

# Daniel Bremmer

Creative Director / Life Nerd



Daniel Bremmer's passion for culture, technology and adventure has taken this Southern California native to London, Seattle, New York, Reykjavik and Los Angeles.

Daniel began his career as a web designer before attending Art Center College of Design. He's since crafted experiences and stories that connect with people wherever they are for brands like Google, Target, Inspired by Iceland, HBO, National Geographic, Mazda, Audi, Toyota, The Economist, AT&T and Oreo for agencies like 360i, BBDO, SS+K, Mustache and Huge.

His work has been featured in Creativity, Campaign, Communication Arts, The FWA, The New York Times, Los Angeles Times, The Guardian, The Wall Street Journal, Forbes, Fortune, NPR, Rolling Stone, three books, two podcasts and one art museum.

He is most proud of his cause-related work like his personal COVID-19 project Handwash Jukebox, branding child hunger nonprofit No Kid Hungry and creating Barack Obama's youth voter registration campaign Vote For Change.

Daniel used to do interesting things like brew beer, collect records and explore bike trails. But now he mostly tries to make his daughter, Zelda, laugh.

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**Mustache/Revere (Edelman) LA / NYC**  
**SVP, Group Creative Director**  
**August 2021 – July 2023**

Creative lead on Google Maps and Google Social Lab, managing a team of about 12 creatives that oversaw Google's TikTok launch and rebooting Google Maps for a Gen Z audience, making it the #1 North American Google social account within three months of taking control. Created the holiday film "Google Meet Santa" where kids got to meet Santa in their own languages. Led creative for Google Pixel, supporting the global launch of the Google Pixel 6 and US initiatives around DEI, Snapchat and NBA partnerships. Other clients include eBay, Microsoft and new business for Perrigo and Slutty Vegan.

**SS+K NYC**  
**Creative Director, Special Projects**  
**April 2020 – July 2021**

Lead an international team for Inspired By Iceland's COVID-19 response, "Looks Like You Need Iceland." "Let It Out" invited people around the world to scream their lockdown frustrations into a web-based app to be released in Icelandic nature. ADWEEK called it "2020's ultimate tourism campaign." Joyscroll.com countered doomscrolling with Icelandic positivity and "Looks Like You Need An Adventure" invited the world to turn their pandemic sweatpants into boots for their first post-pandemic adventure.

**The Garage Team Mazda Costa Mesa, CA**  
**Creative Director (Freelance)**  
**August 2018 – March 2019**

Digital creative lead supporting the Mazda3, CX-30, Mazda winter event, Mazda social and the One Show Gold-winning trailer/campaign for the Newport Beach Film Festival that was banned from Fashion Island, "The Power Of Ideas."

**Íslenska Reykjavik**  
**Creative Director**  
**June 2017 – July 2018**

My adventure year leading about 25 creatives on Icelandair and Inspired By Iceland as well as domestic clients. Launched "The Hardest Karaoke Song In the World", the most successful Iceland tourism campaign to date and supported Iceland's World Cup team with campaigns for Icelandair and Inspired By Iceland.

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**360i, New York NY**  
**Group Creative Director**  
**August 2014 – June 2017**

Creative lead on integrated social and earned campaigns with an emphasis on innovation and brand storytelling. Led a team of about 7 creatives that revived Lean Cuisine with the emotional #WeighThis campaign, introduce fans to an Albert Einstein chat bot for National Geographic, built Target Treatster, a social network with IoT interface for trick-or-treaters, let fans spend a day as Michael Jordan through an interactive facebook film for Hanes and planted #Springmoji, the world's first emoji garden for Miracle Gro.

**Huge, Brooklyn NY**  
**Creative Director (Freelance) 2013 – 2014**  
Social media lead on Audi, TD Ameritrade and FDA anti-smoking

**BBDO, New York NY**  
**VP, Creative Director 2009 – 2012**  
Creative lead on Mountain Dew, GE, AT&T, The Economist and Starbucks

**SS+K, New York NY**  
**Copywriter 2006 – 2008**  
Barack Obama, Delta, Audi, No Kid Hungry, Credo, Revver, Associated Schools Of Public Health, My Rich Uncle and Blue Cross Blue Shield

**Publicis, Seattle, WA**  
**Copywriter 2004 – 2006**  
T-Mobile, Minute Maid Global, Dish Network, Bullitt Foundation, WA Lottery, Eos Airlines, SafeCo

**Karmarama, London UK**  
**Creative, 2002 – 2003**  
NFL UK Super Bowl, IKEA UK

**Art Center College Of Design 2003**  
BFA Advertising Design, ACSI President

**Press/Awards**  
Cannes, One Show, Webby's, FWA, Digiday, Addys, ARF David Ogilvy Awards, Contagious, WSJ, The Guardian, New York Times, LA Times, Rolling Stone, Ad Age, AdWeek, Creativity, Communication Arts, Business Insider, NPR, Meet The Press, etc.

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