



CREATIVE POWER RANKING 2014

RANKING GLOBAL

	Programador	
1	Rita Caetano	MSTF Partners
2	João Santos	TBWA Lisboa
3	Ricardo Melo	Grand Union
4	Tiago Simões	OgilvyOne
5	Francisco Pinto Coelho	Fullsix Portugal
5	Frederico Cerdeira	Fullsix Portugal
5	Gonçalo Chaves	Fullsix Portugal
5	Gonçalo Gaspar	Havas Worldwide Portugal
5	Nuno Mendes	Fullsix Portugal
6	Nuno Quelhas	Ogilvy One
7	Alexandre Gomes	Burocratik
7	Paulo Lagoá	Fullsix Portugal
7	Tiago Gomes	Havas Worldwide Portugal
7	Vítor Pascoal	Ogilvy One
8	Rui Ribeiro da Silva	Grand Union
9	Massive Dev. Team	Massive
9	Miguel Ribeiro - Homepage	Brandia Central
10	João da Silva	Fullsix Portugal
10	Ricardo Tenreiro de Sá	OgilvyOne
11	Daniel Oliveira	Fullsix Portugal
11	Jorge Brás	Fullsix Portugal + O Escritório
11	Manuel Barbosa	Fullsix Portugal
11	Nuno Costa	Fullsix Portugal
11	Paula Cunha	By Interactive Brands Agency
11	Pedro Cruz	Fullsix Portugal + O Escritório



RANKING GLOBAL

	Ilustrador	
1	Ricardo Figueiras	MSTF Partners
2	João Gomes Gomes	Grand Union
2	Samuel Simões	IVITY Brand-corp
4	André da Loba	Silvadesigners
4	Catarina Sobral	Silvadesigners
5	Douglas Cardoso	Leo Burnett Lisboa
6	Pedro Santos	Brandia Central
7	António Lourenço	Burocratik
8	Homem Bala	A Equipa
8	João de Almeida	Massive
8	Luís Mileu	IVITY Brand-corp
8	Pedro Azedo	Happy Brands
8	Pedro Gonçalves	A Equipa
9	Carlos Constantino	Brandia Central
9	Natasha Hellegouarch	Isobar
9	Patrick Santos	Brandia Central
10	André Kano	NOSSA
10	André Trindade	Grand Union
10	Daniel Silva	Grupo United Creative
10	José Godinho Marques	Mccann Lisbon
10	Rawr Studios	Y&R Lisboa
10	Tazzy	9 The Creative Shop
10	Utopia	9 The Creative Shop
10	Zoran Lucic	Y&R Lisboa



RANKING GLOBAL

	Executivo de Contas	
1	Sofia Ascenso	BBDO PORTUGAL
2	João Pereira	MSTF Partners
3	Vanessa Henriques	Brandia Central
4	Rita Garrido	BBDO PORTUGAL
5	Rita Fialho	NOSSA
6	Susana Gonçalves	Wunderman Lisboa
7	Duarte Azevedo	MSTF Partners
8	Karla Thomas	Action4 Ativism
9	Filipa Camejo	Espaço OMD
9	Jorge Mota	Espaço OMD
9	Rui Menaia	Espaço OMD
10	Marina Zambujo	TBWALISBOA
11	Ana Rita Cabrita	OMD
11	Mafalda Osório	OMD
11	Paula Barbosa	Brandia Central
12	Ana Martins	IVITY Brand-corp
12	Sandra Cunha	O Escritório@Fullsix
12	Tiago Silva	Grand Union
13	Cláudia Alexandre	OgilvyOne
14	Catarina Mayer	TBWA LISBOA
14	Joana Margalha	TBWA LISBOA
14	Rita Dias	Fuel Publicidade



RANKING GLOBAL

	Estratega	
1	Catarina Martins	BBDO PORTUGAL
2	Tomas Froes	MSTF Partners
3	Filipa Soares	TBWA Lisboa
4	Hugo Antonelo	FunnyHow?
5	João Pereira	MSTF Partners
6	André Rodrigues	BBDO PORTUGAL
7	Rodrigo Rodrigues	Torque+CC
8	Rafael Ripper	Action4 Activism
9	Monika Michalsky	Brandia Central
10	Filipe Mesquita	This is Pacifica
10	Luciana França	This is Pacifica
10	Pedro Mesquita	This is Pacifica
10	Pedro Serrão	This is Pacifica
11	Pedro Pires	IVITY Brand-corp
11	Tiago Canas Mendes	O Escritório
12	Patrick Stillwell	MSTF Partners
13	Diogo Teixeira	Torque+CC
14	Cláudia Alves	BrandiaCentral
14	Graça Martins	Mola Activism
13	Maria Carvalho	Publicis Lisboa



RANKING GLOBAL

	Designers	
1	Daniel Palma	MSTF Partners
2	André Leite	FunnyHow?
3	Anne Chauvin	NOSSA
4	Carlos Constantino	Brandia Central
4	Patrick Santos	Brandia Central
5	Juliana Freitas	TBWA LISBOA
6	Douglas Cardoso	Leo Burnett Lisboa
6	Emanuel Serôdio	Leo Burnett Lisboa
6	Nuno Salvaterra	Leo Burnett Lisboa
7	Miguel Santos	MSTF Partners
8	Cesária Martins	IVITY Brand-corp
8	Miguel Januário	IVITY Brand-corp
9	Daniel Machado	Torke+CC
10	Rui Costa	Action4 Ativism
11	Filipe Mesquita	This is Pacifica
11	Helder Pombinho	Brandia Central
11	Luiz Castelli	Fuel Publicidade
11	Pedro Mesquita	This is Pacifica
11	Pedro Serrão	This is Pacifica
11	Samuel Simões	IVITY Brand-corp



RANKING GLOBAL

	Redatores	
1	Pedro Gonçalves	BBDO PORTUGAL
2	Felippe Motta	BBDO PORTUGAL
3	Sara Couto	MSTF Partners
4	Pedro Lima	MSTF Partners
5	Marco Pacheco	BBDO PORTUGAL
6	Juliana Braga	MSTF Partners
7	Marco Figueiredo	BBDO PORTUGAL
8	Rui Silva	BBDO PORTUGAL
9	Tiago Fragoso	FunnyHow?
9	Jaime Nascimento	Leo Burnett Lisboa
10	Nuno Trindade	Torke+CC
11	Sérgio Costa	Ogilvy One
12	Hellington Vieira	TBWALISBOA
12	Rui Simões	NOSSA
13	Daniel Palma	MSTF Partners
13	Patrícia Mariano	MSTF Partners
13	Vasco Thomaz	MSTF Partners
14	Rui Costa	Grand Union
15	José Cerqueira	Brandia Central
16	Mafalda Quintela	Fullsix Portugal



RANKING GLOBAL

	Diretor Arte	
1	Ruben Rodrigues	BBDO PORTUGAL
2	Rita Ferreira Salvado	BBDO PORTUGAL
3	Hugo Carvalheiro	BBDO PORTUGAL
4	Guilherme Nunes	Leo Burnett Lisboa
5	Anne Chauvin	NOSSA
6	João Pereira	Torke+CC
7	José Carlos Costa	Fullsix Portugal
8	Diego Freitas	FunnyHow?
8	Julliano Bertoldi	TBWALISBOA
9	Daniel Palma	MSTF Partners
9	Duarte Cardoso Pinto	MSTF Partners
9	Vasco Thomaz	MSTF Partners
10	Jorge Silva	Silvadesigners
11	Ivo Purvis	MSTF Partners
12	Andreia Constantino	Wunderman Lisboa
12	Paulo Ramalho	Wunderman Lisboa
13	Filipe Mesquita	This is Pacifica
13	Pedro Mesquita	This is Pacifica
13	Pedro Serrão	This is Pacifica
14	Sónia Frazão	Fullsix Portugal + O Escritório



RANKING GLOBAL

	Diretor de Contas	
1	Rita Bastos	BBDO PORTUGAL
2	Pureza Morais Cabral	BBDO PORTUGAL
3	João Pereira	MSTF Partners
4	Filipa Robalo	Brandia Central
5	Tiago Reis	Leo Burnett Lisboa
5	Tomas Froes	MSTF Partners
6	Duarte Durão	NOSSA
7	Andreia Ferreira	IVITY Brand-corp
7	Hugo Antonelo	FunnyHow?
8	Olga Orfão	Wunderman Lisboa
9	Maria Couceiro	Action4 Ativism
10	Vânia Anastácio	Ogilvy One
11	Paula Cruz	OMD
12	Inês Lopes	Havas Worldwide Portugal
13	Helena Galhego	Initiative
14	Carlos Coelho	IVITY Brand-corp
14	Carlota Botelho Moniz	OMD
14	Telmo Ramos	Fullsix Portugal
15	Francisco Arbues	MSTF Partners
16	Joana Heitor	TBWA LISBOA



RANKING GLOBAL

	Diretor Criativo	
1	Marco Pacheco	BBDO PORTUGAL
2	Rui Silva	BBDO PORTUGAL
3	Daniel Palma	MSTF Partners
4	Luciana Cani	Leo Burnett Lisboa
5	Paulo Rocha	IVITY Brand-corp
6	Miguel Viana	Brandia Central
7	Leandro Alvarez	TBWA LISBOA
8	Francisco da Luz Ferreira	FunnyHow?
9	Nuno Cardoso	NOSSA
10	André Rabanea	Torke+CC
10	Gil Correia	MSTF Partners
10	Hugo Tornado	Torke+CC
10	Jorge Coelho	Ogilvy & Mather Advertising
10	Pedro Alegria	Torke+CC
11	Luís Coelho	Wunderman Lisboa
12	Pedro Pires	IVITY Brand-corp
13	Hélder Pombinho	Brandia Central
14	Alexandre Rodrigues	Grand Union
15	Francisco Chatimsky	Fullsix Portugal
15	Mafalda Quintela	Fullsix Portugal

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BOA
VIAGEM



**CREATIVE
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FESTIVAL**

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