

LIDL FARM TO FORK  
ONLINE & SOCIAL CAMPAIGN FILMS

TEENAGE CANCER TRUST  
FUNDRAISING FILM

NCS  
CAMPAIGN FILM

THE BRITISH ARMY  
PODCAST SERIES & SOCIAL ASSETS

THE BRITISH ARMY  
CAMPAIGN FILM

ACCENTURE'S AFRICAN & CARIBBEAN  
NETWORK  
CAMPAIGN FILM SERIES

KARMARAMA  
CULTURAL INSIGHTS FILM

NANDO'S  
CAMPAIGN FILMS

ACCENTURE INTERACTIVE AMSTERDAM '01'  
LAUNCH FILM

THE GUARDIAN  
CAMPAIGN FILM

ELTON JOHN X YOUTUBE  
CAMPAIGN

VALENTINO X MYTHERESA  
CAMPAIGN FILM

# LOLLY AUSTIN



**FOOTAGE RESEARCHER AND CREATIVE DEVELOPMENT  
SPECIALIST WITH 15 YEARS EXPERIENCE IN ADVERTISING,  
PRODUCTION AND IN-HOUSE.**

**I WORK WITH HEADS OF PRODUCTION, PRODUCERS, DIRECTORS  
AND CREATIVE DIRECTORS WHO NEED FAST, CULTURALLY  
SHARP SUPPORT - FOOTAGE RESEARCH, REFERENCES, MUSIC,  
TALENT SOURCING AND TREATMENT SHAPING. THE KIND OF  
END-TO-END THINKING THAT MOVES A PITCH FROM FLAT TO  
FUNDABLE OR HELPS STUDIOS TO PUNCH ABOVE THEIR WEIGHT.**

**PAST CLIENTS INCLUDE GOOGLE, GUINNESS, BBC, META, FIFA,  
WAITROSE, INSTAGRAM, HUGO BOSS AND THE INTERNATIONAL  
OLYMPIC COMMITTEE - ACROSS CATEGORIES FROM BEAUTY,  
FASHION AND SPORT TO SUSTAINABILITY, GAMING AND SOCIAL.**

**I LOVE TO COLLABORATE WITH STUDIOS AND AGENCIES AND  
BRING THE SAME INSTINCT FOR EMERGING CULTURE TO EVERY  
PROJECT - SHARPENED BY 10 YEARS RUNNING A MUSIC AND  
PROMOS BLOG, CURATING ARTISTS, SCENES AND SOUNDS.**



**CREATIVE  
DEVELOPMENT  
& VISUAL  
RESEARCH**

**FOCUSSED AREAS:**

**IDEATION, VISUAL RESEARCH, CREATIVE  
R&D, DIRECTION, PRODUCTION, TALENT  
COMMISSIONING, MUSIC CONSULTING**



## LIDL

PROJECT: FARMING OUR FRESH BERRIES & APPLES (TVC 2 X 60")

**ROLE: ASSISTANT DIRECTOR, TALENT COMMISSIONER, CREATIVE RESEARCHER**

@ ACCENTURE SONG STUDIOS

YEAR: 2023/2024

THE BRIEF: CREATE SEASONAL CAMPAIGNS FOR LIDL'S BRITISH FARMED STRAWBERRIES AND APPLES, SHOWING THE PROCESS FROM FARM TO FORK WITH TV PRESENTER LYNDSEY RUSSELL.

STRAWBERRIES; I COLLABORATED WITH THE LEAD DIRECTOR ON THE TREATMENT, DIRECTED THE SOCIAL CUTDOWNS, MADE EDITORIAL CHANGES TO THE LONGFORM, AND COMMISSIONED THE DOP.

APPLES; I COMMISSIONED THE DIRECTOR AND TALENT, MAKING EDITORIAL TREATMENT AMENDS WHERE REQUIRED.

[WATCH HERE \(STRAWBERRIES\).](#)  
[WATCH HERE \(APPLES\).](#)

# TEENAGE CANCER TRUST X ROYAL ALBERT HALL



PROJECT: CALLUM'S STORY (CHARITY FILM 5MINS)

ROLE: DIRECTOR, CREATIVE & ART DIRECTOR, TALENT  
COMMISSIONER

@ ACCENTURE SONG STUDIOS

YEAR: 2023

THE BRIEF: TO PRODUCE A FUNDRAISING FILM FOR TEENAGE CANCER TRUST, SHOWCASING THE STORY OF TEEN CANCER PATIENT CALLUM IN MANCHESTER AND THE ORGANISATION'S SUPPORT FOR YOUNG PATIENTS ACROSS THE UK, TO BE SCREENED AT THEIR ROYAL ALBERT HALL EVENTS.

I DIRECTED THE FILM, VFX, AND POST-PRODUCTION, CONDUCTED INTERVIEWS, AND SOURCED THE MUSIC AND DOP, WHILE COLLABORATING DIRECTLY WITH THE CLIENT ON CREATIVE IDEATION AND THE BRIEF.

[WATCH HERE.](#)



## NATIONAL CITIZENS SERVICE (NCS)

PROJECT: MIXTAPE (ONLINE 7MINS)

**ROLE: CREATIVE IDEATION & DEVELOPMENT, TALENT COMMISSIONER, MUSIC CONSULTANT**  
@ KREAM LONDON, KARMARAMA  
YEAR: 2022

THE BRIEF: TO CREATE AN AUDIO-VISUAL MIXTAPE FEATURING NEW MUSIC BY YOUNG BRITISH ARTISTS USING AND SAMPLING THE WORDS OF UK TEENAGERS. THE MUSIC WAS PRODUCED BY DUO STAR.ONE.

I COMMISSIONED TWO DIRECTORS (ANIMATION & LIVE ACTION) TO COLLABORATE ON THIS PROJECT. THE CREATIVE DIRECTOR AND I WORKED TOGETHER TO DEVELOP AND HONE THE BRIEF, AND WITH OUR IN-HOUSE DESIGNER TO DEFINE THE VISUAL IDENTITY AND EDITORIAL. WE ALSO COLLABORATED WITH WAKE THE TOWN (MUSIC SUPERVISORS) TO SOURCE AND MANAGE THE ARTIST PARTNERSHIPS.

[WATCH HERE.](#)

## THE BRITISH ARMY X LADBIBLE

PROJECT: THE LOCKER PODCAST, SERIES 2 (6 EPISODES)

ROLE: PODCAST CREATION & DIRECTION, CREATIVE IDEATION,  
RESEARCH & DEVELOPMENT, MUSIC SEARCH

@ KREAM LONDON, KARMARAMA

YEAR: 2022

THE BRIEF: TO CREATE A SECOND SERIES OF THE BRITISH ARMY'S 'THE LOCKER PODCAST,' FEATURING CANDID CULTURAL CONVERSATIONS WITH SOLDIERS AND GUEST EXPERTS. LED BY JOURNALIST NATALIE MORRIS, IT INCLUDES GUESTS LIKE PROFESSOR GREEN, MOTHER PUKKA, AND REMY BURGZ.

I DIRECTED THE PODCASTS (RECORDED OVER ZOOM), HANDLED POST-PRODUCTION AND VFX, AND ART DIRECTED THE SOCIAL CUTDOWNS FOR LADBIBLE. I ALSO CONDUCTED CASTING INTERVIEWS WITH SOLDIERS AND COLLABORATED WITH OUR PR & INFLUENCER TEAM ON CREATIVE IDEATION AND CULTURAL TREND RESEARCH FOR EACH EPISODE.

[LISTEN HERE.](#)



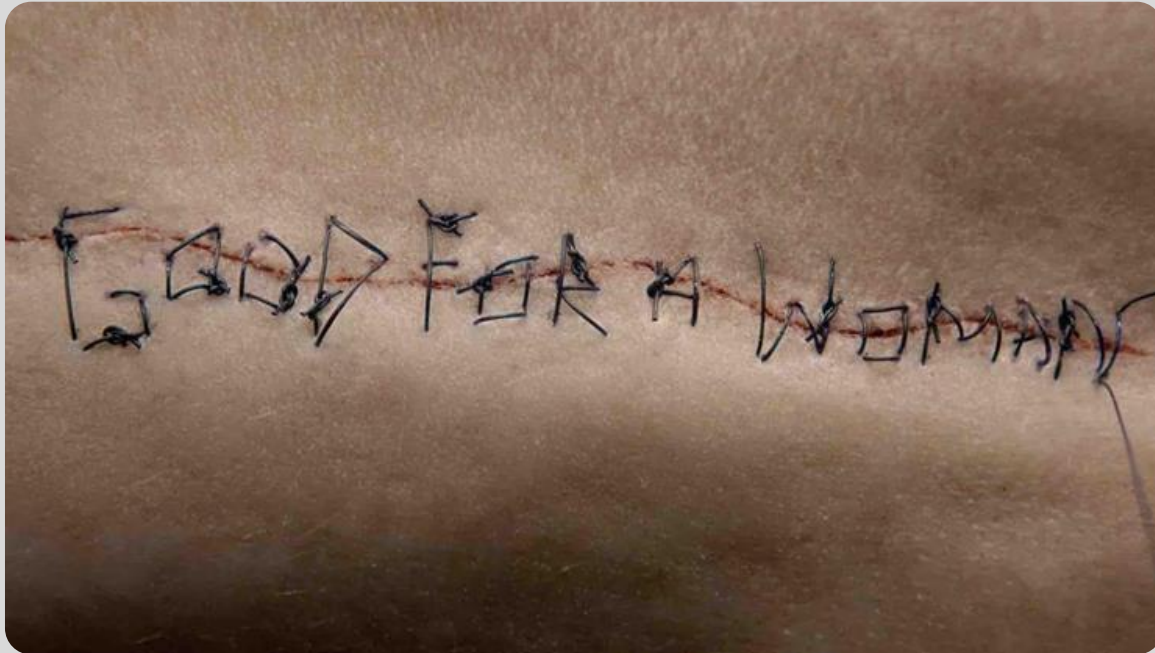
# THE BRITISH ARMY

PROJECT: A SOLDIER IS A SOLDIER (TVC 60")

**ROLE: CREATIVE IDEATION, TALENT COMMISSIONER, VISUAL RESEARCH**

@ KREAM LONDON, KARMARAMA

YEAR: 2022



THE BRIEF: TO CREATE A ONE-MINUTE MIXED MEDIA FILM FOR ONLINE USE THAT CHAMPIONED THE IDEA THAT "A SOLDIER IS A SOLDIER." DESIGNED FOR SOCIAL CUTDOWNS, IT HIGHLIGHTED HOW THE ARMY'S LACK OF "FEMALE" LABELLING ALLOWS INDIVIDUALS TO REACH THEIR TRUE POTENTIAL IN VARIOUS ROLES, ULTIMATELY EVOLVING INTO A TVC.

I SOURCED AND SHORTLISTED OVER 60 FEMALE DIRECTORS FOR THIS PROJECT, ULTIMATELY AWARDING THE JOB TO HANNAH BERRY GEORGE. I COLLABORATED WITH THE CREATIVE DIRECTORS ON IDEATION AND PICTURE RESEARCH, AND ASSEMBLED A PREDOMINANTLY FEMALE CREW, INCLUDING DOP KIA FERN LITTLE.

**[CAMPAIGN'S PICK OF THE WEEK](#)**

**[WATCH HERE.](#)**



## ACCENTURE'S AFRICAN & CARIBBEAN NETWORK

PROJECT: BLACK IS... (6 X 60" FILMS, 1 X 60" TRAILER)

**ROLE: ART & CREATIVE DIRECTION, CONCEPTING, TALENT  
COMMISSIONER, MENTOR, RESEARCH & DEVELOPMENT, STUDIO SHOOT  
DIRECTOR, CLIENT LIAISON**

@ KREAM LONDON, KARMARAMA  
YEAR: 2021



THE BRIEF: FOR BLACK HISTORY MONTH WE PAIRED SIX MEMBERS OF ACCENTURE'S AFRICAN & CARIBBEAN NETWORK WITH SIX BLACK FILMMAKERS AND ANIMATORS TO CREATE THE 'BLACK IS' FILM SERIES. EACH FILM TELLS A UNIQUE, PERSONAL STORY THAT EXPLORES THE COMPLEXITY OF THE BLACK EXPERIENCE.

I COLLABORATED WITH THE CLIENT TEAM AND CREATIVE PARTNER TO DEVELOP THE BRIEF, SOURCED 50+ EMERGING BLACK DIRECTORS ACROSS THREE DISCIPLINES, MENTORED THE TALENT, SHAPED THE EDITORIAL STYLE OF EACH FILM, DIRECTED THE TRAILER STUDIO SHOOT, AND CONSULTED ON MUSIC SELECTION.

[WATCH HERE.](#)



# KARMARAMA

PROJECT: FABRIC OF BRITAIN (DOCUMENTARY, 23:51 MIN)

**ROLE: TALENT COMMISSIONER, ART DIRECTOR, CREATIVE IDEATION,  
RESEARCH & DEVELOPMENT**  
@ KREAM LONDON, KARMARAMA  
YEAR: 2019/2020



THE BRIEF: PRODUCE A HUMAN-CENTRIC CULTURAL STRATEGY FILM FOR KARMARAMA, FEATURING FOUR GRASSROOTS UK COMMUNITIES: LOCKDOWN IN HULL, WONDERFUL WILD WOMEN IN THE LAKE DISTRICT, THE WELSH WARRIORS ARM-WRESTLING CLUB IN PONTYPOOL, AND OPENING DOORS IN LONDON.

I COMMISSIONED DIRECTOR MURAT GÖKMEN AND COLLABORATED WITH HIM AND THE PRODUCTION TEAM ON CREATIVE IDEATION AND ART DIRECTION, WHILE ALSO WORKING WITH THE STRATEGY TEAM ON RESEARCH AND DEVELOPMENT. WE SHOT THE PROJECT IN LATE 2019 AND REVISITED IT POST-LOCKDOWN IN 2020 BEFORE DELIVERY.

[WATCH HERE.](#)

# NANDO'S



PROJECT: BOOTH TRUTHS & BRING THE HEAT HOME (ONLINE SERIES)

ROLE: CREATIVE IDEATION, RESEARCH & DEVELOPMENT, ART DIRECTION

@ KREAM LONDON, KARMARAMA

YEAR: 2019/2020

THE BRIEF: CREATE A CELEBRITY ROUND TABLE SERIES DISCUSSING CULTURAL TOPICS IN A NANDO'S FLAGSHIP RESTAURANT WHILE THEY ATE THEIR FAVOURITE MEAL. DUE TO LOCKDOWN, WE ADAPTED THE FORMAT TO A REMOTE ZOOM SERIES CALLED "BRING THE HEAT HOME", WHERE CELEBRITIES COOKED NANDO'S MENU ITEMS WITH THE HEAD CHEF IN THEIR OWN HOMES.

I WORKED WITH THE DIRECTOR ON CREATIVE IDEATION, ART DIRECTION AND RESEARCHED CULTURAL TRENDS.

BOOTH TRUTHS - [WATCH HERE.](#)  
BOOTH TRUTHS LOCKDOWN SPECIAL - [WATCH HERE.](#)  
BRING THE HEAT HOME - [WATCH HERE.](#)



## ACCENTURE INTERACTIVE AMSTERDAM

PROJECT: ROBOT & DANCER (ONLINE 60")

**ROLE: RESEARCH & DEVELOPMENT, CREATIVE IDEATION, TALENT COMMISSIONER, PRODUCTION DEVELOPMENT**

@ KREAM LONDON, KARMARAMA

YEAR: 2019



THE BRIEF: CREATE A FILM TO CELEBRATE THE LAUNCH OF ACCENTURE INTERACTIVE AMSTERDAM, SHOWCASING CREATIVITY AND TECHNOLOGY. DIRECTED BY LUKE WHITE, THE FILM FEATURES DANCER THI-MAI NGUYEN AND YASKAWA, AN INDUSTRIAL ROBOT MANUFACTURER.

I COLLABORATED WITH THE CREATIVE DIRECTORS IN AMSTERDAM ON THE BRIEF'S LOOK AND FEEL, SOURCED AND COMMISSIONED THE DIRECTOR AND DANCE TALENT, AND WORKED WITH THE PRODUCTION TEAM TO PROCURE THE ROBOTIC ARM.

[WATCH HERE.](#)



## THE GUARDIAN

PROJECT: A SPACE FOR & PROJECT RAINBOW (TVC 20" & 30")

**ROLE: TALENT COMMISSIONER, CREATIVE IDEATION**

@ KREAM LONDON, KARMARAMA

YEAR: 2017/2018



THE BRIEF: FOR A SPACE FOR, CREATE A CAMPAIGN TO HIGHLIGHT THE GUARDIAN'S NEW TABLOID FORMAT, REDESIGN AND CORE VALUES. THE CENTERPIECE IS A DYNAMIC 30-SECOND AD NARRATED BY MAXINE PEAKE.

THE BRIEF: FOR PROJECT RAINBOW, ILLUSTRATE HOW THE GUARDIAN'S JOURNALISM HAS TRANSFORMED LIVES AND NARRATIVES.

FOR THESE TWO CAMPAIGNS, I COMMISSIONED ANIMATION DIRECTOR STEVE QUA FOR "A SPACE FOR" AND THE DIRECTING DUO WRIGGLES & ROBBINS FOR "PROJECT RAINBOW," WHILE ALSO CONTRIBUTING TO CREATIVE IDEATION AND PRODUCTION ELEMENTS.

[WATCH PROJECT RAINBOW HERE.](#)  
[WATCH A SPACE FOR HERE.](#)



## ELTON JOHN X YOUTUBE

PROJECT: THE CUT (X3 MUSIC VIDEOS & COMPETITION FILM)

**ROLE: PRODUCTION COORDINATOR, CREATIVE IDEATION, RESEARCH & DEVELOPMENT, CLIENT LIAISON, PRESENTING, COMPETITION MANAGEMENT**

@ PULSE FILMS

YEAR: 2017

THE BRIEF: RUN A WORLDWIDE COMPETITION TO DIRECT ONE OF THREE OFFICIAL MUSIC VIDEOS FOR CLASSIC ELTON SONGS: "TINY DANCER," "ROCKET MAN," AND "BENNIE & THE JETS" TO CELEBRATE THE 50TH ANNIVERSARY OF ELTON JOHN AND BERNIE TAUPIN'S SONG WRITING PARTNERSHIP, WITH A STAR-STUDED JUDGING PANEL.

I COLLABORATED ON CREATIVE IDEATION WITH YOUTUBE AND AKQA, MANAGED THE COMPETITION; LONGLISTING OVER 600 ENTRANTS, PRESENTED TO CENTRAL ST MARTINS STUDENTS, AND OVERSAW THE PROJECT. I ALSO COORDINATED WITH ELTON'S TEAM ON CAMPAIGN LOGISTICS FOR THE THREE MUSIC VIDEOS.



[WATCH HERE.](#)



## VALENTINO X MYTHERESA

PROJECT: VALENTINO FALL/WINTER 2017 (ONLINE 30")

**ROLE: PRODUCTION ASSISTANT, RESEARCH & DEVELOPMENT, CLIENT LIAISON**

@ PULSE FILMS

YEAR: 2017



THE BRIEF: CREATE A PRE-LAUNCH FILM FOR THE VALENTINO FW17 RUNWAY COLLECTION AT MYTHERESEA.COM.

I SUPPORTED DIRECTOR JOANNA NORDAHL AND THE PRODUCTION TEAM TO ENSURE SMOOTH OPERATIONS BY SOURCING SHOOT LOCATIONS, COORDINATING LOGISTICS, ASSISTING WITH SET DESIGN AND EQUIPMENT, AND FACILITATING INTER-DEPARTMENTAL COMMUNICATION. I MANAGED TALENT AND CREW, RESOLVED ISSUES UNDER TIGHT DEADLINES, AND ENSURED FLAWLESS CAMPAIGN EXECUTION.

**[WATCH HERE.](#)**

# VISUAL RESEARCH

FOCUSSED AREAS:  
FOOTAGE, STOCK & STILLS RESEARCHER

PLEASE VISIT: [LOLLYAUSTEN.COM](http://LOLLYAUSTEN.COM) TO VIEW CAMPAIGNS  
FOR CONFIDENTIAL FILMS LOG IN WITH PASSWORD: WHISPERS



AMV **BBDO**



PRODIGIOUS.

BOX



dro5a

UMR  
STUDIOS

Untold  
Fable



Portas



Leo

SAATCHI & SAATCHI

Anomaly

OMNICOM

adam&eveDDB



# ADDITIONAL PRODUCTION CREDITS

## JWFK LTD

KORADIOR SS26 CAMPAIGN

PRODUCTION ASSISTANT, STILLS CAMPAIGN W/ LILY COLLINS

## KARMARAMA KREAM/ACCENTURE SONG STUDIOS

LIDL CITYSCAPE TVC

ONE VOICE FILM

NCS OUTDATED, TRANSLATED TVC

CONFIDENTIAL PITCH FILM

GSK PODCASTS

ACCENTURE RETAIL SUSTAINABILITY FILM

LIDL BEAR CHRISTMAS

STANDARD CHARTER BANK - ONBOARDING FILMS

BP DOWNSTREAM

INSTITUTE OF CODING - ONLINE SERIES

NCS RECRUITMENT FILM

THE MARKETING ACADEMY FOUNDATION FILM

ACCENTURE INTEGRATION FILM

MISSION WRAPS

JUST EAT - ITV IDENTIS

WILTSHIRE FARM FOODS

ADCAN (2018 WINNER)

TALENT COMMISSIONER, CREATIVE IDEATION, CREATIVE RESEARCHER (60")

DIRECTOR, CREATIVE IDEATION, ART DIRECTOR, TALENT COMMISSIONER, MUSIC COORDINATOR (4:35 MIN)

CREATIVE IDEATION & DEVELOPMENT, TALENT COMMISSIONER, TALENT SEARCH (30")

WARDROBE, CREATIVE RESEARCH, SCRIPT, ASSISTANT DIRECTOR ON MIX & VO – APP FILM (15 MIN)

DIRECTOR – X2 EDUCATIONAL PODCASTS (6 MIN)

DIRECTOR – INTERNAL PROMO (2:21 MIN)

GRADE DIRECTOR - CHRISTMAS TVC (60")

ASSISTANT DIRECTOR, ART DIRECTOR, R&D, VISUAL RESEARCHER, TALENT COMMISSIONER (X2 3:20 MIN)

ART DIRECTOR, MOVING IMAGE RESEARCHER, CREATIVE IDEATION – SUSTAINABILITY FILM (4:35 MIN)

DIRECTOR, ART DIRECTOR, CREATIVE IDEATION, INTERVIEWING, MUSIC COORDINATOR (X3 1:35 MIN)

DIRECTOR INC. VFX, ART DIRECTOR, CREATIVE IDEATION – PROMO (60")

DIRECTOR – FUNDRAISING FILM (2:55 MIN)

DIRECTOR – INTERNAL FILM (60")

TALENT COMMISSIONER, CREATIVE IDEATION (60")

TALENT COMMISSIONER, CREATIVE IDEATION – IDENTIS (X8 10")

WARDROBE, CREATIVE RESEARCH – X3 TVC'S (60")

PROPS MASTER, WARDROBE, ART DEPARTMENT, CREATIVE IDEATION – CHARITY COMPETITION (60")

# ADDITIONAL PRODUCTION CREDITS

## PULSE FILMS

EA SPORTS FIFA: THE PITCH

RADIOHEAD'S 'LIFT'

PRIDE IN LONDON – 'LOVE HAPPENS HERE'

JAMIROQUAI 'NIGHTS OUT IN THE JUNGLE'

'IT'S BEHIND YOU' - JULIAN CLARY

PROPS MASTER & PRODUCTION ASSISTANT - WEEKLY LIVE BROADCAST: FACEBOOK LIVE & YOUTUBE (50X30 MIN EPISODES)

RUNNER - MUSIC VIDEO (3:40 MIN)

RESEARCHER - ADVERTISEMENT SERIES (X4 32" EPISODES)

RUNNER - MUSIC VIDEO (5:20 MIN)

DEVELOPMENT & TESTING - GAME SHOW DEVELOPED WITH JULIAN CLARY (BBC2 PILOT) (45 MIN TV)

# VO DIRECTION & SESSION PRODUCER

PEUGEOT X STALLANTIS PITCH FILMS, PLUSNET TVC, DYSON PITCH FILM, HONDA RUGBY WORLD CUP TVC, ASTRAZENECA PODCASTS, GSK PODCASTS, CONFUSED.COM AWARDS SUBMISSION, THE BRITISH ARMY RADIO, ARLA PITCH FILM, ALFA ROMEO RADIO, ASTRAZENECA PODCASTS, GOOGLE DEEP MIND FILM, HMRC GOOD TAX TVC, REWILDING FILM, CNS CONFERENCE FILM, PITCH FILMS (MULTIPLE)

## ADDITIONAL EXPERIENCE

TALENT SEARCHES, MUSIC SEARCHES FOR EDITS, EVENT PRODUCTION, ARTIST SHOWCASES, WARDROBE STYLING, TREATMENT & DECK CREATION

## COLLABORATORS

33BOUND, ALEX BOUTELL, ANDREW GAYNORD, APRIL WALKER, AYL A SPANS, BEN LANCASTER, BRAD LUBIN, CONNOR PEARCE, DIPO KAYODE-OSI, FRED SCOTT, HANNAH BERRY GEORGE, JADE SPRANKLEN, JASON YAN FRANCIS, JOANNA NORDAHL, JON HARVEY, JULIETTE MAY, KATE MCMULLEN, LOU JASMINE, LUKE WHITE, MASATO RIESSER, MURAT GÖK MEN, NATHAN EASTWOOD, RESTLESS, RICKY GIBB, STEVE QUA, TROY BROWNE, WILL DOHRN, WRIGGLES & ROBINS.

## GENRES WORKED IN

AI, ANIMALS, ANIMATION, AUTOMOTIVE, BANKING, BEAUTY, CHARITY, DEFENCE, DOCUMENTARY, EDUCATION, EVENTS, FASHION, FOOD & DRINK, GAMING, LIVE TV, MEDICAL/HEALTH, MUSIC VIDEO, PODCAST, SOCIAL, SPORT, SUPERMARKET, SUSTAINABILITY, TECHNOLOGY, TRAVEL, UGC AND YOUTH CULTURE.

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[LINKEDIN](#)

[THE DOTS PROFILE](#)

## AWARDS



ADCAN\*

The Drum.  
DADI Awards