

# Joss Thompson

## Portfolio



\ Select Works



\ 2025





\ Red Bull X AlphaTauri feat. Catie Munnings



\ Shot on OnePlus X Hasselblad

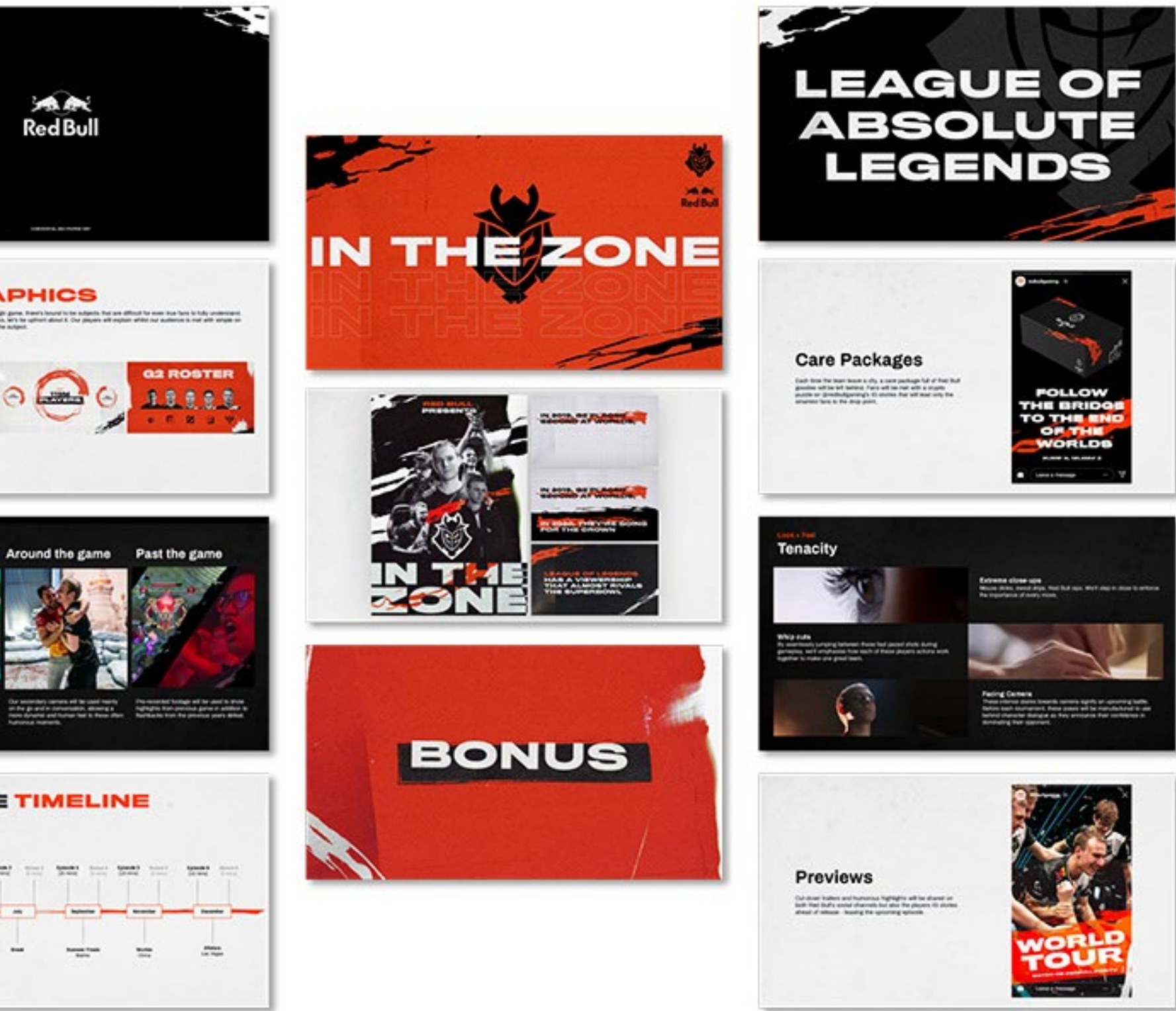
[Watch](#) \ TiNDLE \ Miami Launch Promo



JOSS THOMPSON IS A CREATIVE DIRECTOR BASED IN EUROPE  
SPECIALIZING IN MOVING IMAGE  
SOCIAL & WORDS FOR GLOBAL BRANDS  
MEDIA SPORTS + TECHNOLOGY —

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\ Red Bull X G2 \ In The Zone

## \ RED BULL

Creative Direction  
Strategy  
Branded Editorial  
Multiplatform Content

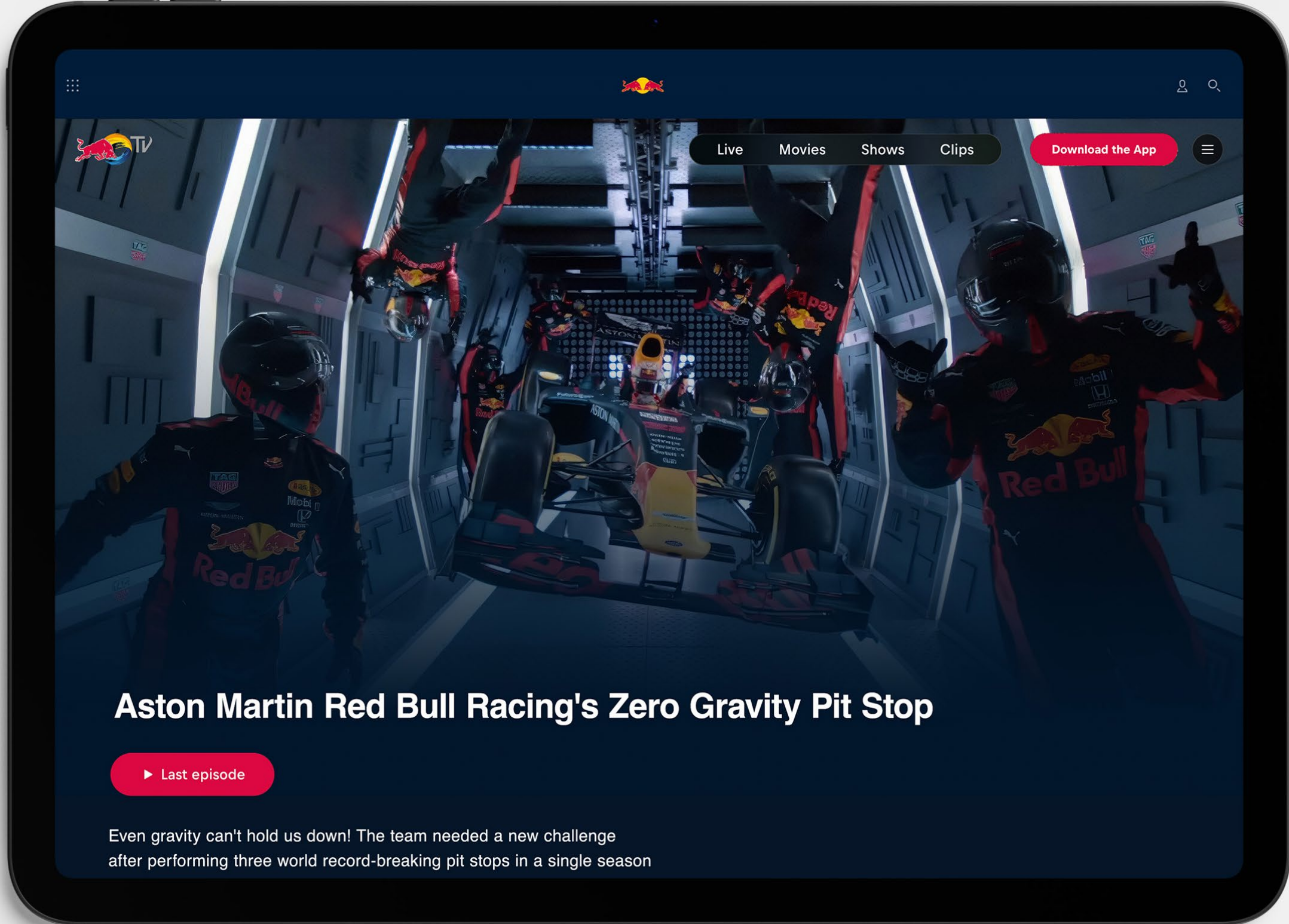
Red Bull push creative boundaries across editorial, documentary, and digital formats, from gravity-defying feats to intimate esports storytelling. In Zero Gravity Pit Stop, the world’s fastest pit crew executed a surreal mid-air stop inside a cosmonaut training aircraft—merging spectacle with brand mythology. HABITS, a sharp, motivational profile of pro gamer Ryan Hart, fused personal insight with gaming culture for Red Bull TV and social. Expanding into series development, G2: In The Zone offered a stylized, behind-the-scenes look at elite competitive play, blending access-driven storytelling with fan-first energy. Together, these projects showcase a command of bold creative strategy, high-concept production, and multiplatform delivery designed to captivate global youth audiences.

[Watch](#) \ Aston Martin Red Bull Racing \ Zero Gravity Pit Stop



[Watch](#) \ Red Bull Kumite \ HABITS feat. Ryan Hart





[Watch](#) \ Red Bull Bike \ Encouraged feat. Courage Adams



[Watch](#) \ Red Bull Surfing \ Risk Vs Reward





## \ ONEPLUS X HASSELBLAD

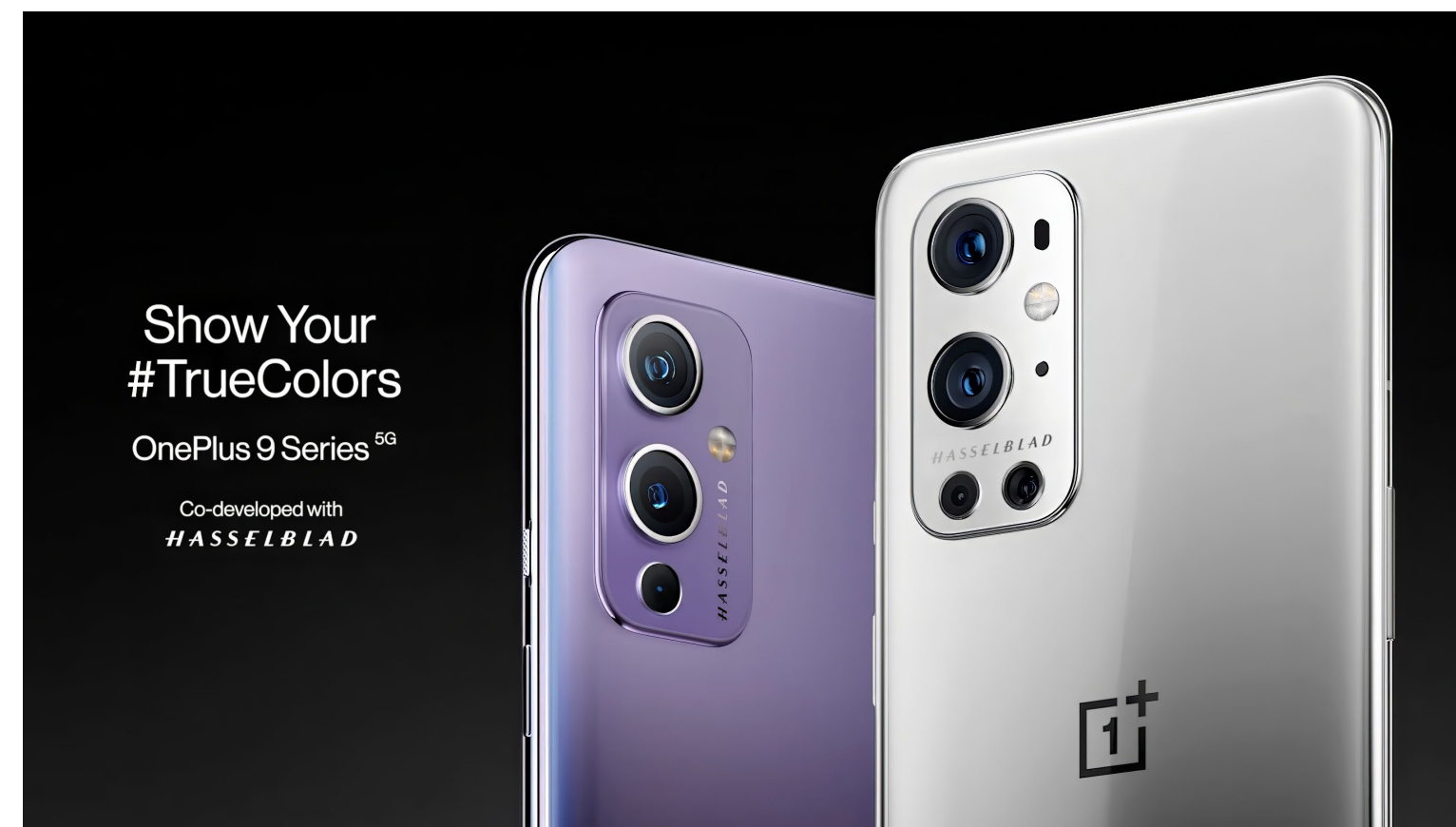
Creative Direction

Strategy

Branded Editorial

TTL Campaign

Bringing together cutting-edge mobile tech and iconic photography, the OnePlus x Hasselblad partnership was launched through a global, cross-platform campaign titled #TrueColors. At the heart of the campaign was a cinematic editorial spotlighting award-winning photographer Julius Hirtzberger, blending aspirational storytelling with product-centric visuals. The TTL campaign spanned EMEA, APAC, and AMER, uniting digital, social, and experiential touchpoints to reinforce the premium positioning of the OnePlus 9 Series. From narrative development to visual identity and execution, this work highlights a refined approach to integrated marketing—bridging brand collaboration, creative storytelling, and regional adaptability.

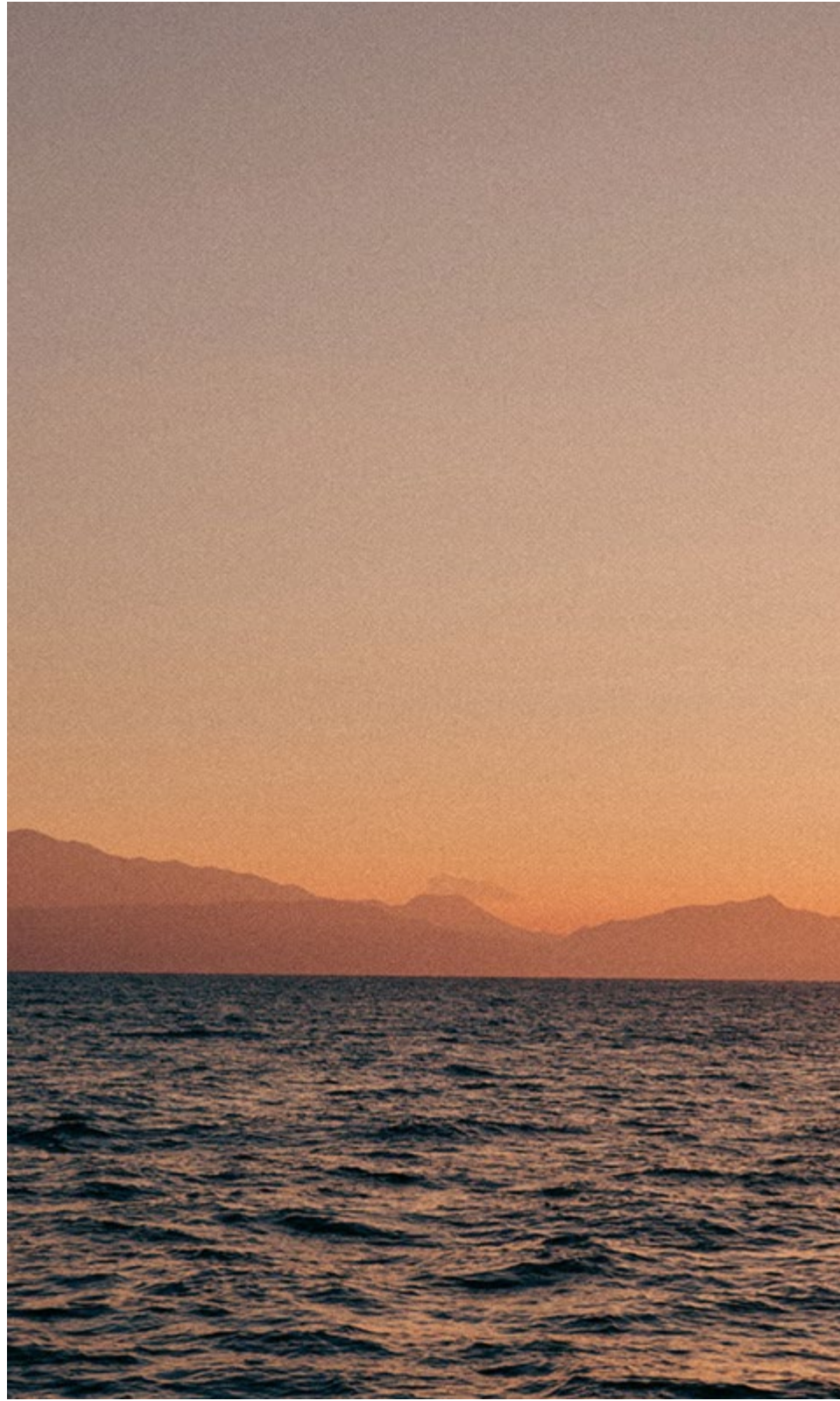
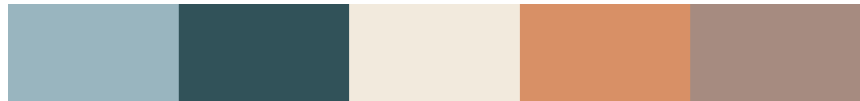


[Project](#) \ OnePlus 9 Series co-developed with Hasselblad



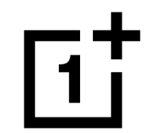
[Watch](#) \ #TrueColors with Julius Hirtzberger





\ Shot on OnePlus X Hasselblad



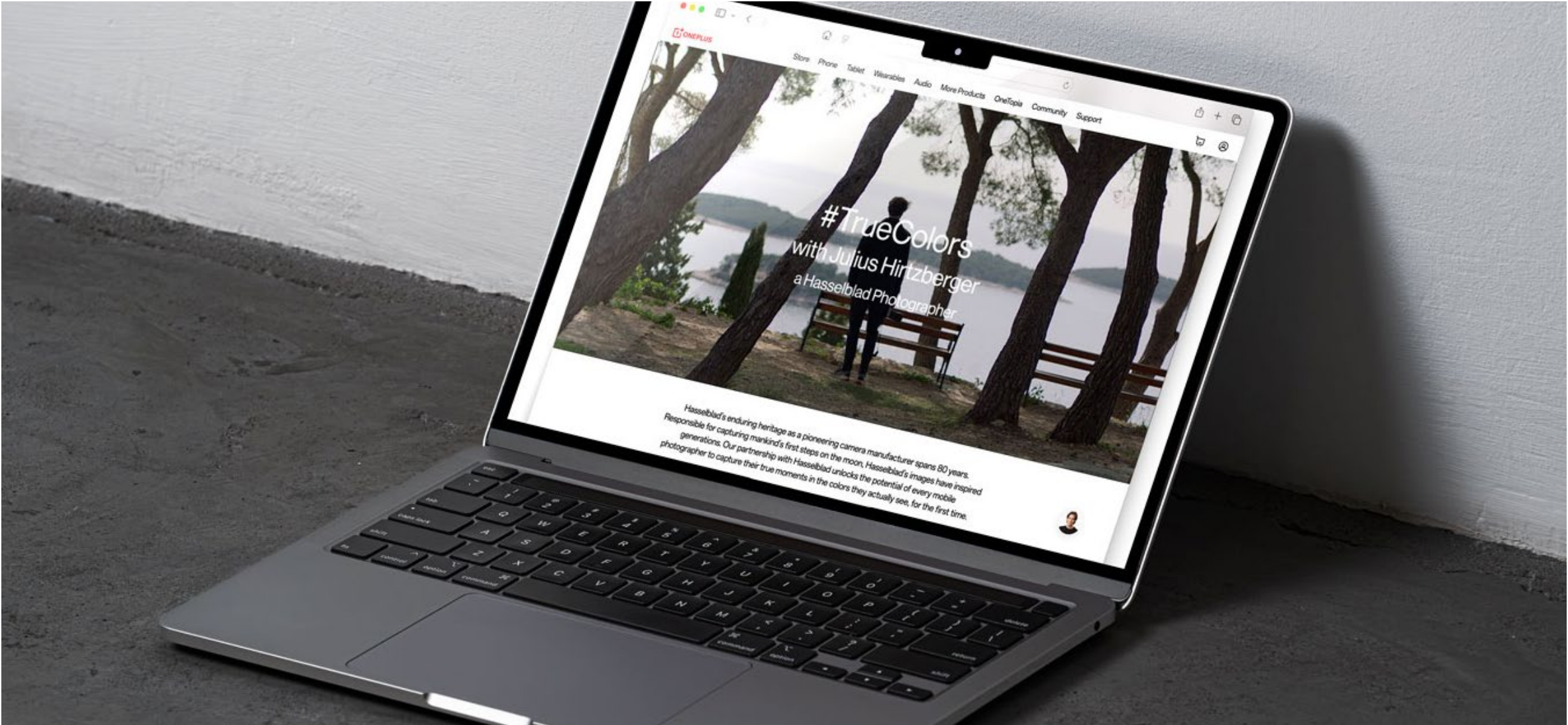


*HASSELBLAD*



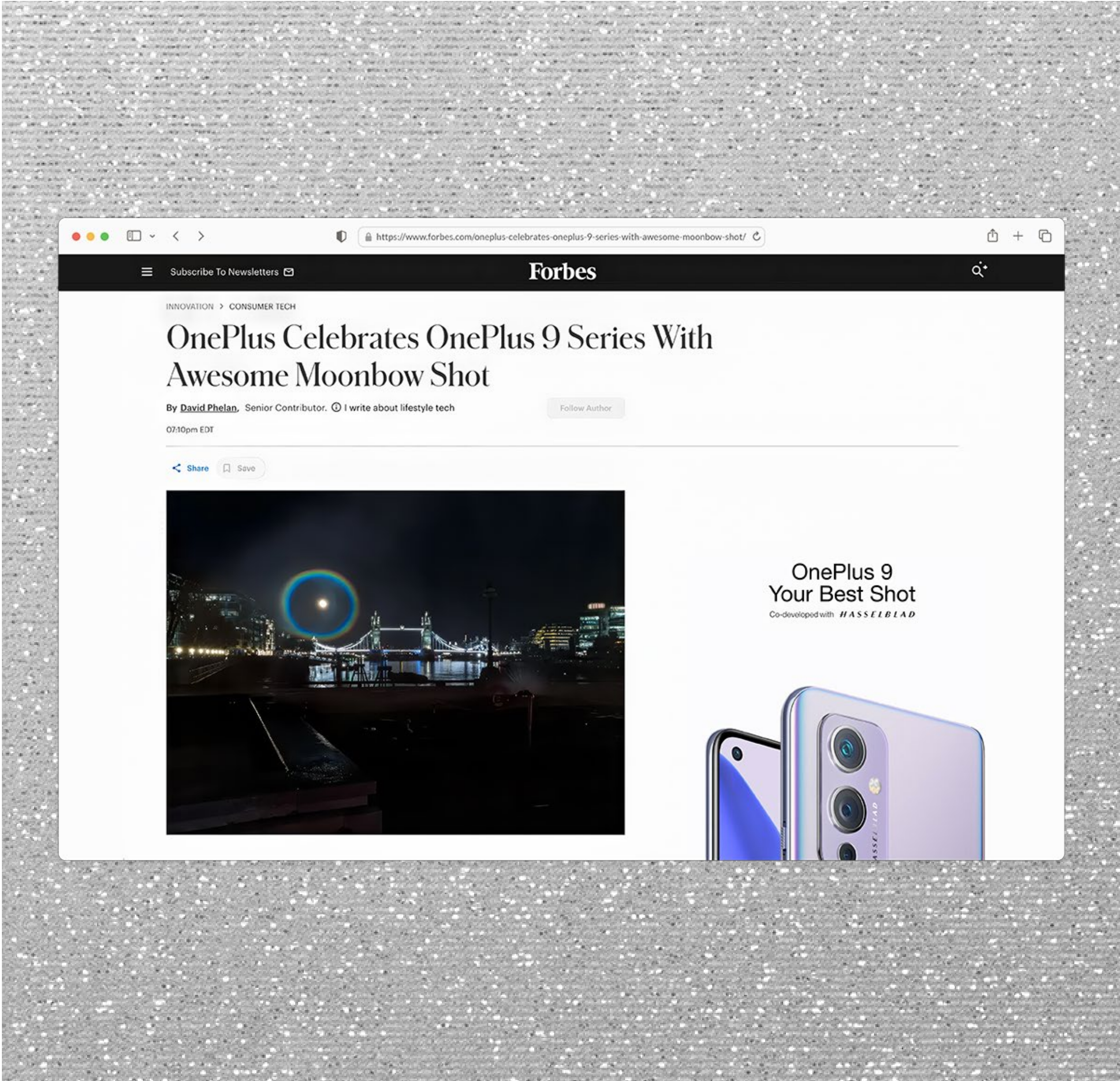


\ OnePlus #TrueColors Campaign Microsite



\ OnePlus 9 Series Art Direction

\ OnePlus 9 Series Moonbow PR Activation







Project \ TiNDLE \ Ridiculously Good Chicken Made From Plants

## \ NEXT GEN FOODS

Creative Direction  
Strategy  
Integrated Marketing  
Brand Design

Tasked with launching a disruptive plant-based chicken brand to a global audience, the TiNDLE campaign for Next Gen Foods fused bold identity design with agile, cross-channel storytelling. Leading creative direction across EMEA, APAC, and AMER, the campaign established a cohesive brand world-spanning digital, social, and print. From crafting TiNDLE’s irreverent tone of voice to shaping its vibrant visual language, the work positioned the product as delicious and culturally relevant. This launch demonstrates a holistic approach to brand-building—where design, strategy, and marketing intersect to ignite international momentum and consumer curiosity.











\ TiNDLE X Museum of Ice Cream Food Truck



\ FC BARCELONA \ NBA

Creative Direction  
Strategy  
Branded Editorial  
Digital Campaigns

Blending sport, culture, and storytelling, this work reimagines fan engagement through fresh, culturally tuned content. For NBA EME x YouTube, the campaign tapped into music, fashion, and lifestyle to amplify the league’s relevance among Gen Z and Millennial audiences—delivering high-energy, creator-led content tailored to digital-native platforms. In Playful Places for FC Barcelona and Beko, intimate 3-minute episodes took global icons like Messi, Suárez, and Piqué back to their roots, weaving nostalgia and personal history into a series designed to inspire the next generation. Together, these projects reflect a dynamic mix of creative direction, narrative craft, and platform fluency—elevating sports storytelling with emotional resonance and local insight.



Watch \ Beko X FC Barcelona \ Playful Places feat. Lionel Messi



\ NBA EME X YouTube





\ Netflix \ Amazing Interiors



\ Discovery+ \ The Disruptor: Hunting Wave Alpha

## \ NETFLIX \ DISCOVERY+

Creative Direction  
Development  
Broadcast Series  
Narrative Design

Bringing bold visual storytelling to global audiences, this broadcast work spans genre-defining formats in unscripted entertainment. Amazing Interiors, Netflix’s first UK independent commission, delivered 12 character-driven episodes uncovering extraordinary design hidden behind ordinary exteriors—becoming the platform’s most-watched program in the unscripted factual entertainment vertical globally on release. For Discovery+, The Disruptor followed world-record surfer Sebastian Steudtner on a high-stakes mission to conquer the planet’s most extreme waves, powered by cutting-edge technology from Porsche and Siemens. Blending adrenaline, innovation, and sustainability across six gripping episodes, the series redefined adventure storytelling for a new era. Both projects showcase a deep understanding of long-form development, visual identity, and platform-specific narratives—creating cinematic, globally resonant formats with impact and longevity.



\ TED TALKS

Creative Direction  
Strategy  
Multiplatform Campaign  
Social Impact

Designed as a culture-first response to the climate crisis, ‘The ECO+ Project’ reimagined sustainability storytelling through optimism, creativity, and youth-led narratives. Developed in partnership with TED Conferences, this global campaign fused original unscripted series, creator-driven activations, and social content to mobilize Gen Z audiences around climate action. By blending entertainment formats with purpose-driven messaging, the work positioned sustainability as an inspiring, inclusive movement—not a sacrifice. From concept to execution, the campaign reflects a strategic, emotionally resonant approach to impact storytelling—delivering a platform where innovation, culture, and environmental urgency converge.





# HAVANA CLUB

## Creative Direction

# Development

## Branded Editorial

# Narrative Design

Fluid Cubanism was a vibrant, cinematic campaign that redefined Havana Club's global brand image by celebrating its cultural roots and rum-making heritage. Through a bold visual language blending naturalistic film, striking photography, and flowing graphic motifs, the campaign captured the energy and fluidity of contemporary Cuban identity. Designed to reposition Havana Club in the premium spirits space, the work merged tradition with modernity—anchored in a culturally authentic narrative that resonated with global audiences. This project showcases a refined approach to storytelling and design, uniting brand heritage and aesthetic innovation in equal measure.



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