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Joe Wilby Avid

Profile

Joe has been editing for 11 years and has specialised mainly in short form, particularly Ads, Promo's and Sponsorships and especially those with a quirky edge. A few years ago Joe cut his first feature- a black comedy, which went on to achieve international cinema release and won many awards on the festival circuit.

Being a devilishly talented Ukulele player, Joe excels at anything that involves music and has written songs that have ended up on two commercials.

Winner at the D&AD Awards 2015 Graphite Pencil in the Editing for Film Advertising category

Commercials

"Dunelm" With Issac Matthews
2am Films

"Vitality" Waitrose and Jim
Merman

"Jackpot Joy - Hugs" Paddy McGuinness can't hug all the winners so he gets others to dress like him and hug them instead.
Unit 9

"Dunelm" Christmas with the Fullers.
2am Films

"Talksport - Harry Redknapp"
UnLtd Ltd

"Dunelm" With Dotty & Morray and The Edwards'.
2am Films

"Canesbalance - Get Back To You"
Dark Energy Films

"Lynx (Axe) - Deliver the Chill" tiny Tempah, Anthony Joshua, Jesse Lingard in an Ice Chill van.
VCCP KIN

"Vauxhall" Various length TVCs. Jessica Hynes and Sally Phillips do funny chat about being parents.
The Outfit

"Finnair-Push for Change" Little girl pushes buttons to change the world for the better.
Woodpecker Films

“Lidl- Special Christmas” People talking about Christmas.

“Jackpot Joy- Winners” Maxine the Alexa-type device misunderstands Paddy McGuinness with hilarious consequences.

“Vitality-Positively Different” Lazy sausage dog voiced by Ade Edmondson sells Health Insurance. Multiple scripts TVCs of various length.

“Matalan-Back to School” Kids get messy at school.
ITN Productions

“Lucozade Zero” Female gets disappointed by men, but not by a bottle of Lucozade.

“Euromillions- Hotpicks” Joe Wilkinson challenges Rachel Riley to win a boat. Various length TVCs
Storylab

“Jaguar-Show Your Edge-Phase 2” Jimmy Carr and Sharon Horgan Relive moments from their childhood. Various length TVCs

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“Peacocks-Santa” TVC featuring Father Christmas going shopping for his elves and Mrs. Christmas in Peacocks of course. Tricycle

“360 Weather App” TVC featuring a man walking around in his orange underwear.
The Storylab

“Stockmann” TVC for the delicatessen department at Helsinki’s version of Harrod’s.
Also Starring

“Maria Casino- All in an Instant” TVC. Motion control job. Shot in Kiev, cut on set.
Karmarama

“Silja Line” TVC for a Finnish cruise line company. Lucy Loves Stories

“Fisherman’s Friend” 1 x 30” TVC featuring opera singer Alfie Boe. Minds Eye

“EIR” A film for Ireland’s EIRCOM telecommunications company changing their name to EIR.
LIVE LIFE ON EIR. Armoury London

“Live Fast Die Young” Scottish road safety TVC featuring fun-loving old motorcyclists.
The Gate Films/Scottish Police

“Superfast Broadband” TVC promoting government broadband investment.
60”, 40”, 30”, 20”, 10” versions. The Mill/Enter/HM Government

“INTU” Various Christmassy commercials for a chain of shopping centers.
Tricycle London.

“Foxy Bingo - Get Happy” 8 x TVC’s. Tricycle London

“Nisa” - 1 x 40”, 2 x 20”, 2 x 30” TVCs set to the “You Say Neither” song.
Ursus.

“Carbuyer” 3 x TVCs that highlight where not to go for car advice.
Biscuit.

"Foxy Bingo - Foxy Bingo Excited, Foxy Bingo Tour and What Foxy Did Next" 4 x TVCs
Biscuit.

"Garnier" 40" TVC. The Outfit

"Castle Jackpot" 2 x 30" Pythonesque TVCs. Biscuit

"Bingo Godz" 1 x 40", 1 x 30", 1 x 10" TVCs. Biscuit

"Age UK" 1 x 40" TVC. DTV

"Age International" 1 x 40" TVC. DTV

"Medicin Sans Frontieres" 1 x 40" TVC. DTV

"Mecca Bingo" 3 x 30" TVC. Kream

"Maplin" - 10" and 30" Ads for the electronics retailer, featuring people stealing their friendly and informative staff. Biscuit Tin / Biscuit

"PlusNet Broadband" 40" and 20" ads for with a brass band playing Britney Spears' - "Hit me baby one more time" and the Kaiser Chiefs' "Ruby".
Kream / Karmarama

"Bombardier" "Bang-on" 10" Ads featuring Rik Mayall as the Bombardier.
Kream / Karmarama

"Nintendo 3DS" Peak season ads various. Kream / Karmarama

"ITV Bingo" - 30" advert with raining bingo balls in slo-motion down Coronation Street. Biscuit / Cashcade.

"Nintendo" Documentary style ads for Wii Fit 2 x 60' 2 x 40" TVCs
2 x Ads for Just Dance 2 40"+30". Kream

"Nintendo Wii & DS - Nintendo Stories" Documentary style ads and 4 x TVCs
Karmarama/Kream

"Guinness" World Cup Adverts for South Africa. Biscuit Films/BCL

"Halifax -ISA ISA BABY" 40" and 30" versions. Directed by Matt Lipsey. Feel Films

"Tick Tock Tea" 2 x 20", 1 x 10" Nice little ads shot on the Canon 5D.
Biscuit Films

"Foxy Bingo" TVCs 2 x 60", 4 x 30", 4 x 10" versions. Foxy does a grease spoof.
Biscuit Films / Cashcade.

"Nintendo Wii" Various ads featuring Ant & Dec for Nintendo's peak season.
Karmarama/Kream

"Guinness" 4 x 60", 2 x 30" ads for Nigeria, Kenya, Cameroon, Ghana, and Pan-Africa. Biscuit Films/BCL

"Orange film studios (Campaign Live - Ad of the Day)" - Gold Spots,
Shot on Red Camera @ 4k. Mr Dresden and his sidekick Eliot now run Orange Film Studios, The client is out of control, they start remaking classic movies their own way. Cue film titles such as 'Saving Private Ryan's Number' and 'Dial Hard' etc...

Biscuit Films/Poke

"Sun Bingo" 20"+10" TVCs for the UK's favourite newspaper to the tune of "Is this the way to Amarillo"
Feel Films/Euro RSCG

"Nintendo DS" - Over 10 ads for featuring Patrick Stewart, Julie Walters, Johnny + Zoe Ball, Phillip Schofield and Fern Britain. Directed by John Lloyd creator of QI.
Karmarama /Qi Commercials

Joe has also edited commercials for:

Bell Haven Beer, Bella magazine, Rolex, Old Jamaica Ginger Beer, Galaxy chocolate, PlayStation games, Coca-Cola, Music Albums (Justin Timberlake, Englebert Humperdinck), Comfort- fabric softener, Lloyds TSB and many more!

Promos

"E4 Pants On Fire" Promo featuring Emma Willis, in an interrogation situation.
Channel 4.

"E4 Royal Wedding" Promo featuring Peter Dixon as Her Majesty and Prince Phillip.
Channel 4.

"E4 5 Star Hotel" Promo featuring various Z-list types.
Channel 4.

"E4 Election" various length TV Spots encouraging young people to vote.
Channel 4.

"E4 Spa" 60", 40" & 20" TV Spots illustrating the problems of watching too much TV. Channel 4.

"Crime Investigation Channel" Promo for Gangs of Britain with Martin & Gary Kemp of 80's band Spandau Ballet.
A+E Networks UK

"Celebrity Juice Live" Promo to announce that Celebrity Juice is going live.
ITV Creative

"Channel 4- The Underdog" Promo for Channel Four featuring various Channel 4 talent being interviewed by a dog. Channel Four

"The Singer Takes it All" - Promo for Channel Four 'talent' show hosted by Alan Carr. Promo features Alan singing and dancing and falling off a moving track thing. Channel Four.

"Bwark Web sit-com" - The Support Group tie-in with online game. IAMPLAYR.

"Sky Movies" - 2 x Promos for Sky Superhero Season. Featuring a tailor and a cleaner who have superpowers. Biscuit for Sky

"Films to see before you Die" - 60" promo for Film Four, featuring Paul Kaye (Dennis Pennis) comp'd in to lots of famous movies.
Nation on Film Promo for a BBC series

"Bob the Builder" - Christmas promo for Nickelodeon. Envy / Nickelodeon

"This is what we Do" - BBC promo. BBC / Envy

"Mindshock" - 30" promo for the Channel 4 series.
Envy / Channel 4 Creative services

"Prison Break" - Various promos for the US drama on UKTV GOLD. Karmarama

"Wogan: Now and Then" - Various promos for UKTV GOLD. Karmarama

"Channel 4 Learning" - 4 x 60" Promos for 4creative

"Belgacom TV" - 1 x 40" promo. BBC Broadcast/One Post

"Rubbishman" - 2 x 90" Promo for Nickelodeon

Sponsorship

"Vitality" Various idents featuring their sporting ambassadors
Merman

"Dunelm - Sponsors This Morning" Inanimate furnishings chatting to each other.
2AM Films

"Thatchers - The Spokesperson Returns" Cider based larks.
Dark Energy Films

"Arla Organic Milk" Dynamic editing of various sponsorship idents featuring milk.
Storylab

"Rachel's Yoghurt - Loved By" Various sponsorship idents featuring people eating yoghurt when they really ought to be doing something else.
Storylab

"Sun Perks" The Sun newspaper sponsors THE SIMPSONS on SKY.
Tantrum

"Just Eat" - Online take away food sponsors TV show 'Take Me out'.

"Rachel's Yoghurt" Various sponsorship idents. Storylab

"Sun Perks" The Sun newspaper sponsors THE SIMPSONS on SKY. Tantrum:

"Nintendo" - 80 idents cut in two days for Nintendo Wii U, sponsoring 'Le Tour de France'. Kream for ITV

"Tena" - Idents for incontinence products. Biscuit Agency

"Kellogg's Mini Max" - 3 x 10" idents. Biscuit

"Bombardier Beer" - 50 idents of various lengths. 15s, 10 and 5s starring the outrageous Rik Mayall on Channel Dave. Karmarama / Kream

"Domino's Pizza The Support Group" - Topical football related office-based comedy. Bwark

"Silvikrin" - Sponsors afternoon drama on FIVE. Biscuit

"ITV Bingo" - Various idents with raining bingo balls in slo-motion down Coronation Street.

"Tombola" - Idents for sponsoring Emmerdale on ITV. Kream

"Foxy Bingo" - Various length idents for sponsoring 'The Jeremy Kyle Show' Biscuit Films

"Knorr" - 50+ Sponsorship idents ads on 'Home & Away'. Voiced by Jim Robinson (Alan Dale) from 'Neighbours'. Biscuit Films.

"The Sun" - Various idents sponsoring Sky 'Football Tonight' with a man skilling a football. Feel Films /EuroSCG

"Weetabix" - Various idents for sponsoring 'Home & Away' on FIVE. Biscuit Films

"Virgin Trains" - Idents for sponsoring TCM Movie Channel. Feel Films

"118-118.com" - Sponsors Channel 4 Drama 'Third Batch', 'Second Batch', 'Lost', 'Shameless'. 4Creative

"Threshers" - Various idents sponsoring 'Hell's Kitchen USA' on ITV. Maverick Media

"Ocado" - Various idents for sponsors 'Big Love' on FIVE. Maverick Media

"Proctor & Gamble" -Various idents for sponsoring 'Desperate Housewives' on C4. 4Creative

"Abbey National" - sponsors property programmes on FIVE. 4creative

"Dove Bath" - sponsors 'Lorraine Kelly Today'. Maverick Media

"Pizza Hut" - sponsors 'The Simpsons' on Channel 4. 4Creative

"San Miguel" - sponsors 'La Liga Football' on SKY. Love

TV Programmes

"Trifonov In Progress" Portrait film of Daniil Trifonov, the most talked about piano talent in the world. Directed by none other than documentary legend Christopher Nupen. Allegro Films

"Dr Who Live" - various VTs including Matt Smith's leaving VT & Stephen Moffat VT. BBC Entertainment

"Hero Animals" - 2 x 23'' Dramadocs for FIVE. Big Wave

"The Desert Warriors" - a 2 min documentary about a Harley Davidson club in Dubai. Don Productions

"Britain's Toughest Towns"- 23' TV programme about gangs in Nottingham & Manchester for FIVE. Zig Zag Productions.

"Smooth Grooves Chart" - 60" Music Chart Show for KISS TV + THE HITS. EMAP

“Cash in the Attic” - Daytime TV programme for BBC2. Leopard Films

“The Art of Dealing” - 1 x 29” Daytime TV pilot for BBC2. Leopard Films

“We are the Suffrajets” - 3 x 3’ documentaries for Channel 4.
Digilante Productions

“Strip School” - 1 hr. documentary for Channel 5.
This programme documented the progress of 4 students at the London School of Striptease. First Freedom Productions.

“The London Programme” - 2 x 24” news programmes. Current affairs programmes about the relaxation of the Lambeth drug laws and London gun crime for LWT. Also performed main camera role and slightly terrifying secret cameras filming. Platinum TV.

“The Slot” - 1 x 3” short film about an Iraqi/Irish video artist for Channel 4.
APT Film & TV.

“The Thai Way” - 13 x 23’ programmes exploring Thai culture through its food for UK STYLE. First Freedom Productions.

“New Zealand Lamb” - 3 x TVCs ‘Mothers Day’, ‘Weekend’ & ‘Free Range’.
Maverick Media

“Eidos - Championship Manager 03-04” - 2 x 30’ TVCs ‘Newsagent’ and ‘Sport Shop’. Maverick Media

“CDV - Breed” - videogame TVC’s - 30”, 20” and 10” versions.

Music Promos

‘Flying High’ music promo for ‘C64’
Universal/Love

‘The Wind Cries Mary’ music promo for Jazz-Kid ‘JAMIE CULLEN’
Universal/Love/Your Mum

‘Just Good Friends’ music promo for all-girl rockers ‘THE SUFFRAJETS’.
Sony/Digilante Productions

‘Distinction’ music promo for all-girl rockers ‘THE SUFFRAJETS’.
Sony/Digilante Productions

‘Dominant View’ music promo for ska/punk band ‘KING PRAWN’.
Plastic Head/Digilante Productions

‘Last Man Standing’ music promo for thrash band called ‘4FT FINGERS’
Golf/Digilante Productions

‘Chocks Away’ music promo for a ska/punk band called ‘SNUFF’
Golf/Digilante Productions

Branded Content/Online Ads/Other

“Subway” Make the perfect Christmas sandwich 60min and 30min.
Dark Energy.

"Pokemon Go" 2 Films following influencers complete challenges at Live events in San Francisco and Yokosuka. Knucklehead.

"Google Zeitgeist 2017" Annual event opening film. Sparklebop

"Artic Council/ Foreign Ministry of Finland" 2017 -2019 Chairmanship Film. Flik Media Group.

"Nestea" A humorous look at how people work more effectively when they take breaks (and drink Nestea). Firecracker Films.

"Toyota" Online film about the TS040 hybrid Le Mans racing car. DMS Media:

"The Times" Three high-profile online films for the Times' Unquiet Film Series. Betsy Works.

"Amnesty International" Cannes Lion winning web film promoting Amnesty International Freedom Candles. Blac Ionic.

"Lexus" Various web films demonstrating the quietness of the Lexus CT 200h. DMS Media

"Toyota" Various web films highlighting hybrid product benefits and customer experience. DMS Media.

"Honda" Web film showcasing the CB1100 motorbike. Kream/Karmarama.

"Dominos Pizza" Football related office based comedy. Bwark.

"Orange - 'Saving Private Ryan's Number'." Biscuit Films/Poke.

"Coca Cola" Promo/Ad played on a loop in nightclubs across Europe. Karmarama.

"Comfort Fabric Softener" Award Winning Viral. Feel Films/Ogilvy.

"Lynx- The Vixen Hole" six episode Viral series for deodorants. Agency Republic.

"Skype" 4 x documentary style ads, cut on location around America with a laptop edit kit at Love

"Prince of Persia III" 3 x Virals for videogame. Maverick Media:

"The Automobile Association" 2 x Viral Adverts 'Caravan Mad' and 'Shopping Mad'. MC Saatchi/Maverick Media.

"Playstation" Streakers: 3 x 15" commercials. Maverick Media.

Films

"Acoustic Kitty" - An awesome short film about a man on a mission, to do amazing things with cats on behalf of the CIA. Bru Productions / Virgin Media / BFI

"The Be All And End All" - Internationally released, award winning feature film. A scouse, black comedy with Liza Tarbuck and Neve McKintosh. At fifteen, Robbie has only one thing on his mind - losing his virginity. The problem is that

he's in hospital with a fatal heart condition. And who has to overcome the odds and help him fulfil his final wish...his best friend Ziggy.

Be All Films/Whatever Pictures

Winner at Monte Carlo Comedy Film Festival 2009, Washington DC Film Festival 2010, Nashville Film Festival, Durango Film Festival Colorado, Variety Critics Choice award at Karlovy Vary, and in competition/official selection at many many more

"The Interrogation of Leo & Lisa" - 14 min short film
Starring Kevin Spacey, Thandie Newton and Elliot Cowell
Mini Partners

"Rare Books and Manuscripts" - 35mm 10 min short film about a lady seeking love. An almost silent movie. Interestingly the narrative is led by book titles. Edinburgh Film Festival 2005, Brief Encounters Short Film Festival UK 2005, Bang! Short Film Festival UK 2005, Manchester Kino Festival 2005, October screening of Future shorts across UK 2005, Halloween Film Festival 2006, Clermont-Ferrand Short Film Festival France 2006, and Dresden Film Festival 2006

Whatever Pictures/Nimble Pictures