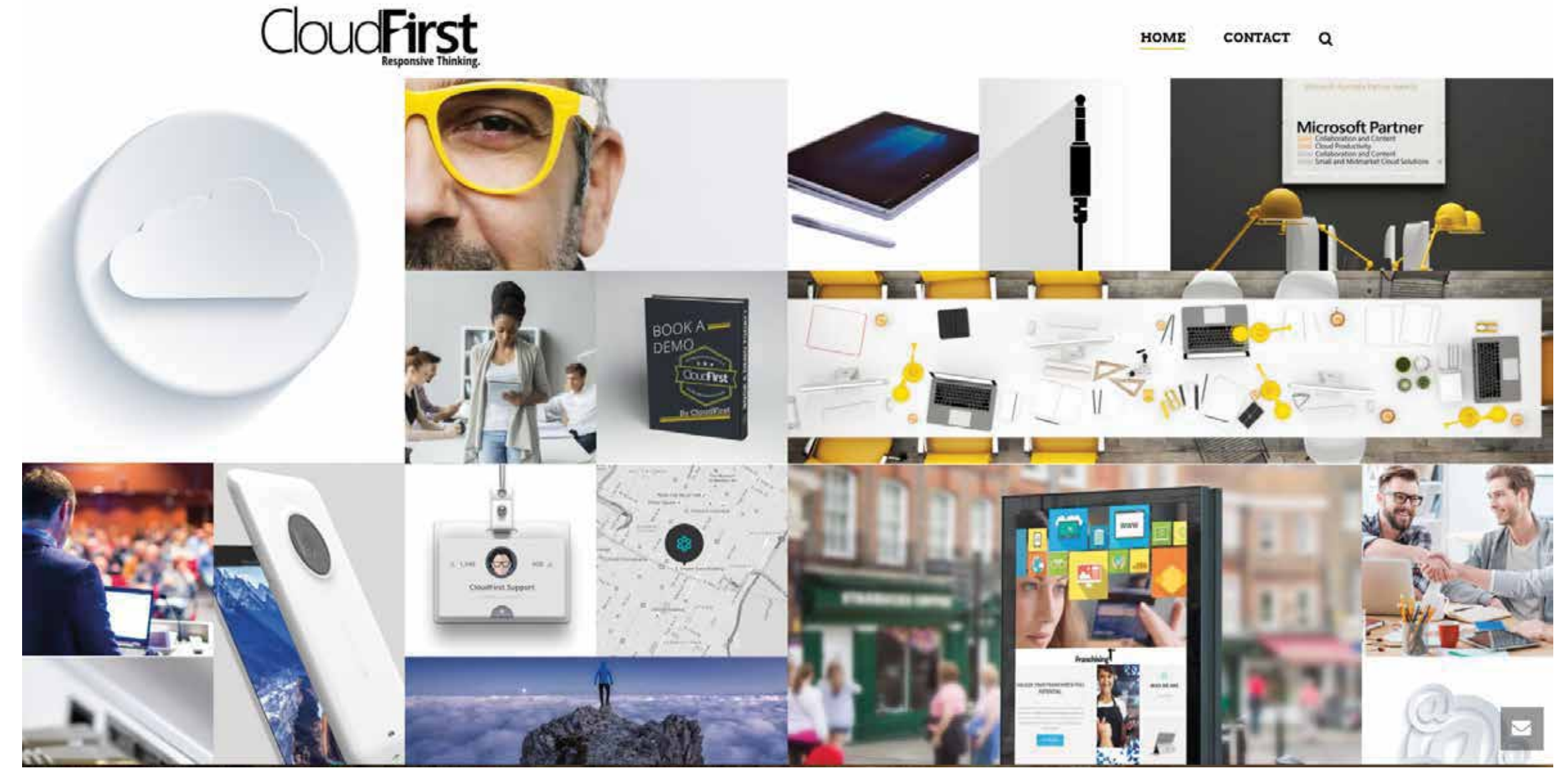
**SERIOUS  
IN CORPORATE.**



## CREATIVE : MICROSOFT PARTNERS DESIGN

Original logo design and original startup conception, designed and integrated the brand through the Microsoft Partnership program.

We were shaping engaging B2B ads and sales campaigns for clients using innovative digital and social media practices with more colour and energy.



CloudFirst  
Responsive Thinking.



Spiel  
Group



# CREATIVE : ENLIGHTEN & NEW SIGNATURE

Business was looking for a clear reputable brand, Enlighten Operational Excellence to promote operational efficiency in a more creative way.

We created the imagery of what the services provide and whose faces we will encounter with Enlightens journey.

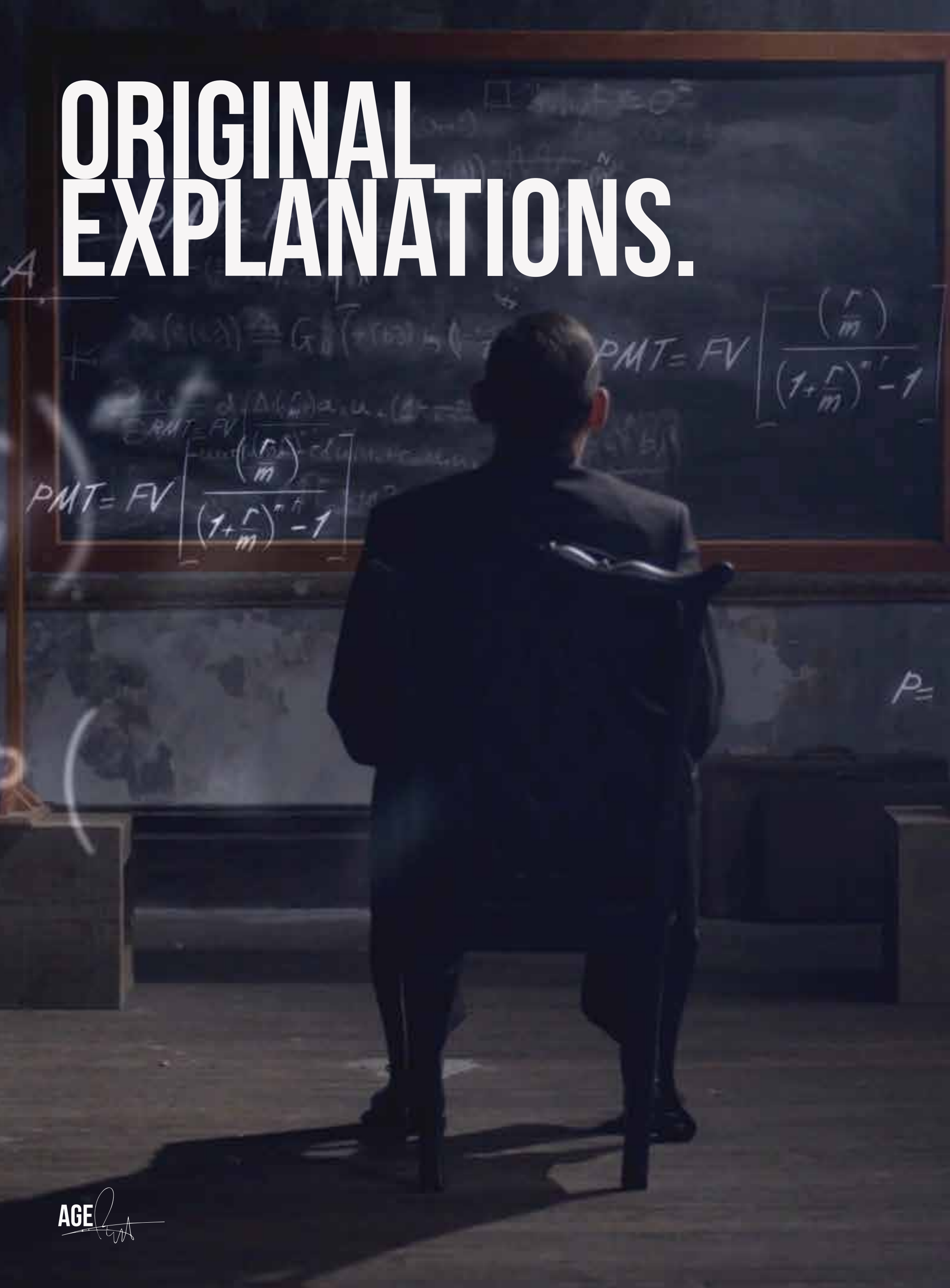
The other, pitch to execution we delivered with New Signature UK. The brief was to brand their company and gather recruitment of whom is a leader in the London and Great Britain 's technology space as a Microsoft partner with a poet.

Hired to deliver a recruitment campaign with a difference.



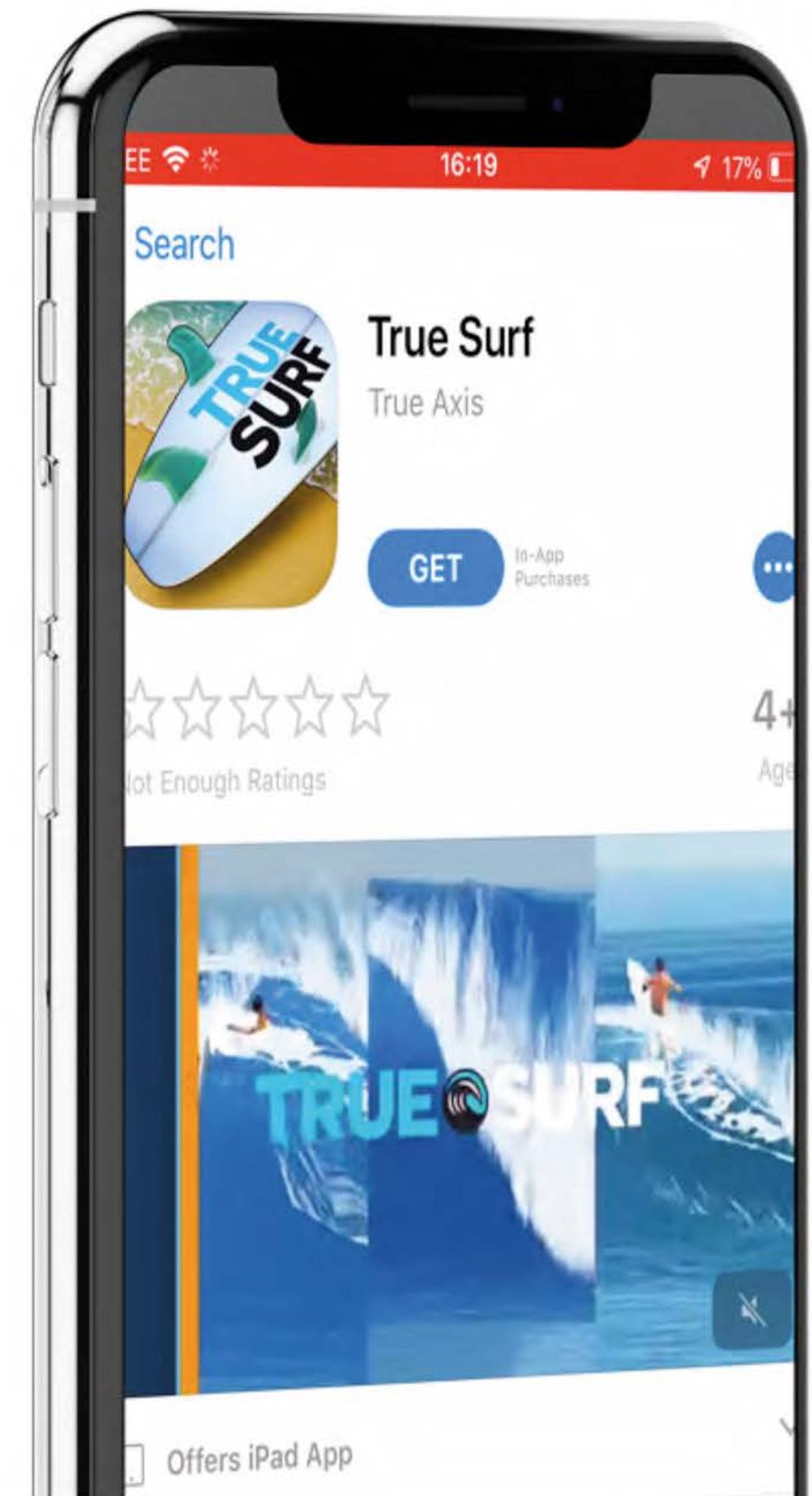
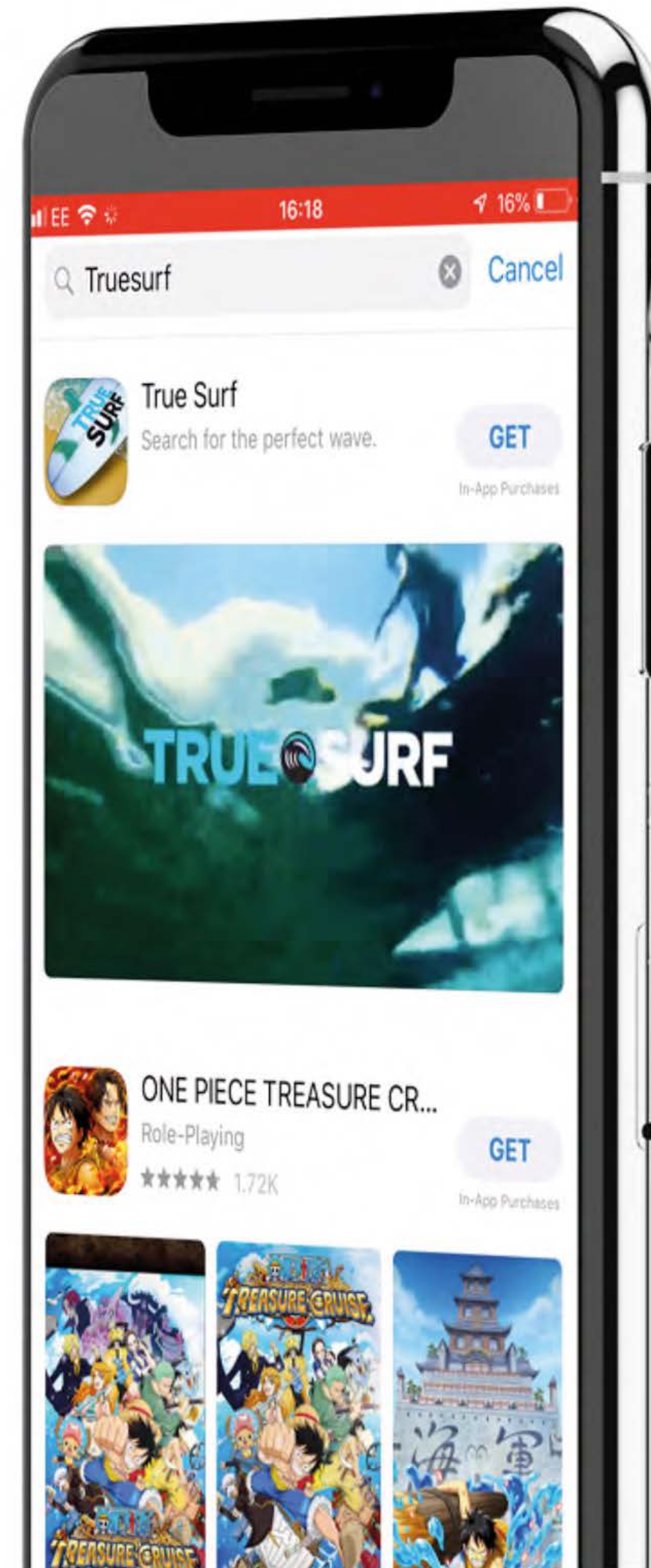
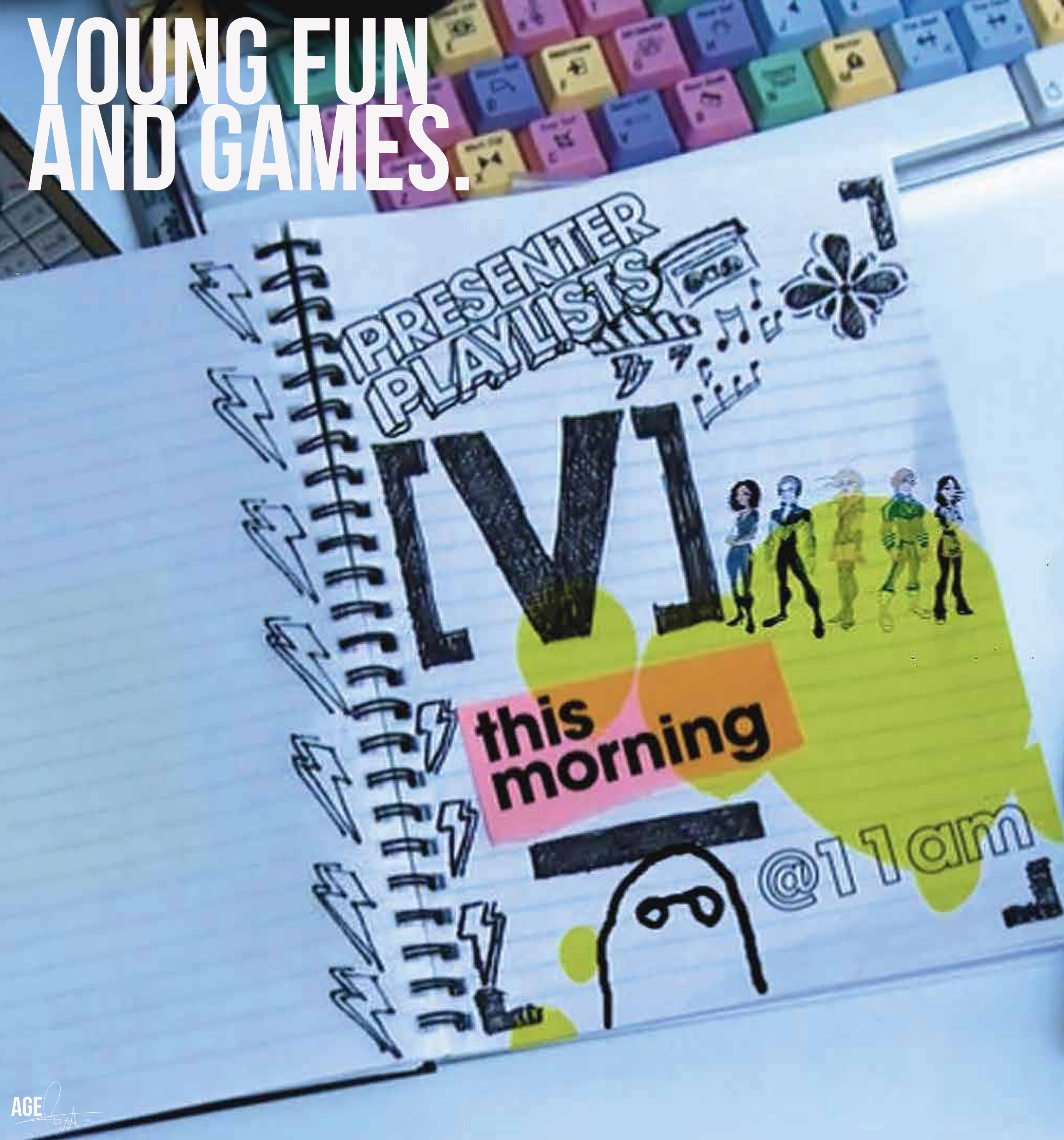


# ORIGINAL EXPLANATIONS.





# YOUNG FUN AND GAMES.





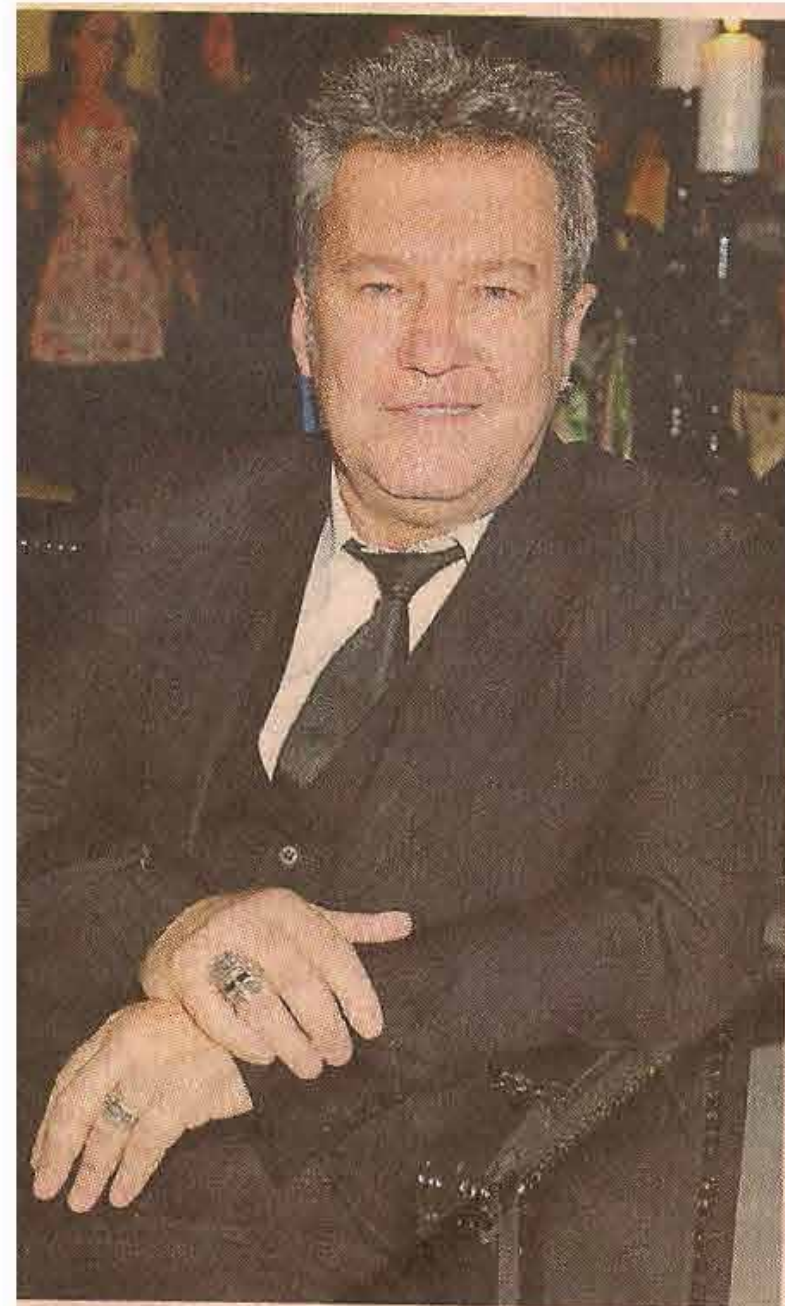
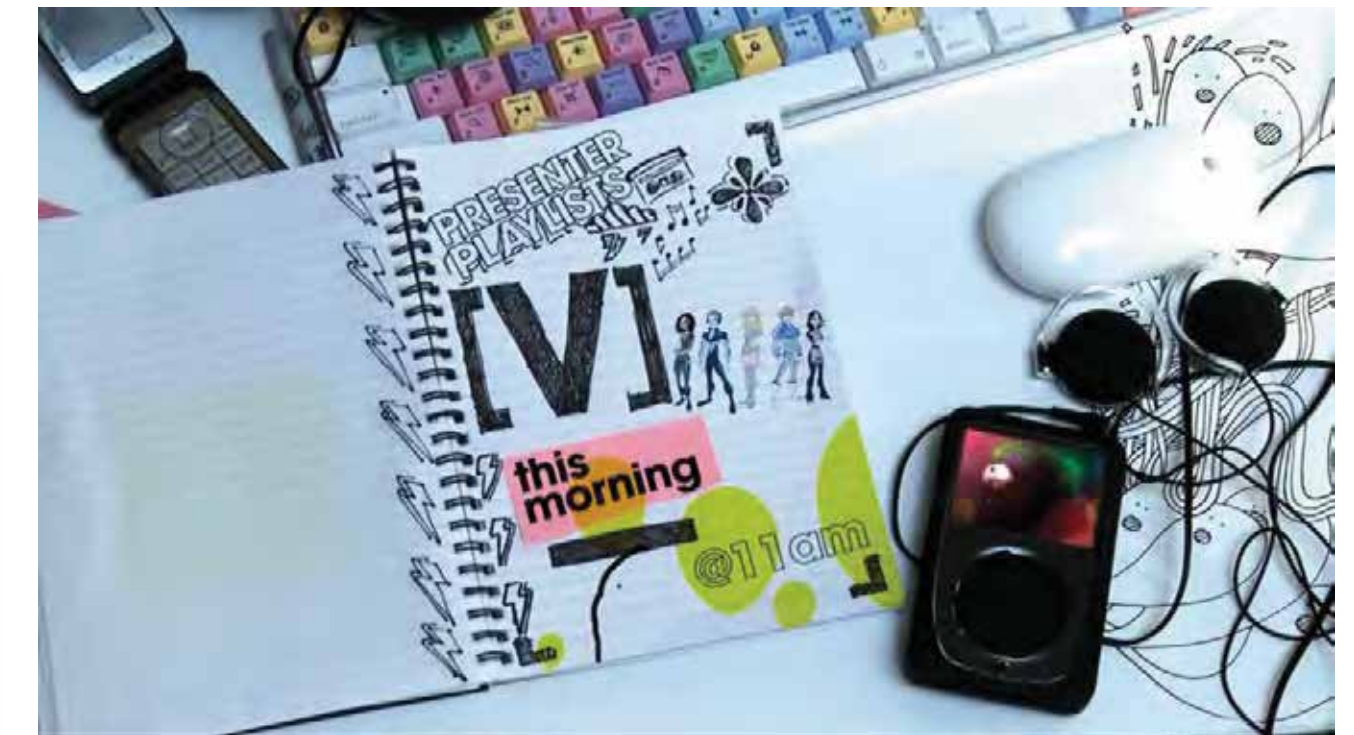
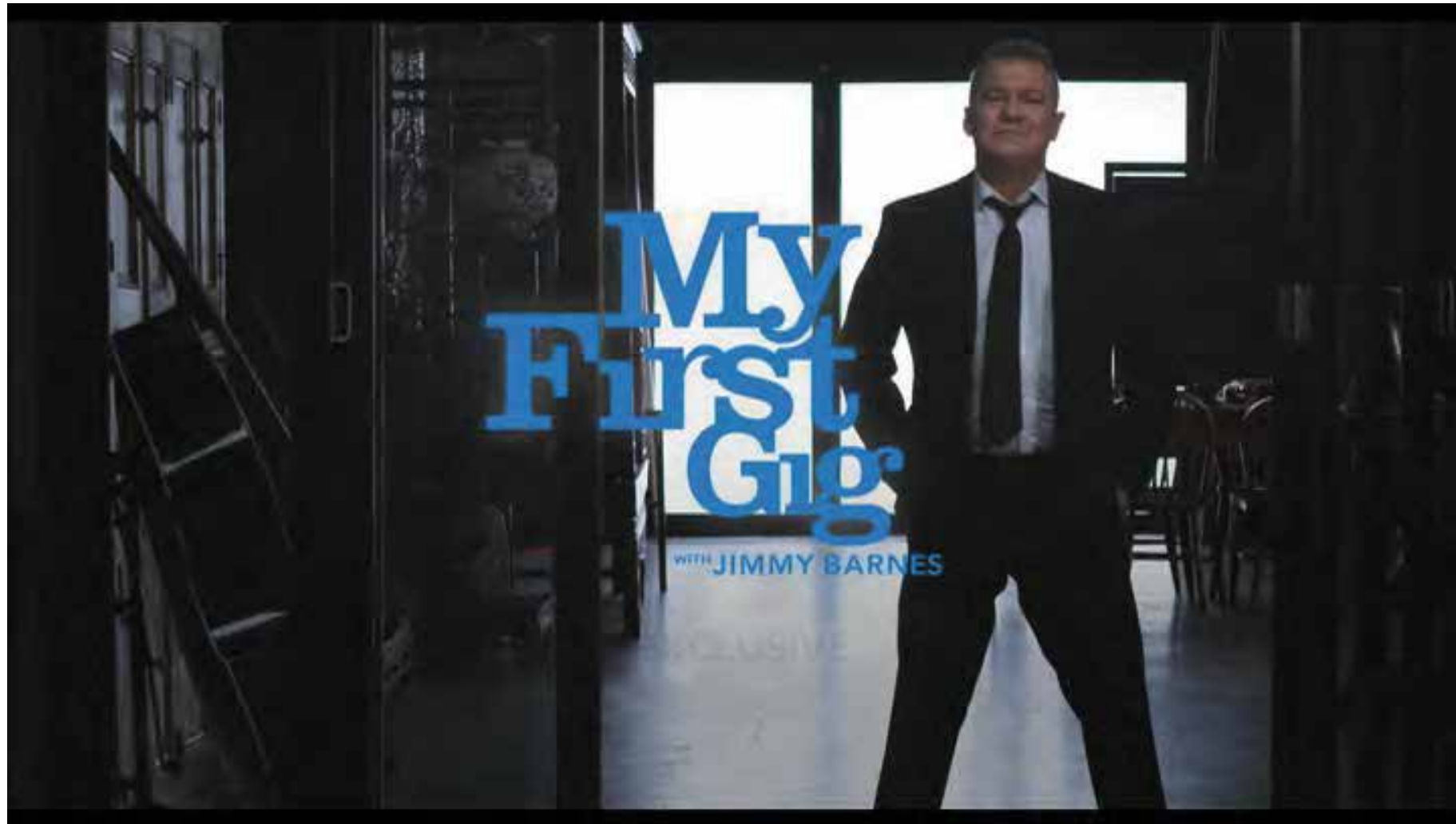
## GAMING : TRUE SURF APP LAUNCH

Creatively approached by True Axis Games to deliver their promotional video for the newly awaited mobile sports app game TrueSurf. They wanted to deliver in partnership with the World Surf League and Surfline weather.

Features of fun music that wanted to excite and deliver the connection between surfing anywhere in the world and being a world class surfer on the circuit tour.







solid ... host Jimmy Barnes.

# A little help from my friends

Jimmy Barnes gets nostalgic with some old musical buddies, writes **Michael Idato**.

**T**he new music series *My First Gig* sits down former Cold Chisel frontman Jimmy Barnes with some of his friends – Neil Finn, Peter Garrett and Marcia Hines among them – to revisit the genesis of their musical careers.

There isn't much room in television for surprises but series producer Wade Goring says the alchemy of shared experience, and the particular friendship each artist has with Barnes, produces a thrilling result.

"What surprised me was how intimate the conversations became," Goring says. "The questions were extrapolated from research but Jimmy was able to genuinely take the subjects into a comfortable space and really relate to their experience. It gave the conversations a real essence."

The show was suggested to pay TV station Max by an on-air promo producer, Age

Rappell, in an open pitching initiative the channel's owner, XYZ Networks, holds regularly with staff. The idea was for a short-form program in which Barnes and a guest artist would return to the scene of their first

**'It's all about how they make music.'** Producer Wade Goring

gig. That was fleshed out to a 10-episode series, with the focus shifting from the venue to each artist's individual story.

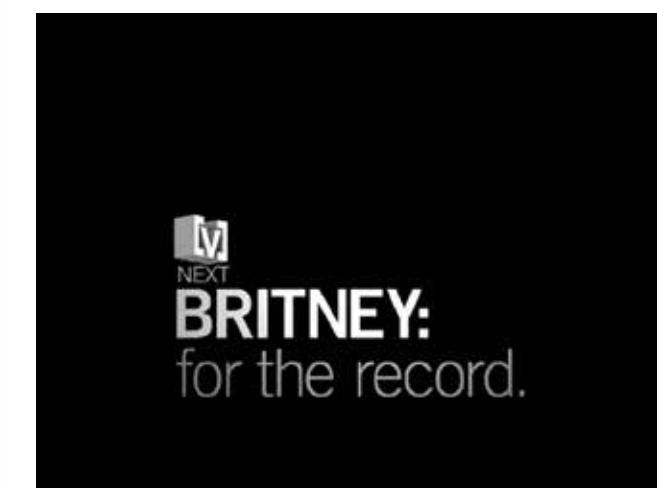
The show sits as a neat metaphor for the channel itself. Max is slightly older than its peers and perhaps more focused on music as an expression of artistry rather than a platform for celebrity.

"If all the channels were standing in a line, Max would be the one you felt you could trust was being honest," Goring says. "We're not as blatant at selling to you and we're not as in-your-face. These are artists and musicians and we respect them for their craft. It's all about how they make music."

Goring concedes the landscape has shifted subtly since the launch of MTV in Australia, though he does not see Max and MTV as rivals.

"With any competitor, and I use that term loosely because we're on the same platform, it makes you look at what you're doing," he says. "MTV is in some ways more a general entertainment channel; what we do well is focus on the music."

*My First Gig* begins on Max on Monday at 9.30pm. See preview, p6.





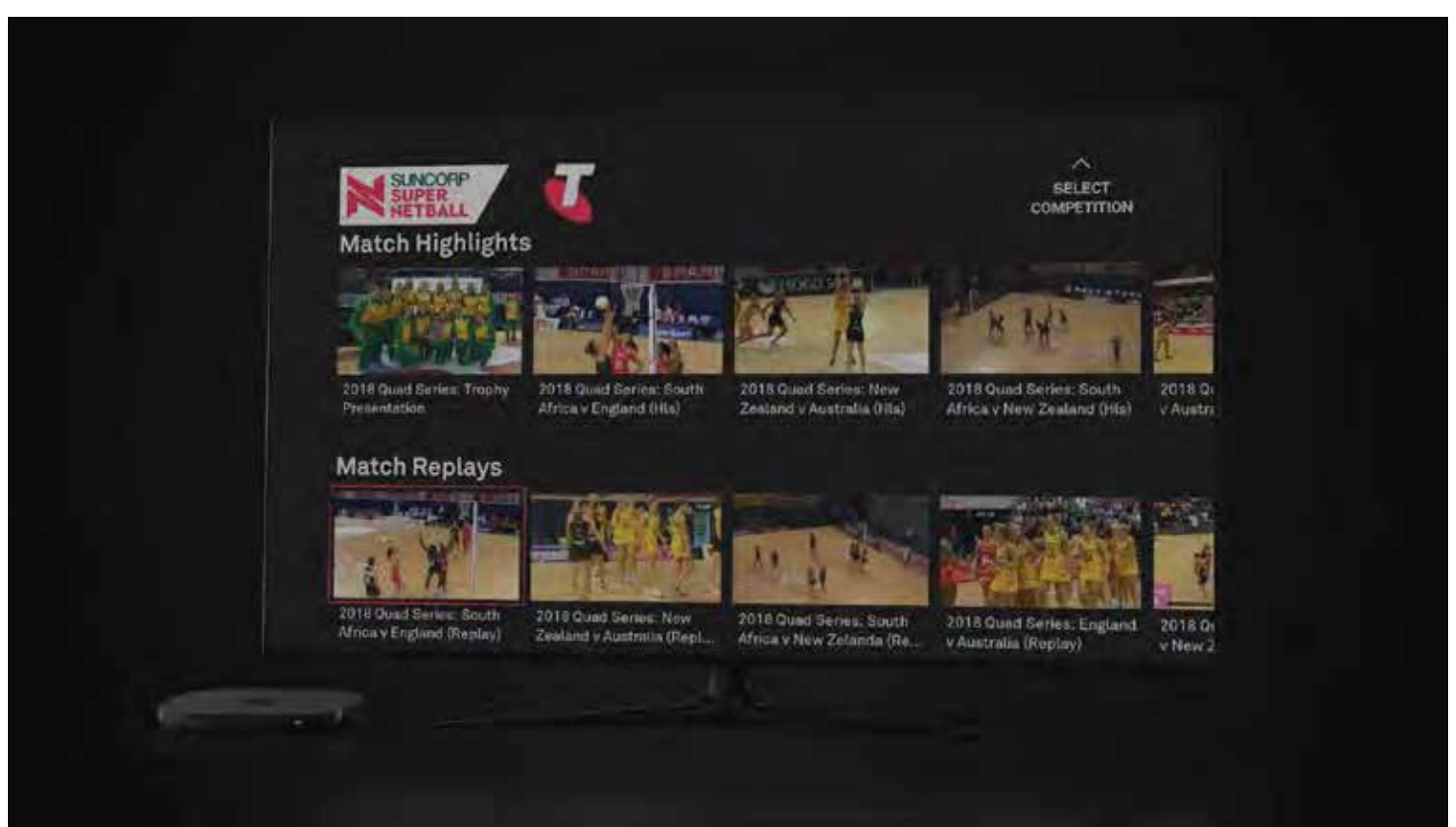
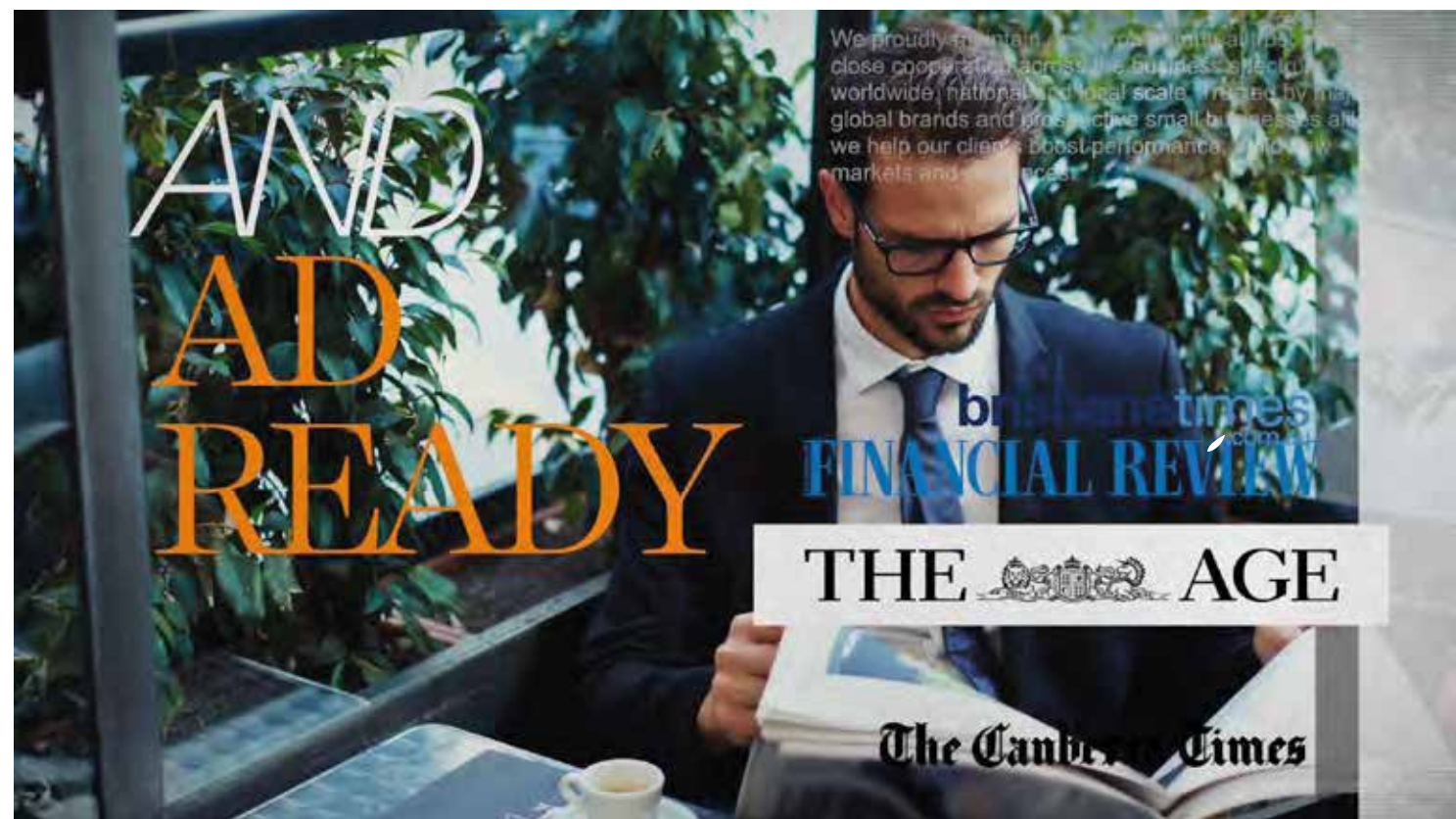
# PRINT SALES CREATIVE



# STREAMING SERVICES



# OUTDOOR & SPONSORSHIP





# AGE RAPPELL

RESUME  
- creative -

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## EXPERIENCE

### FREELANCE: AGERAPPELL.COM COMM GAMES 2018 / MICROSOFT PARTNERS 2017 MARCH - NOW

**Creative :** Currently based London. Creative Direction with Super Netball promotional TVC Sydney, Commonwealth Games Swimming Packages & World Surf League Mobile Surfing Game App promotional launch for the app store. Latest project was a mini LinkedIn campaign for Microsoft Partners.

### HOWNOW CREATIVE:DAZN SEPT 2016 - FEB 2017

**Creative :** Leading the creative development of online video content for newly formed DAZN sports online platform for German and Japanese markets.

### SKY SPORTS MAY 2016 - AUG 2016

**Creative Services:** Delivered and created key video content and promotional activity with the new channel Sky Sports Mix and Sky Sports U.K & Ireland.

### MICROSOFT PARTNER

FEB 2014 - NOV 2015

**Creative Director :** Drove the creative strategy and development of the Cloud First brand through the Microsoft Partner Program. This included creating the company brand, content and messaging (from strategy through to execution) for use across digital and social media channels.

### NEWS CORP. FOXSPORTS

JAN 2010 - JAN 2014

**Snr Promotions :** Production of branding campaigns to launch key sporting properties for AFL, NRL, Tennis, PGA Golf, A League and others. Functioned as creative lead and director on highly successful rebranding effort.

### FOXTEL CHANNEL [V] & MAX

FEB 2007 - DEC 2010

**Promotions Producer & Show Concept :** Designed and executed on Channel [V] & Max campaigns with key music properties. Concept creator of TV Reality Series "My First Gig" with Jimmy Barnes for two seasons.

### RADIO

MAR 1999 - JAN 2018

**Executive Producer / Presenter :** Designed and presented a nightly Top 40 program aired nationally on a variety of regional radio stations. Delivered high-quality promotions while integrating movie, international music artist, and celebrity content.



## PERSONAL QUALITIES

- Leadership and Team player
- Positive and Accountable
- Creative and Left Field on approach
- Understanding and Patient
- Respectful and Confident Communicator

## SKILLS

- End to end video production
- Multi-project management
- Production budget management
- Script writing & idea generation
- Graphic & motion graphic design
- Sound editing & design
- Photography & still image editing
- Creation of social media marketing assets: video & stills

## AWARDS

- 2006** Radio Best Networked Program across 38 radio stations
- 2009** Individual Gold Best Newcomer Australia and New Zealand
- 2013** Silver Best Sports Campaign, French Open
- 2014** Gold Best Network Rebrand, Fox Sports
- 2015** Silver News/Information Program Campaign, "Today Show Kids"
- 2015** Excellence in Industry and Platform Innovation Award at the Microsoft Australia Partner Awards (MAPA).

## INTERESTS



TRAVELS



TECH



SPORT

## SOFTWARE OPERATED



**Avid**

Creative Suites





**A DECADE OF CREATIVE EXPERIENCE.**

Amping up content for global audiences.

**HAVE THE CONVERSATION**

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