

GEORGE ANCOCK

FREELANCE SENIOR PRODUCER

CONTACT

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SKILLS

- End-to-end production, bid to delivery
- Budgeting, triple bidding & cost control
- Broadcast delivery & clearance
- Multi-market & remote production
- Vendor, talent & usage management
- Film, photography, 3D & post
- Managing junior producers

TECHNICAL

- Adobe Premiere Pro & Photoshop
- Frame.io & Google Workspace
- Maconomy & other finance systems
- Native English speaker

SELECTED CLIENTS



EDUCATION

KINGSTON UNIVERSITY 2004–07

BA (Hons) Fine Art, First

OXFORD BROOKES UNIVERSITY 2003–04

Art Foundation, Distinction

IPA & APA

Masterclass Certified

"George did an awesome job in challenging circumstances. The success of this campaign owes a huge amount to his hustle, flair, and ability to keep the team motivated."

— Account Lead, Nike Eurofootball Campaign,
Wieden+Kennedy Amsterdam

PROFILE

Amsterdam-based freelance Senior Producer with 15+ years turning ambitious ideas into film, photography, radio and integrated campaigns for Indeed, Stella Artois, Google, adidas, Nike and foodora, including Stella Artois 'Dressed for Wimbledon', awarded at Cannes Lions and D&AD 2026. I work with agencies such as GUT, 72andSunny, W+K and TBWA\NEBOKO, and directly with brands, running bidding, budgets, crews and post from first estimate to final delivery. A filmmaking background (short films screened at Cannes) keeps me close to the craft.

SELECTED WORK

- INDEED EMEA · 'JOBS NEED PEOPLE'** JUL–OCT '26
72andSunny Amsterdam · Senior Producer, Freelance
Produced the UK and French TV spots and radio from production through to delivery. New scenes shot on 35mm in Belgium with Caviar Belgium and director Bram Van Riet, cut with existing 35mm footage from the US campaign.
- FOODORA · 'HOW IT ALL STARTED'** JAN–MAR '26
GUT Amsterdam · Senior Producer, Freelance
Q2 2026 brand campaign for foodora: four campaign hero films, produced with Caviar Brussels.
- JUMEIRAH · 'OUR FLAME'** SEP–DEC '25
Whale · Senior Producer, Freelance
Global brand platform: a cinematic 90-second film and art book shot in live hotels across Dubai, London, Capri, Bali and Mallorca. Directed by Emmanuel Adjei.
- STELLA ARTOIS · 'DRESSED FOR WIMBLEDON'** MAY–JUL '25
GUT Amsterdam · Senior Producer, Freelance
Limited-edition white can that followed Wimbledon's all-white dress code. Produced the ambassador films with David Beckham, Andre Agassi and Maria Sharapova, shot on Centre Court, plus OOH, social and onsite activation.
 - Cannes Lions 2026: Silver & Bronze (Design), Direct shortlist · D&AD 2026: Wood Pencil (Packaging Design), 2 shortlists.
 - Also produced an OOH campaign for Kraft Heinz Fish Sauce.
- ADIDAS RUNNING** JAN–DEC '24
TBWA\NEBOKO · Senior Producer, Freelance
Global launches for Ultraboost (FW24) and Supernova (SS25) across film and stills, with studio and location shoots in the US and South Africa; budgets, schedules and vendors managed across markets.
- GOOGLE GERMANY · SUSTAINABILITY** MAY–DEC '22
Wieden+Kennedy · Senior Producer, Freelance
TV campaign on Google's sustainability features: five-day Hamburg shoot, €1.2m budget. A sustainable production that won production company Simon and Paul (Hamburg) the Giraffe Award 2022 for Most Sustainable Commercial Production.
- EARLIER WORK & SELECTED CLIENTS** 2008–2023
Under Armour (72andSunny, 2023) · Weleda (AKQA, 2020–21) · adidas Terrex & Creators Club (client-side, 2020; adidas's first remote production) · 72andSunny Amsterdam: eBay (€1.5m TVC), Nike, Stella Artois, Smirnoff · Mother London: Stella Artois, IKEA · W+K Amsterdam: Nike, Facebook · BBH London · MJZ London.

Available for freelance projects with agencies and brands, based in Amsterdam and working across Europe. References available on request.