

Joss Thompson

Portfolio



\ Select Works



\ 2026



\ Red Bull X AlphaTauri feat. Catie Munnings

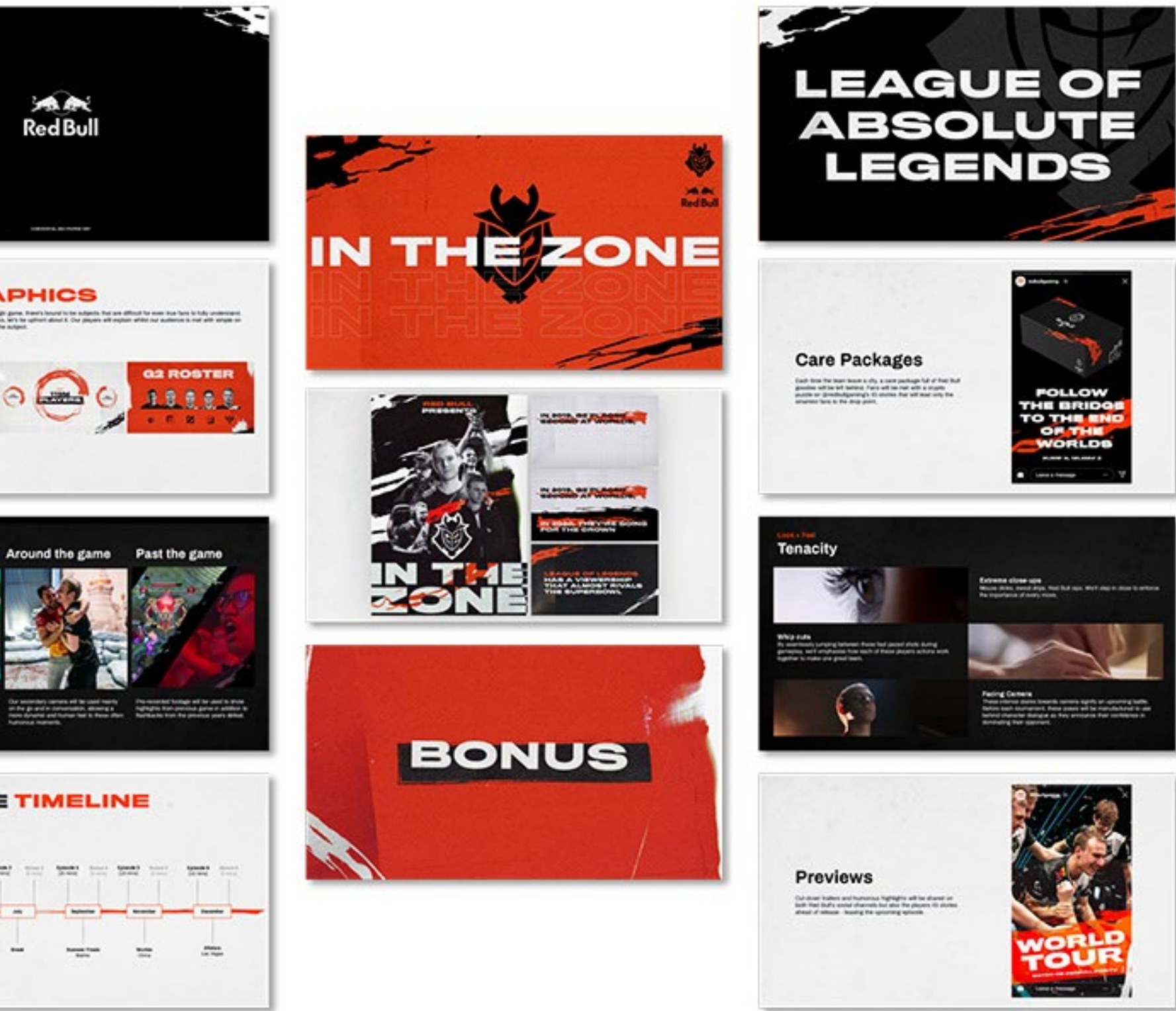


\ Shot on OnePlus X Hasselblad

[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 —



\ Red Bull X G2 \ In The Zone

\ RED BULL

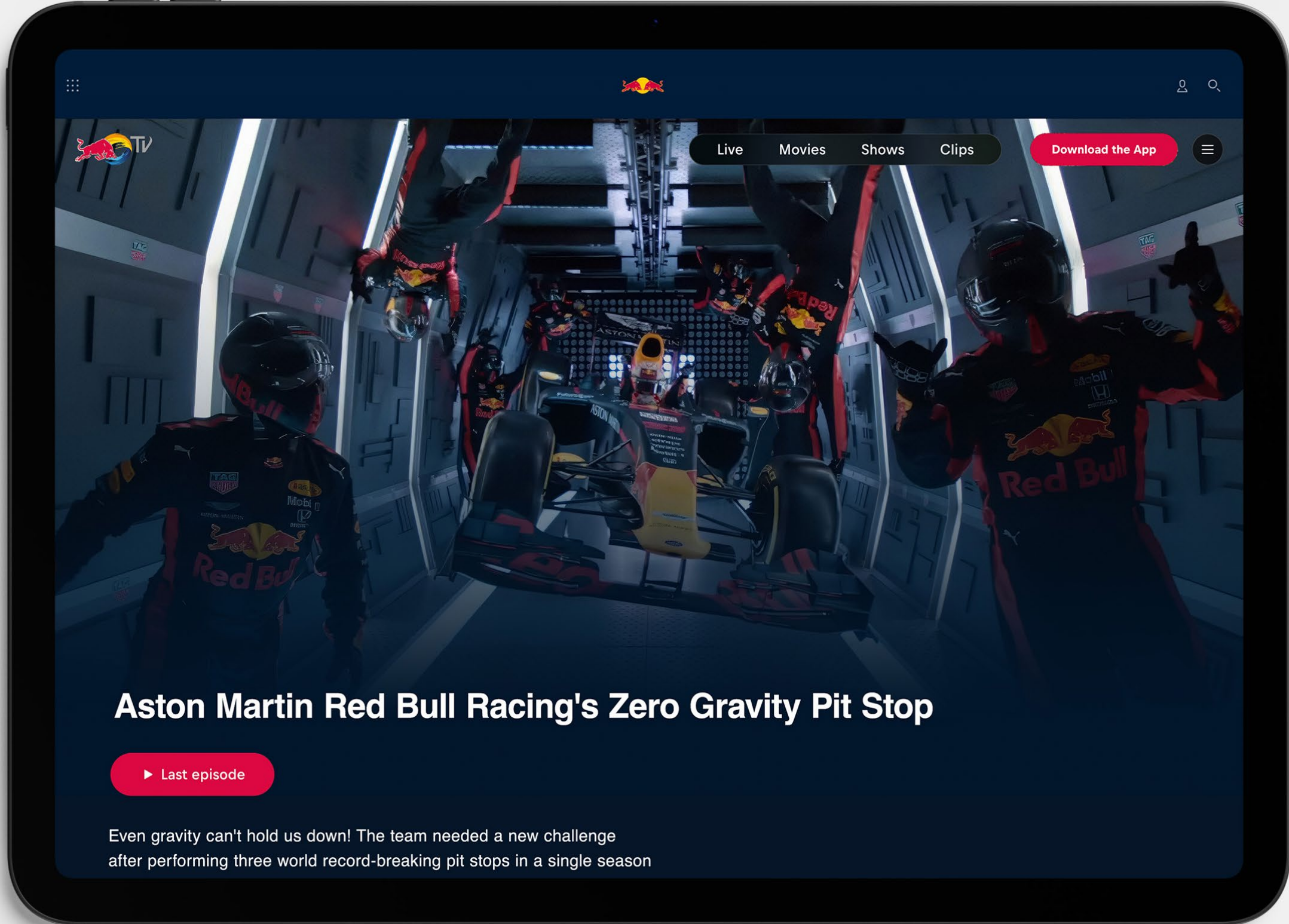
Creative Direction
Strategy
Branded Editorial
Multiplatform Content

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

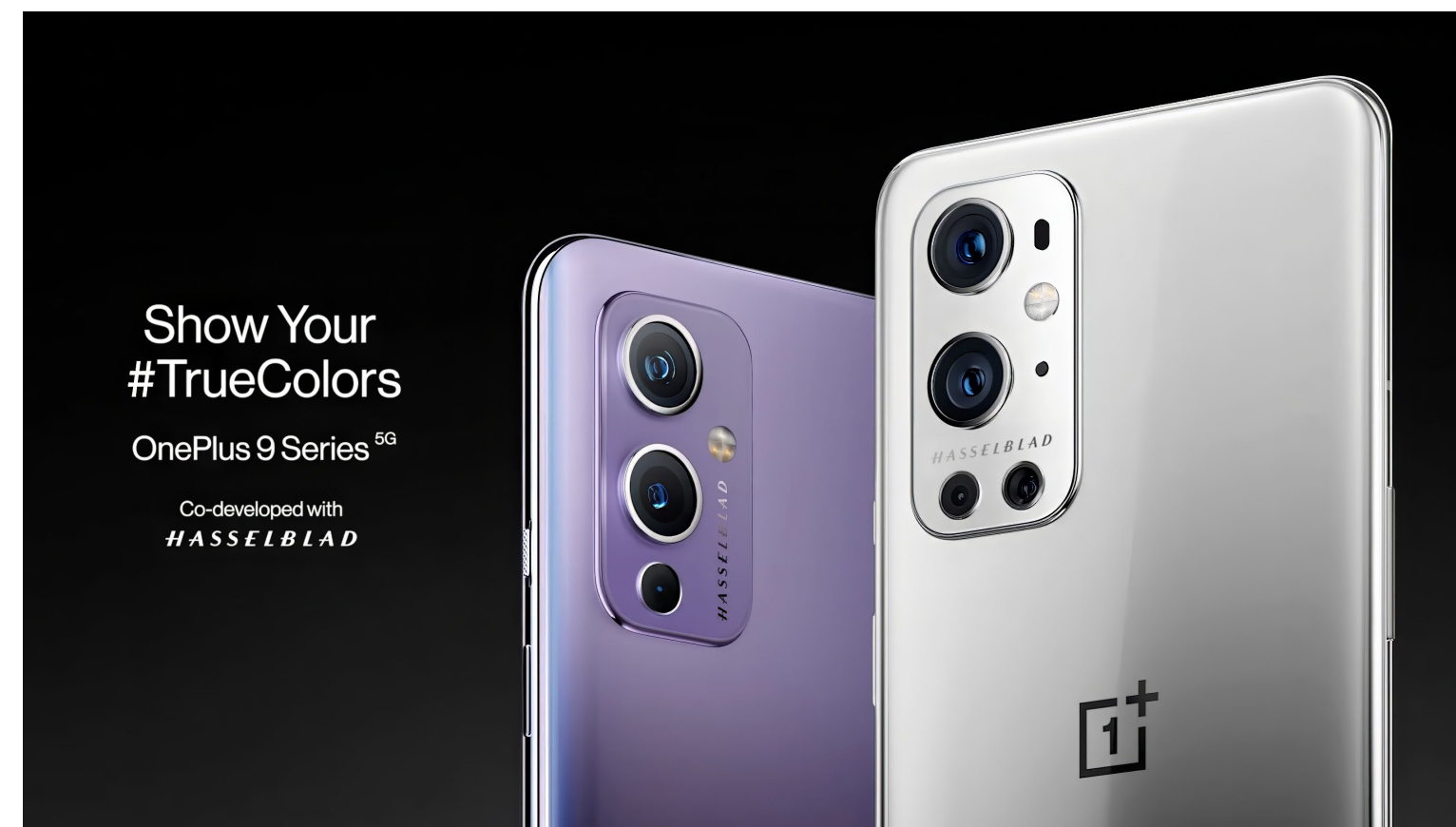
Creative Direction

Strategy

Branded Editorial

TTL Campaign

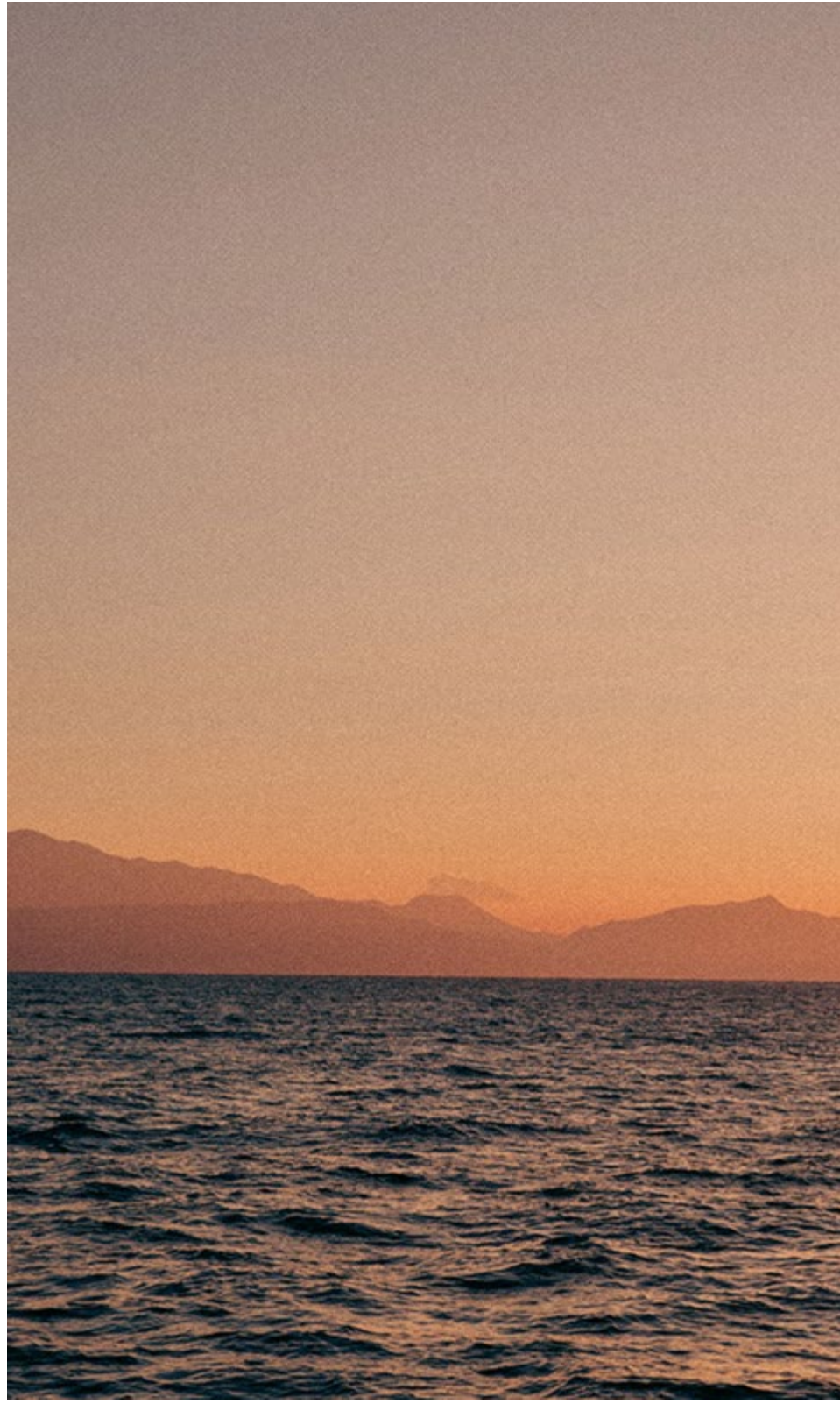
Bringing together cutting-edge mobile tech and iconic photography, the OnePlus x Hasselblad partnership was launched through a global, cross-platform campaign titled #TrueColors. At the heart of the campaign was a cinematic editorial spotlighting award-winning photographer Julius Hirtzberger, blending 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.



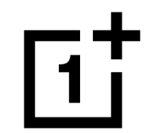
[Project](#) \ OnePlus 9 Series co-developed with Hasselblad



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



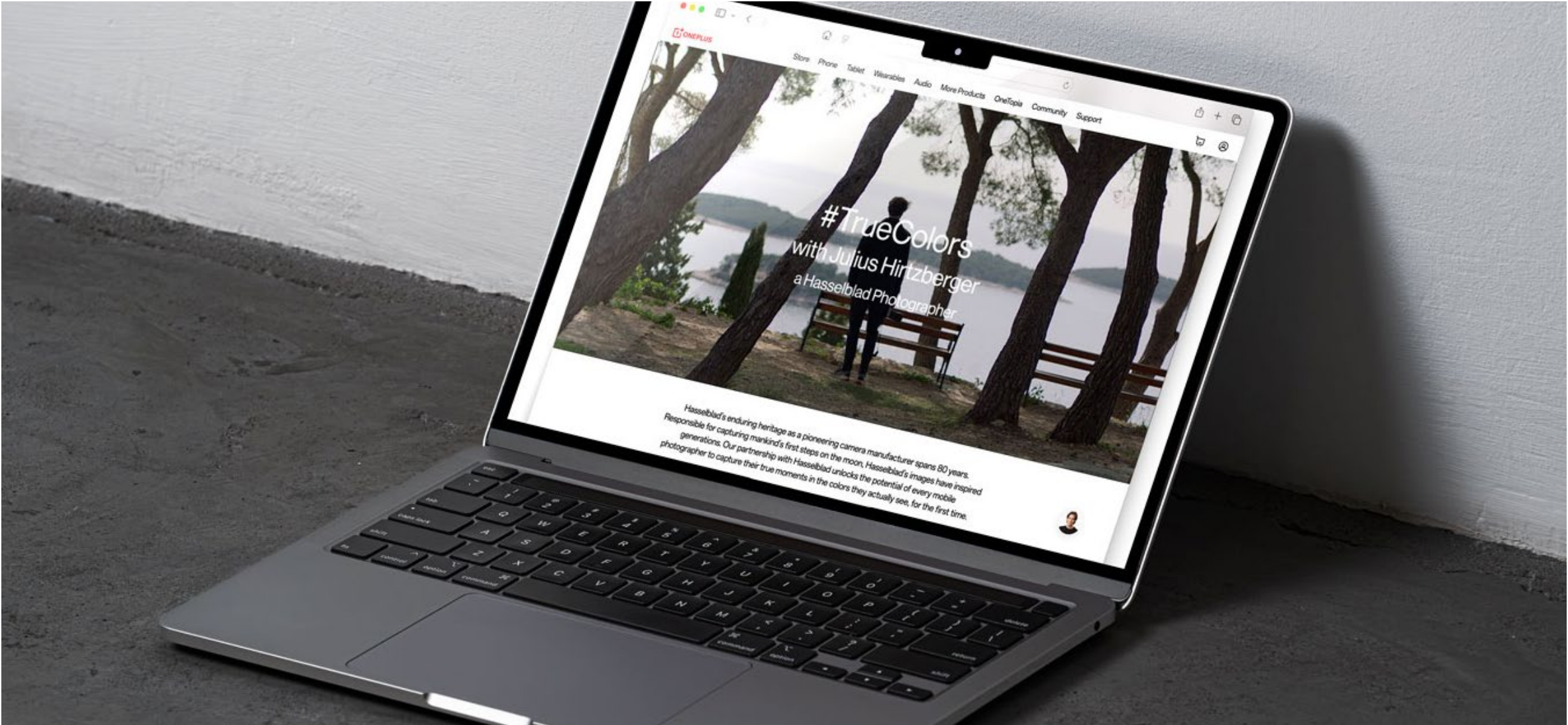
\ Shot on OnePlus X Hasselblad



HASSELBLAD

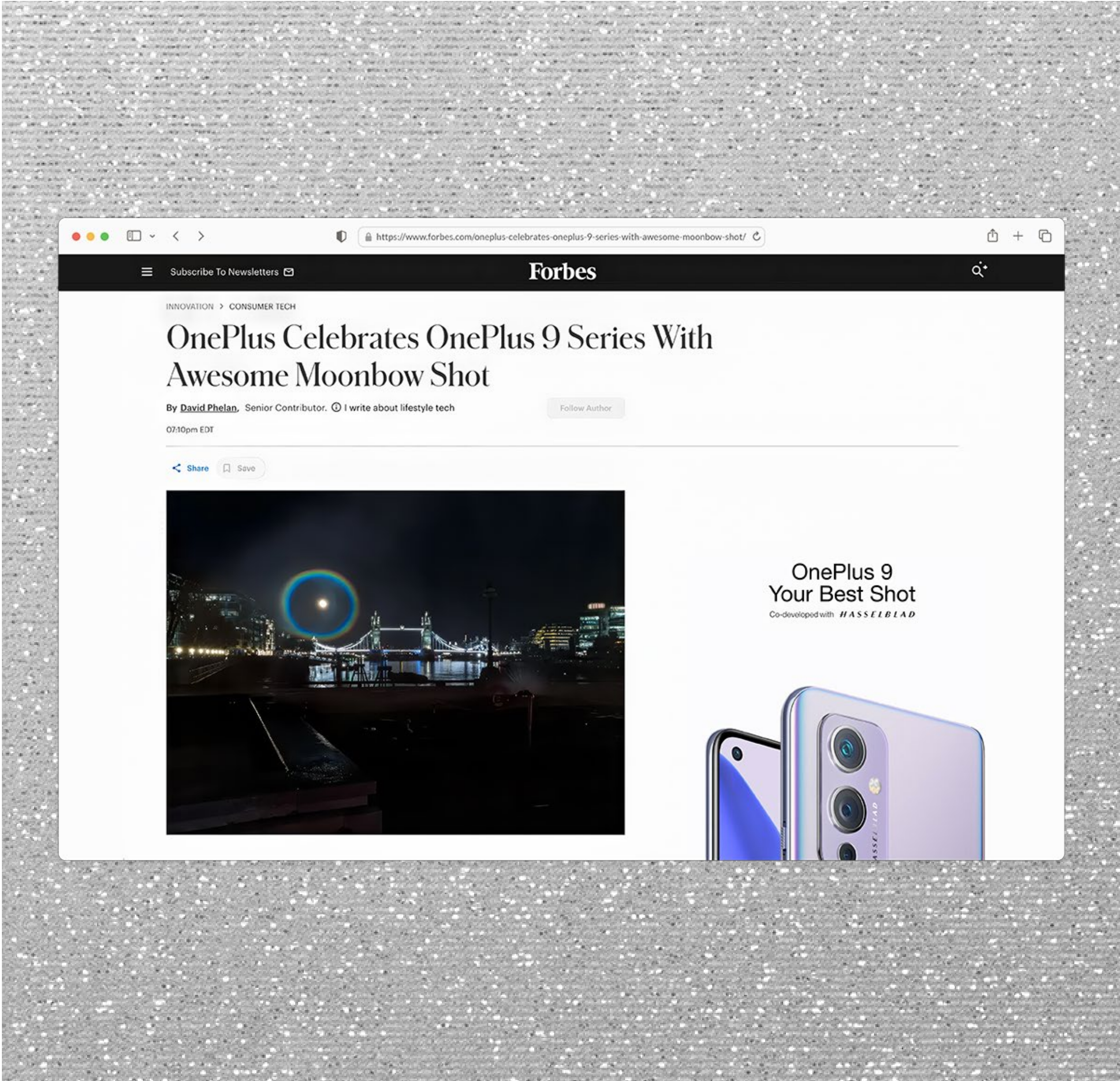


\ OnePlus #TrueColors Campaign Microsite



\ 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.

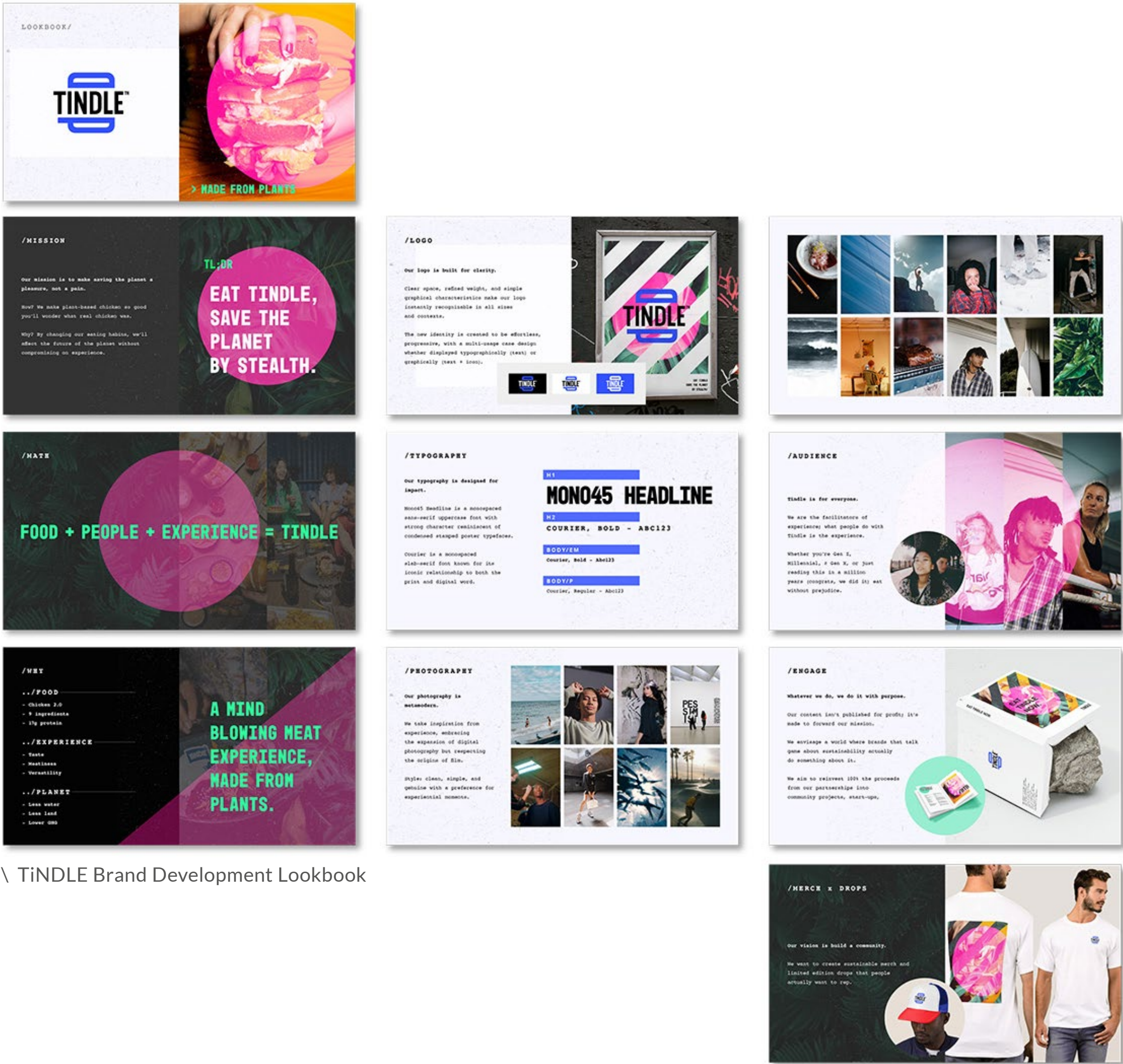




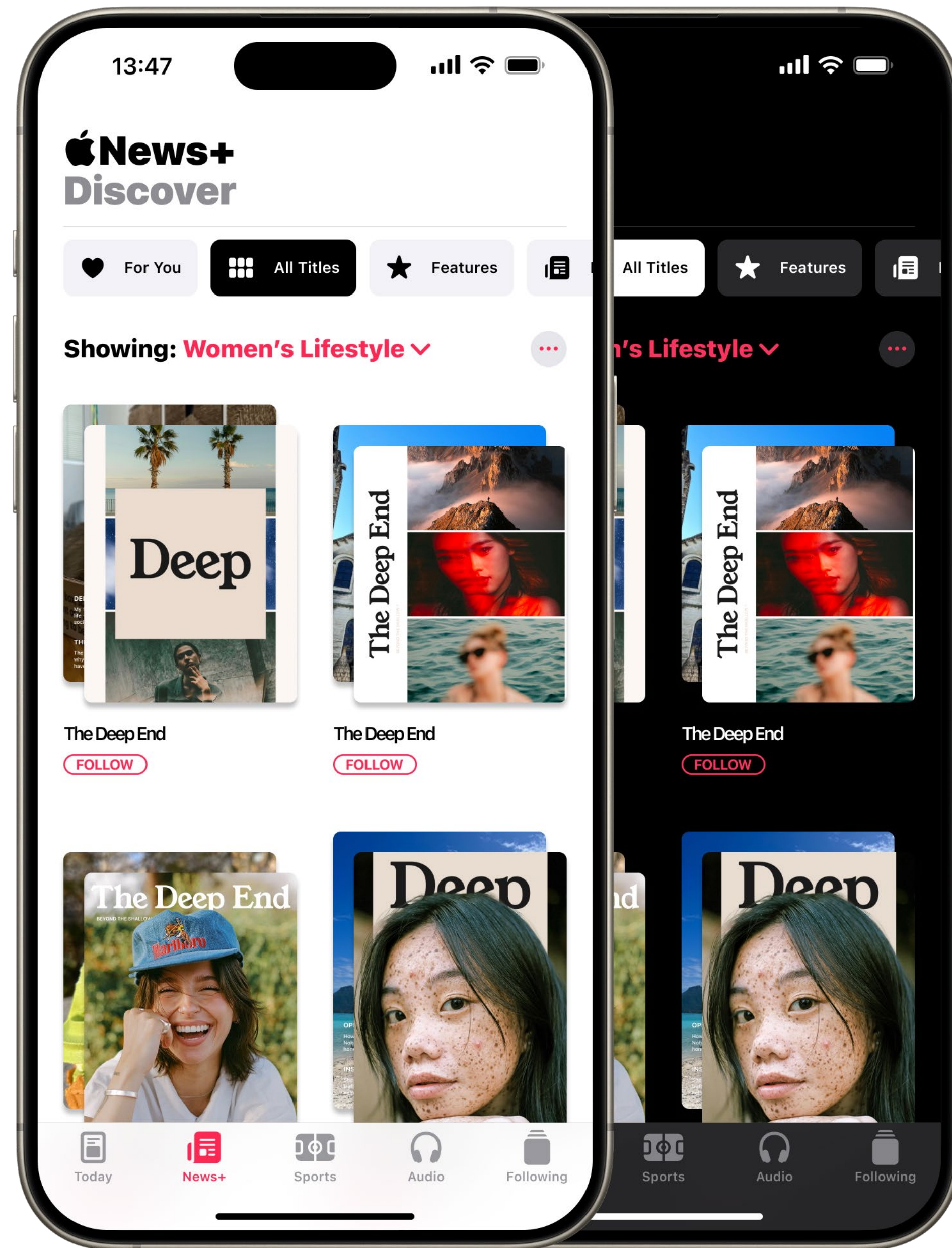
\ TiNDLE USA Launch X Miami Food & Wine Festival



\ TiNDLE X Museum of Ice Cream Food Truck



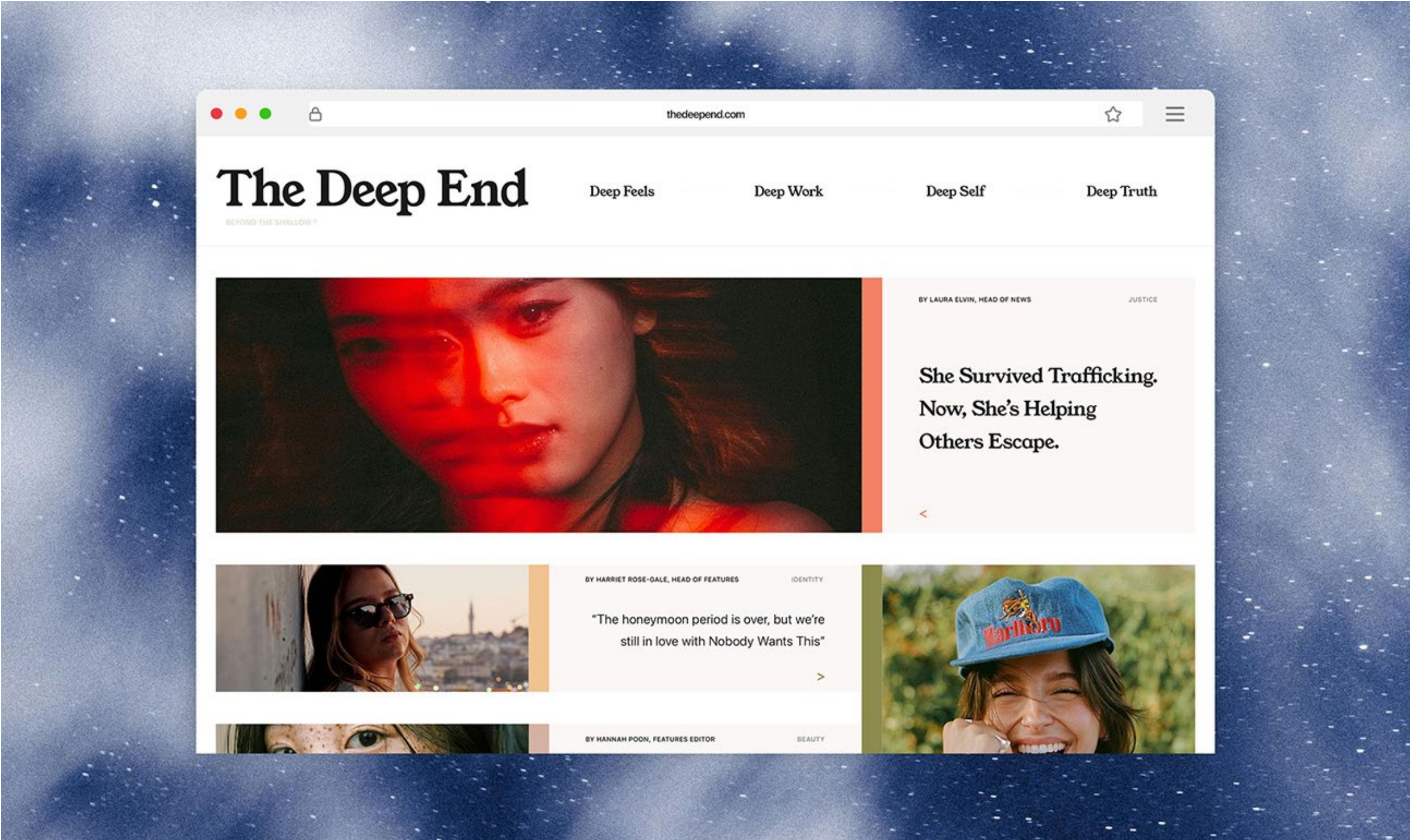
\ TiNDLE Brand Development Lookbook



\ THE DEEP END X APPLE NEWS

Brand Identity
Digital Product Design
Editorial Experience
Brand Strategy

A contemporary editorial brand built for digital-first storytelling and platform integration. The Deep End establishes a complete visual identity system designed to translate seamlessly into Apple News—balancing editorial authority with intuitive user experience. At its core: a refined typographic hierarchy sophisticated neutral palette with story-driven accents, and intimate documentary-style portraiture that commands attention in feed-based environments. From foundational brand architecture to in-context digital application, this work demonstrates how considered identity systems maintain editorial integrity within third-party platforms—creating a distinctive, recognisable presence that elevates women's lived experience with depth, nuance, and unapologetic honesty.



\ The Deep End Site Mockup



\ The Deep End Print Mockup

\ Apple News Article Tile Mockup



\ 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.

HAVANA CLUB



Heritage

Product: Each product will be designed to unique background, avoiding repetition. Some shots will be artistic, creative placed on maps, sea walls, or in their setting.

Production Process: Optimal lighting conditions, capturing the best light, sun, and flame, preserving beauty, action, and narrative.

Our People: Last great drink, down every coastline in the best possible light. Cuban-made rum and spirit, capturing the spirit with sun glaze on the rum. Master mixers will continue to bring their expertise to life.






For Brand and Production Sites, the view is inspired by view from the existing heritage party film, capturing dynamic movement through dynamic, with each shot capturing the essence.

Additionally, the "Flame and Sun" shot were as a source of inspiration for its beauty, quality and immediate approach, allowing creative to create unfiltered scenes and dynamic shots. Cuban experts through a contemporary lens.

Visuals, in a highly tactile manner, offering beautiful texture and movement.

The essence of the brand is captured in its own in photographic elements or visual with its quality look, with a continuing reference throughout the work for a culture and modern touch.



"Our present, our connection and roots." - Juan Manuel, Art Director/Cuba


"In Cuba, everything started around the rum." - Carlos Garcia, Director of Cuba

HAVANA CLUB

With extensive experience in distribution, we're accustomed to handling challenging situations with the utmost care, including planning for holidays to ensure certain spaces are for ourselves.

Therefore, making Havana an even as possible in crucial moments we ensure the process.

This work will enable us to build connections, gather insights, and craft a winning plan that aligns with business and production while staying true to the brand's authenticity and vision in the future country.




We're focused on sharing generally inspiring moments with the rich and vibrant Cuban life.

Culture and heritage take center stage in their exceptional role, and we aim to capture that pride in a manner that honors their heritage and values and captures genuine atmosphere and life.

HAVANA CLUB X SCHMICK





The brand, Havana, has a plan to incorporate a moving camera, as detailed previously.

Depending on the brand's theme, the role is to bring the brand as a transition point between brand and life.

The inspiration is drawn from a brand's own product line, which is to bring the brand as a transition point between brand and life.




The brand's mission through history and legacy down to the present, allowing creative to create unfiltered scenes and dynamic shots. Cuban experts through a contemporary lens.


HAVANA CLUB

The premium spirit industry is rapidly growing, and we want to position Havana Club in its rightful place at the heart of the brand's spirit movement.

We want to embrace and celebrate the brand's heritage with innovative ways to capture and inspire emotion, from traditional to contemporary, all while preserving its rich heritage and vibrant Cuban history.

Efficiently and creatively approach, and capture the center of the work - quite simply, Fluid Cubanism. It's time to begin.





We're looking to work the brand's identity of the brand platform, ensuring two layers of a brand narrative and handling it with one point of connection to create a genuine Havana Club experience.

We'll showcase our Culture - the brand's, the brand's, the brand's, and the brand's - coming together authentically through their shared love of rum, creating a sense of life and movement.


We want to capture the natural, but back story of being the original, unfiltered experience while embracing the brand's identity, country, community and pure spirit.



Our proposal is to share unexpected images of Culture and Cuban consumers meeting the mission of the brand's and vice versa, showing connections that inspire.

We want to show the traditional portrait of a man working in a kitchen and common people in the product in front of people.

By introducing consumers to the mission, we take them on a journey through the brand's DNA, and the experience that goes into creating our rum.




Ultimately, we're changing perceptions and bridging generations and communities through Havana Club.





"Having the security that Cuban people were attempting to build inspired me." - Jose Manuel

"We want to be the brand's del Mundo, my brand in the world." - Jose Manuel



Creative work in our video and photography will address naturalism, capturing moments as they happen while capturing emotion and premium product quality.

Our primary approach will be to highlight, showcasing state-of-the-art.

Presenting will be the brand and its connection, showcasing all the brand's mission and vision that we want to bring and our authentic to the mission.

We've assembled a talented team of creative and high-quality specialists.

Our work will emphasize the brand's significance of Havana Club's mission, identity, and vision, including the traditional Cuban heritage, including its roots and authentic authority, with a touch of global view.

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email / call

