



**The Kennedys has been a wild time.**

**We've had our  
fair share of work.  
We've had more than  
our fair share of play.**

**We'd do it all again  
at the drop of Judd's hat.**

**It's been fab.**

**The Kennedys 2012**





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Ben Sandler



Ella de Weijer



Jordi Luna



Cara To



Jess Hall



Thomas Payne





NIKE

In our first week we did a little project for a company called Nike.

Actually, it was insane as we decided to jump into the deep end of a pool of paintballs and see if we could swim. We found out that we all got along quite well.





EXHIBIT



[www.youtube.com/watch?v=Exnmpv4kfpI](http://www.youtube.com/watch?v=Exnmpv4kfpI)



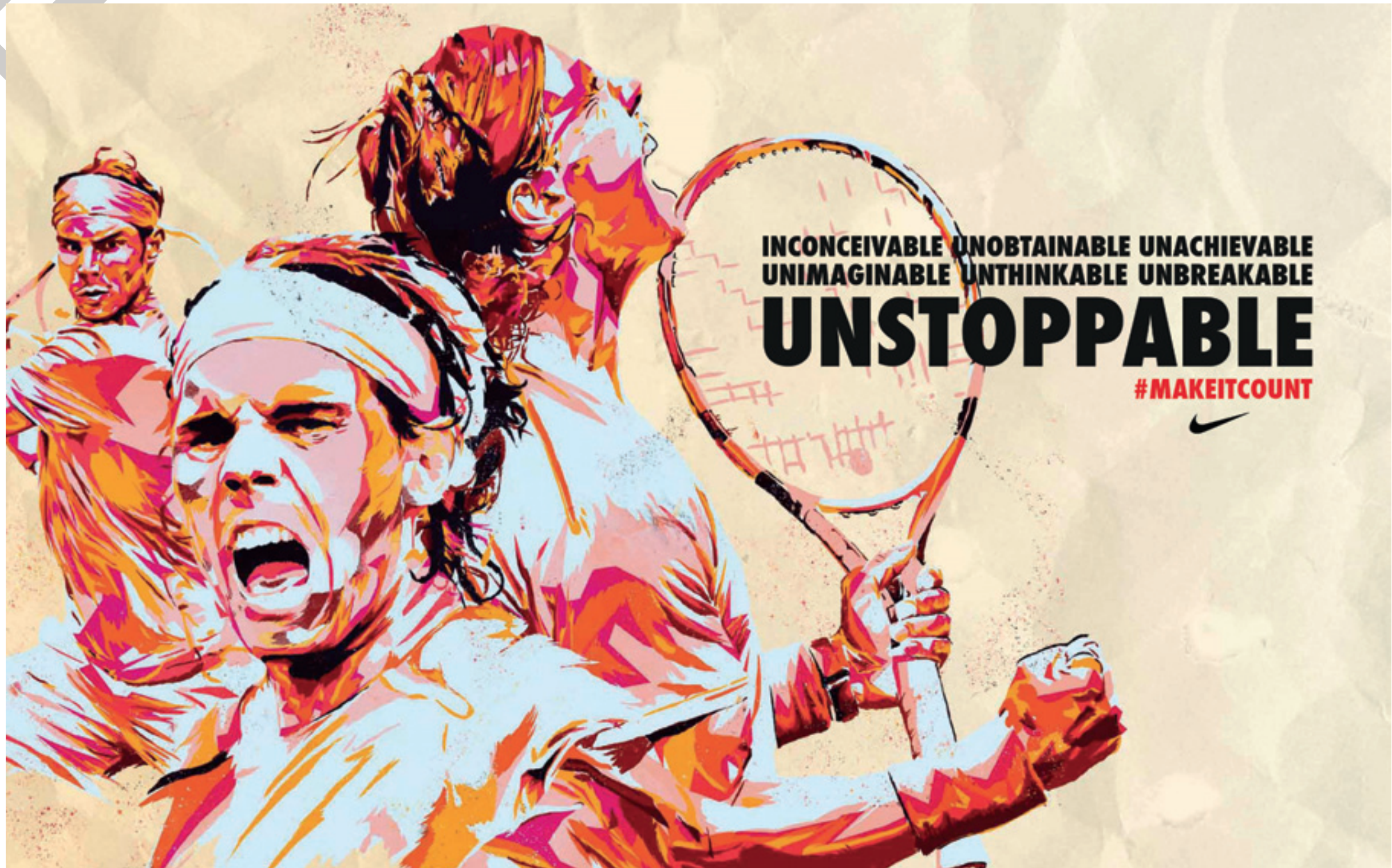
EXHIBIT





NIKE





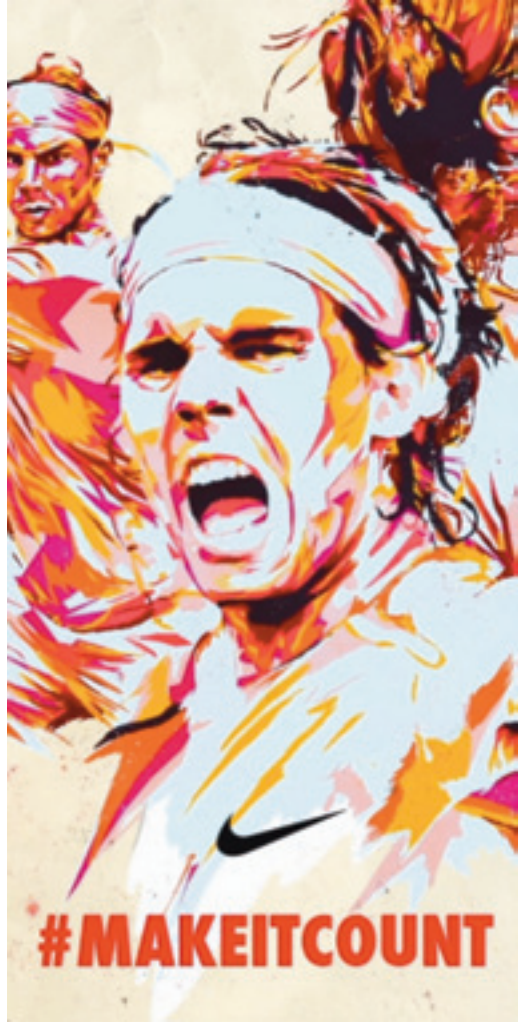
**INCONCEIVABLE UNOBTAINABLE UNACHIEVABLE  
UNIMAGINABLE UNTHINKABLE UNBREAKABLE  
UNSTOPPABLE**

**#MAKEITCOUNT**





**INIMAGINABLE**



**#MAKEITCOUNT**

**INIMAGINABLE**



**#MAKEITCOUNT**

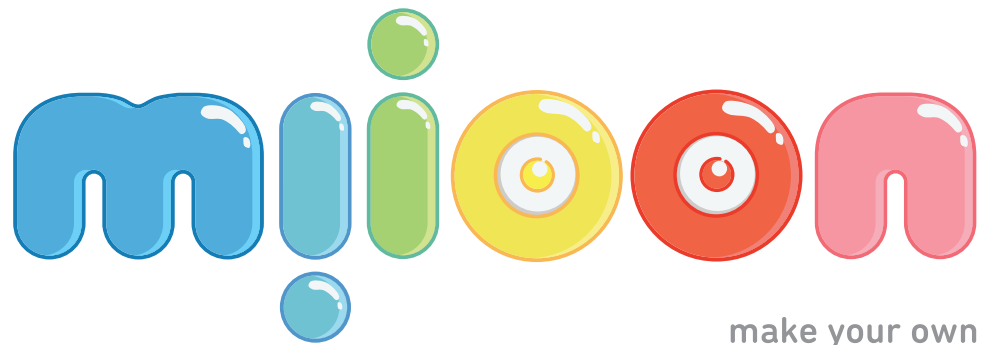


**MILLOON**

Miioon was a brand  
launched by the Kennedys.

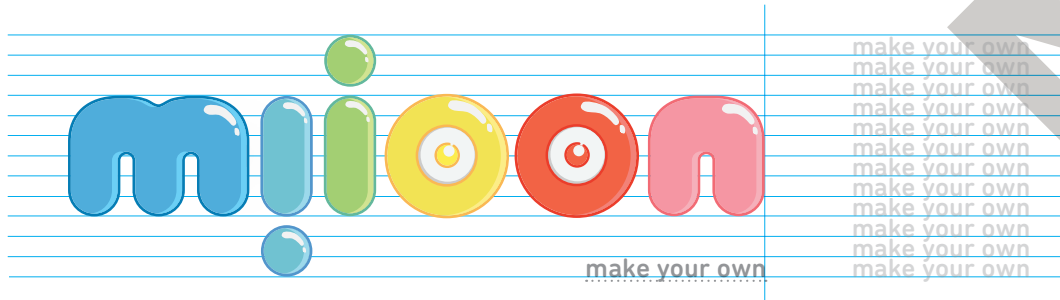
Together we created the identity,  
from the name to the brand  
guidelines and entire look and feel.  
Also our most ambitious TVC and  
web project to date.

miioon

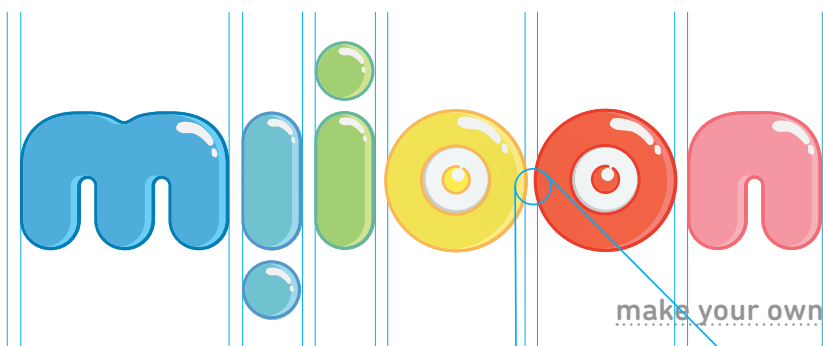


make your own

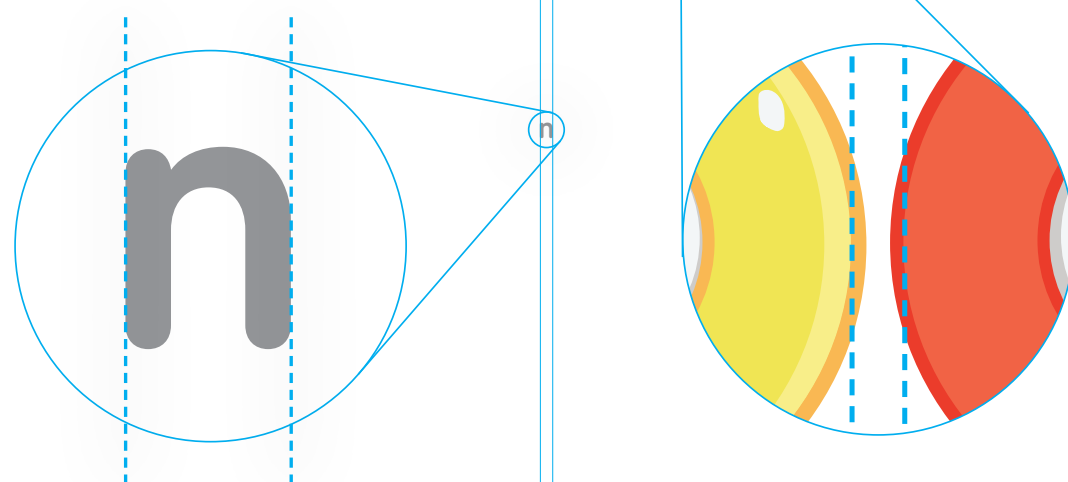
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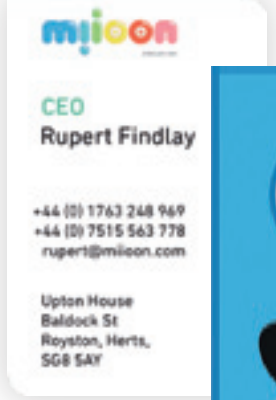
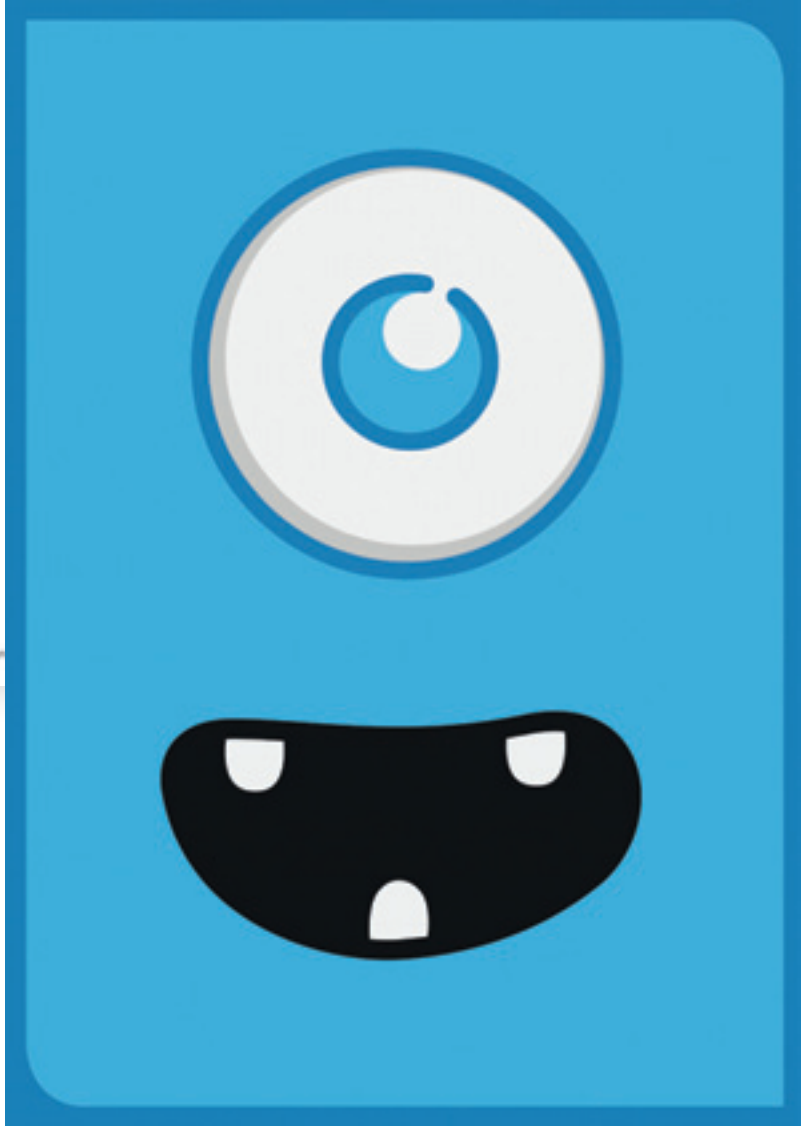


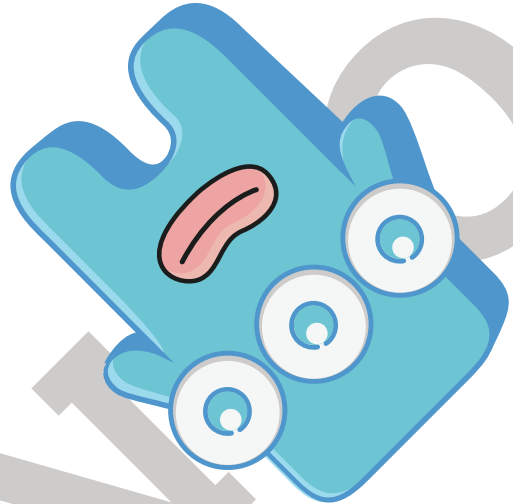
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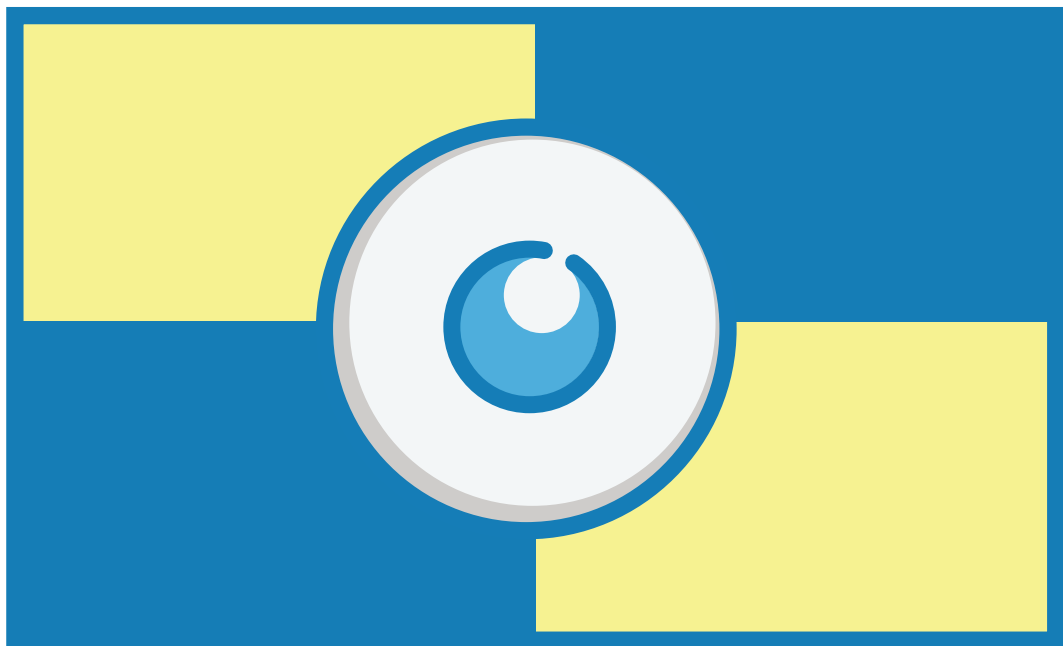
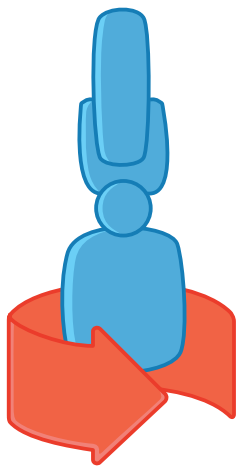
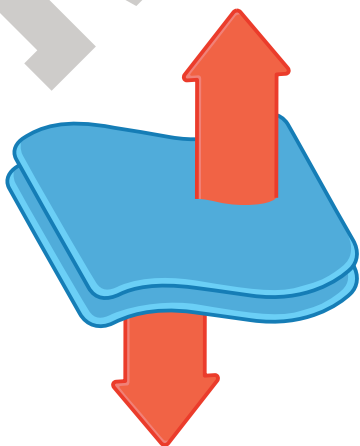
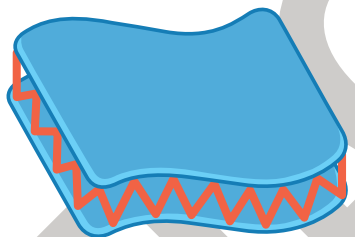
make your own

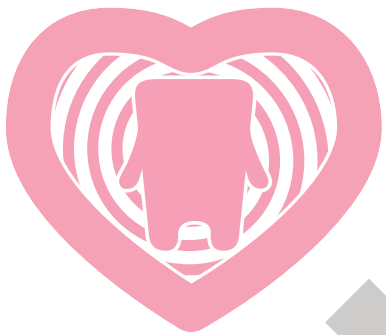














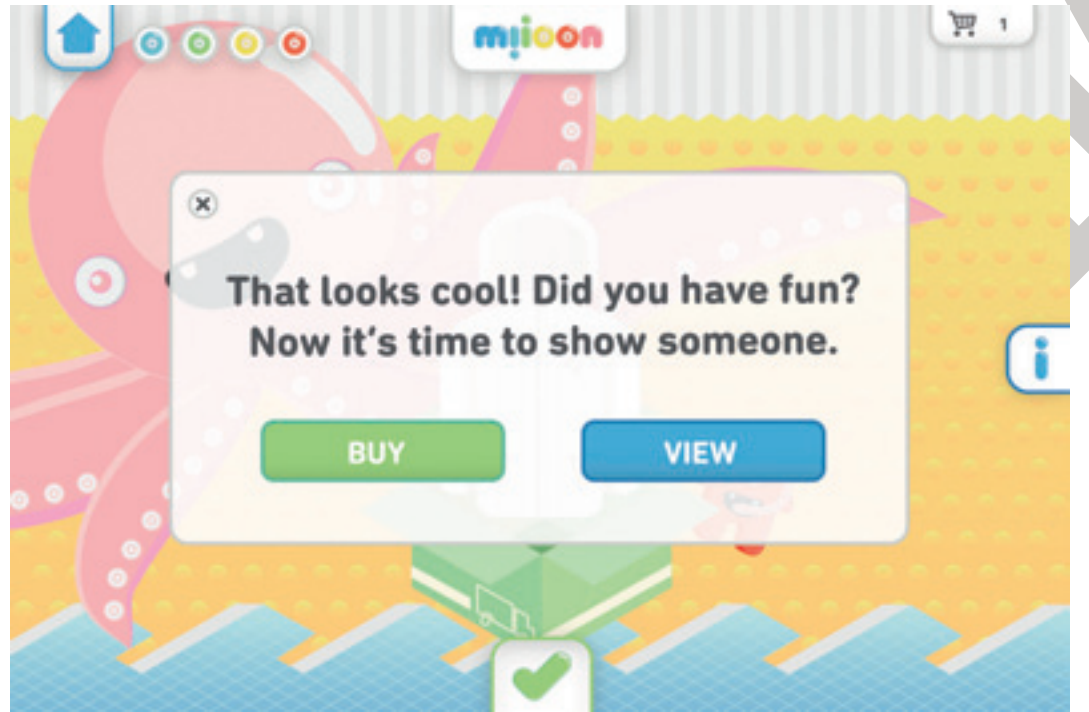
www.miioon.com



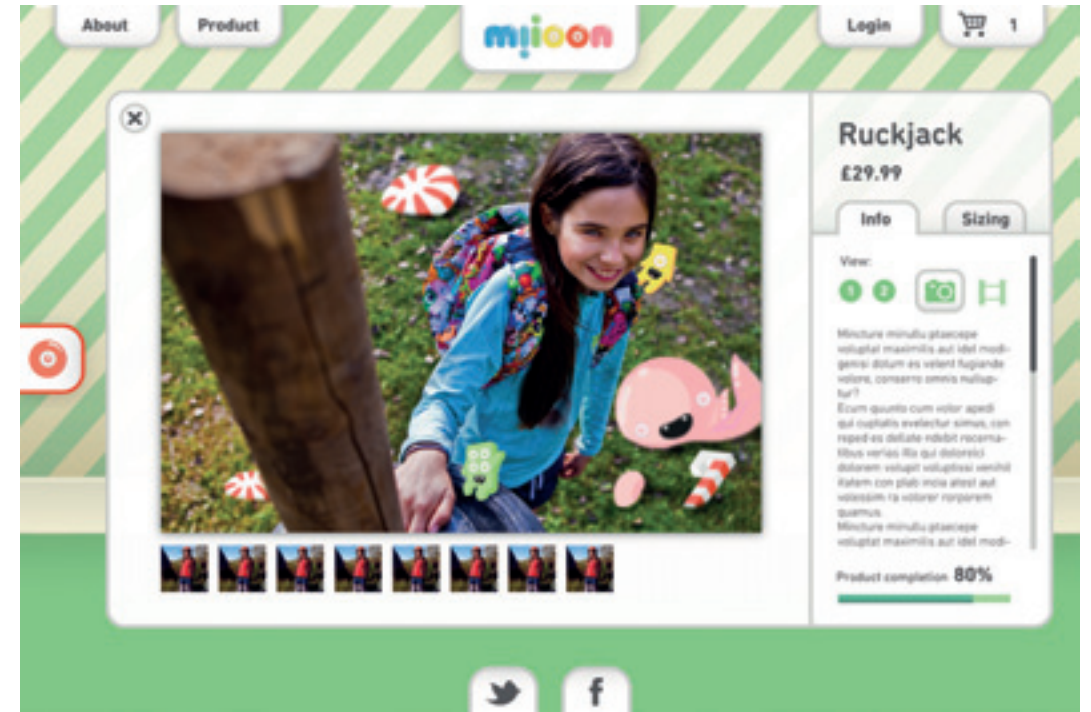




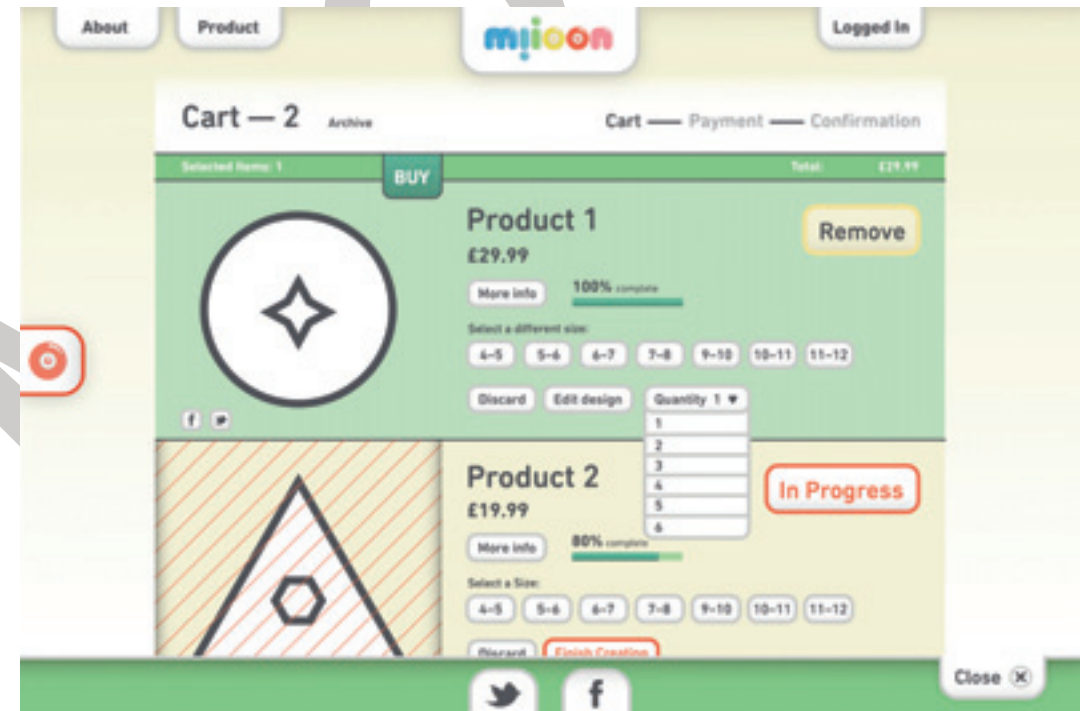
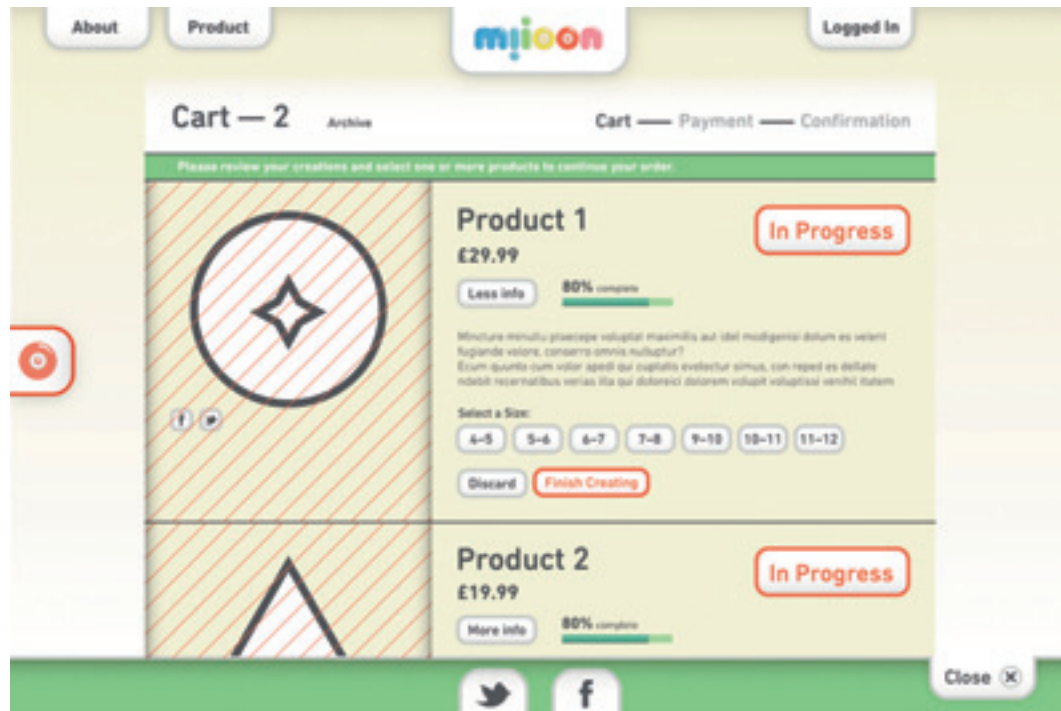
www.miiicon.com







www.miiicon.com





[www.vimeo.com/544339653](http://www.vimeo.com/544339653)





**MOTHER BUCKER**

We also closed with a bang as we got to take on the agency Christmas Card, a mean bucking bronco Santa Claus that office staff had to ride.

The longest rider was crowned Mother Bucker. But first we shared their numbers with our clients; if that client had the right number, we donated to their charity of choice.









[www.vimeo.com/55944808](http://www.vimeo.com/55944808)



**METRO 54**



We created this video for some friends  
that hosted local art event in Amsterdam.

One of the great things about the  
Kennedys is we have the freedom  
to help local projects like this one.





www.vimeo.com/55944808



**GEOOMAG**

Geomag is launching a new  
and exciting product in 2013.

We did a lot of work and can  
only show you a little snap shot.  
Sorry.  
Stay tuned in 2013 for more work.





GEOMAG



GEOMAG

**A B C D**

**E F G H I**

**J K L M**

**N O P Q**

**A S T U V**

**W X Y Z**



**NUIT BLANCHE**



Projecting from a boat  
in the canals of Amsterdam.

Crazy graphical prints and animations.  
We couldn't ask for more, could we.



NUT BLANCHE





NUIT BLANCHE





[www.youtube.com/watch?v=NMDxonoY12k](http://www.youtube.com/watch?v=NMDxonoY12k)

NM







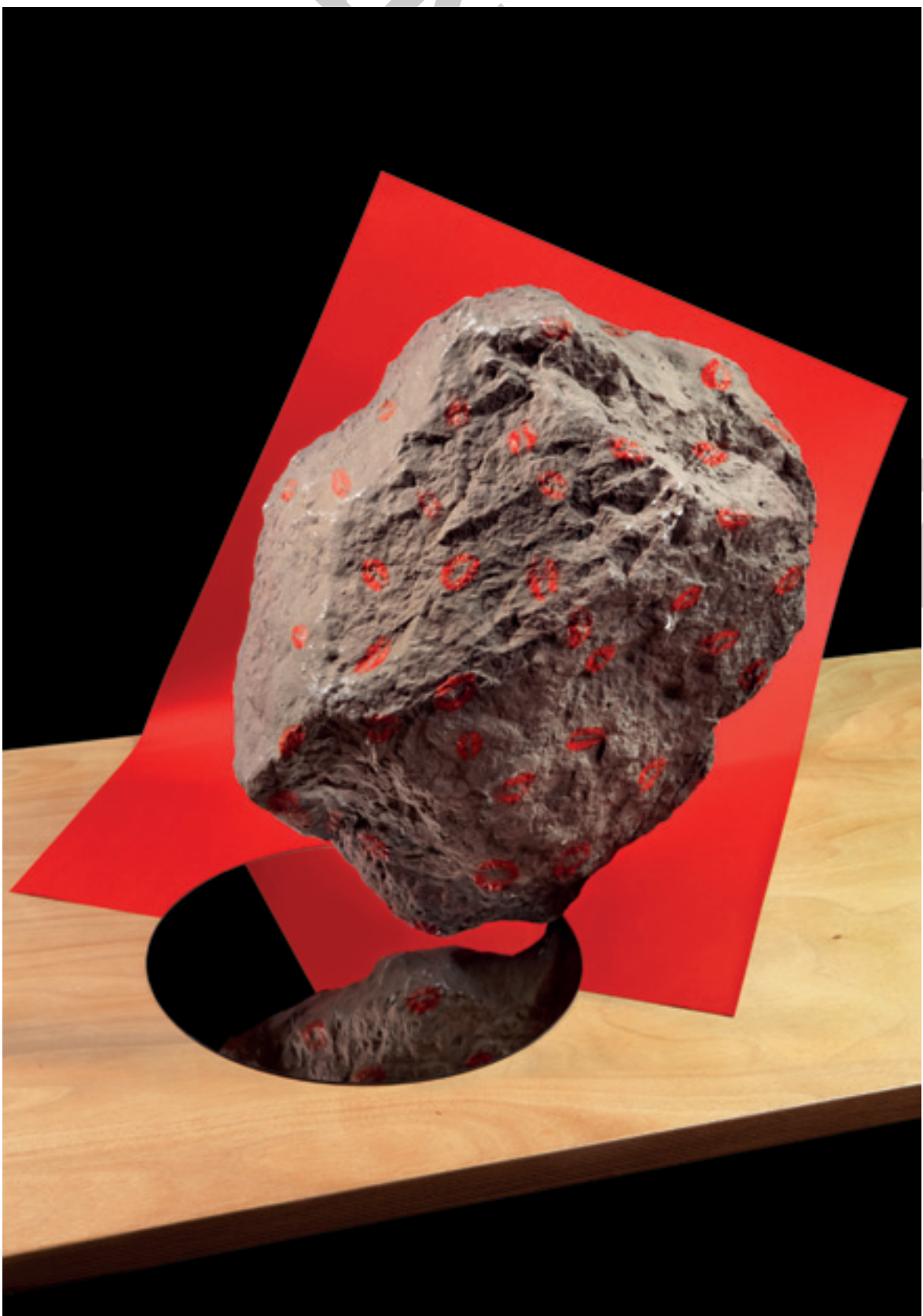
[www.youtube.com/watch?v=xoM6w2h4AXI](http://www.youtube.com/watch?v=xoM6w2h4AXI)



**ROLLING STONES**

The Rolling Stones have been kicking it for 50 years.

Alvaro helped organise a tribute creating 50 logos to the band and The Kennedy designed the 50th of 50.





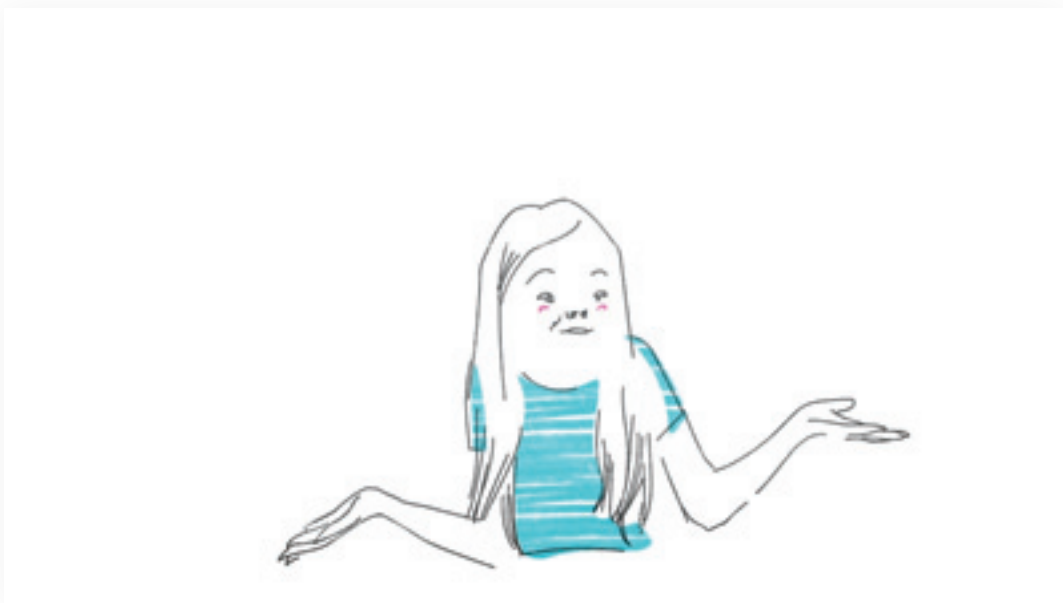
**FOO SHORT**

Our friend Stephane is launching a platform for second hands kids clothes in Paris and the least we could do was lend a hand.

We helped by creating this video to help explain the process.



www.vimeo.com/58438454



**DREAM AMSTERDAM**



You cannot pin down what a woman is.

We can though, explore the essence of a woman. In this project we explored this idea while helping a local art platform.

GIRL

YOUNG

BE

WOMAN

WOMAN

SON



dreamamsterdam.nl

www.dreamamsterdam.nl  
www.twitter.com/dreamamsterdam  
#dreamgirl2012

GIRL,  
YOU'LL  
BE A  
WOMAN  
SOON

30.10-05.12.2012

**I amsterdam.**

PARADISO



THE Kennedys

Amsterdam Museum  
Hermitage Amsterdam  
Stadschouburg Amsterdam

**PHOTOGRAPHY**



We worked with a number of clients from the agency at large.

These are some of the photographs we made.











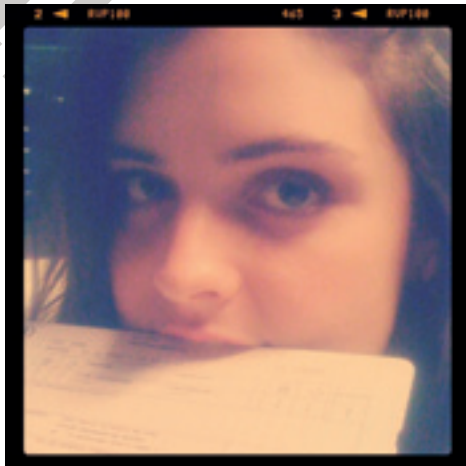
INSTAGRAM

Some photos.  
From our Instagram.

In no particular order.



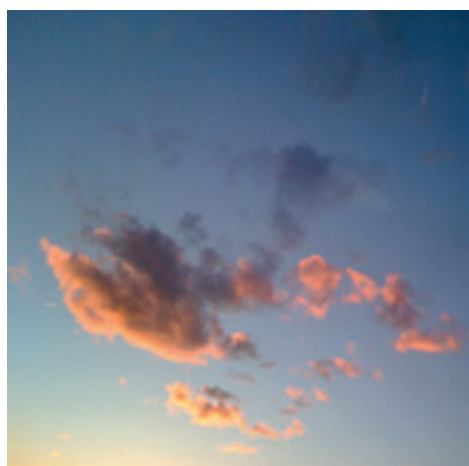
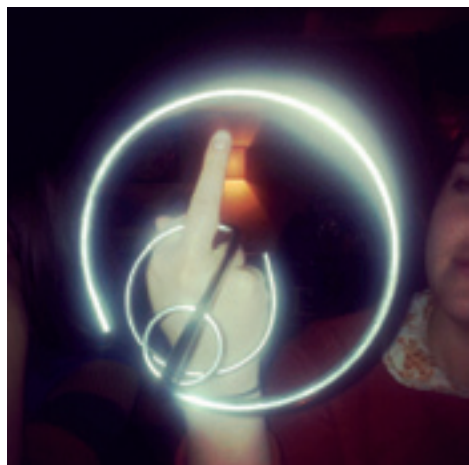












**BLOG POSTS**

Some blog posts.

That we posted on the W+K blog.



## The Machine of Amsterdam

2012/07/26

A few weeks ago The Kennedys went to meet Machine. Machine are probably the coolest people I've ever met. They discard what is 'supposed to be' in their work which keeps it constantly fresh and exciting. What's the point in not being fresh and exciting?

What they made us realize was why do something boring when you can do something amazing, I think. Why do a TV ad when you could make an experience that someone will actually be inspired by; like an event or a club night or a massive sculpture.

They're unafraid in their work to say what they actually feel which makes it so honest and ballsy that you can't help but not be inspired by it, even if it is 'just a flyer'. I'd never been into flyers until I went there. Now I'm all over that shit.

Actually, that's what they made us realise that there's no such thing as 'just a flyer' or 'just a poster' or 'just a plastic bag'. Everything is a canvas for you to put your mark on it the best way possible.

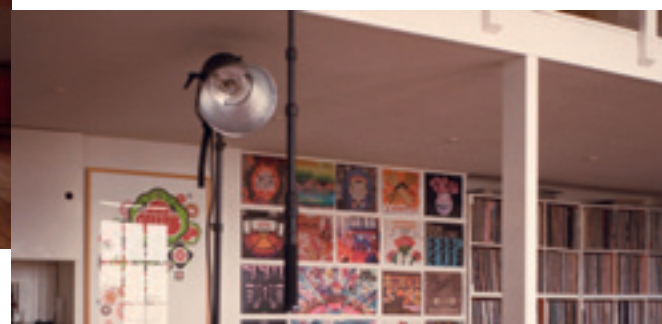
I was so inspired after I met them that I genuinely toyed with the idea of making some decent, personal stuff, then I had to go to work, then I realised, wait, I should be doing this AT work, making everything I do a creative outlet for myself, not just for the companies I work for. Try my hardest to bend the rules.

Advertising should just be a place where someone else pays for you to make some cool shit, but it always has to be a little bit dented, which is a shame. Machine aren't like that though. They just do what they want and it works so well.

Check out some brilliance by Machine here:

<http://www.ourmachine.com/>

By Ella de Weijer  
Realstagram by Ben Sandler





## Vive la Florence Moll

2012/08/16

Date — Friday 3rd Aug 2012

Time — 11am (approx.)

Location — W+K Amst HQ

Temperature — 19C (maybe)

Weather — Rain (probably)

Florence Moll arrives in the office, a woman of classic elegance, she had kindly made the trip over from Paris to rendezvous with the Kennedys and talk us through the ins and outs of her life as an agent. As we soon found out, she holds an AAA+ roster of mega dope creative types from all over the shop, including The Kennedys very own multi-national in house image-maker and tech enthusiast, Ben Sandler (although we'd known this already). You can, should and most probably now will check out the rest of them on the inter webs here: [www.florencemoll.com](http://www.florencemoll.com). It's top draw stuff.

She talked us through the selection of photographers, set and 3D designers she manages, explaining some of their backgrounds and generally how the whole agent thing worked. Sort of like a producer I guess mediating between the creatives and the client, sealing all the deals and signing on the lines. It was a cool insight into another

angle of the industry. What stuck with me most though, was her approach to the working methods she encourages from the people she manages. It was the non-commercial attitude that was so appealing. Creating imagery, scenes, sets, whatever... but without the limit of budgets or the restrictions of clients. Doing work for the sake of itself because it's what should be done. Slowly it dawned on me, this was perhaps a rare and unusual, yet simultaneously excellent thing for an agent to be saying. It seemed genuine and, dare I say, "arty" (I really dig arty) and like something we should all be trying to get a piece of.

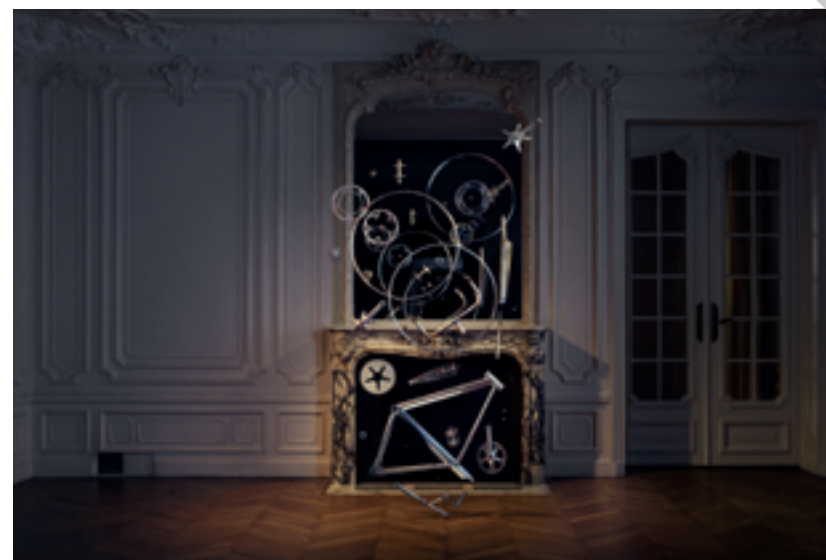
Words by Tobias Phontayne



Nick + Chloe & Zeitguised



Portrait of Florence by Billy and Hells (artists on the roster)



Ben Sandler & Le Creative Sweatshop

## Nalden's Net

2012/08/29

Back in July we were given a presentation by one of the most celebrated figures in digital media here in Amsterdam. No, he's not some famous actor or musician — let's just say he didn't move off to Jamaica for a few weeks and christen himself a lion. Rather, he's gained his recognition through one thing in particular: his geekitude.

Now, being a geek isn't necessarily a bad thing — actually, it's quite the contrary. Let's imagine a Venn diagram with the circles of intelligence, obsession, and social ineptitude converging in the center — being a nerd would effectively sit squarely in the middle. Being a geek, however, requires only the former two characteristics, without the aversion of societal interaction. And this, ladies and gentlemen, is a rather apt descriptor of our presenter — Nalden of Amsterdam. He's definitely one of the cooler geeks you've ever met in your life; and there's a very good reason he's made a name for himself in our Dam town.

Blogger, serial entrepreneur, cultural aficionado, baller. Nalden started with his eponymous blog over ten years

ago; a few years later, he was able to make enough money off his pet project to quit his day job (how many Tumblr-ers can lay claim to that??). Nalden focused his efforts on a new paradigm of digital media distribution that would be his cornerstone for his future projects, including the now renowned WeTransfer — using fullscreen background images as a sort of dynamic digital gallery. I think he put it best during his presentation — he wanted a way to weave culturally-significant content (i.e. illustration, graphic design, photography) into the underused backgrounds of our internet browsers.

One of the more intriguing aspects of



Nalden

Nalden's work is how he managed to transform what essentially amounts to a nickname into a powerful brand experience on the interwebs. I think that old adage of 'harder than it looks' rings loud and clear in this particular case. Nalden claims that his success in personal branding isn't due to some intensive strategic planning and market research — rather, it's a 'combination of common sense, gut feeling, luck, and a good sense of style'. One of the more important points he brings up, I believe, is the following: 'How can you remain authentic and real once you have surrendered yourself to business goals?'. The answer to that question is the reason why I believe Nalden has been so successful in his entrepreneurial and creative ventures — staying true to himself, his vision, and his ambition without being wavered by fickle trends and unfocused marketing

schemes. Rather, it's about focusing on the essence of the brand — and in Nalden's case, it's about showing off some sick imagery and curating culturally-relevant news to the world.

Today, Nalden works at the helm of Present Plus, the digital media studio he founded that runs both WeTransfer and Kuvva, a desktop-based extension of his full-screen gallery paradigm. When he isn't working on WT 2.0 or some other crazy new innovative way to change the way we consume content on the 'Innanet', he's probably driving some incredible rare ragtop Benz on the French Riviera or chilling with Kanye in LA (seriously, you've got to check this guy's Instagram feed).

I think the most inspirational aspect of Nalden's talk rests in the faith he holds in his work. I really got the sensation that Nalden simply believes in what he does, and loves to do it every single day of the week. Nalden doesn't seem like the kind of guy who's producing for the sake of producing — he exudes the spirit of an entrepreneur (dare I say artist) that is constantly striving to improve how we produce and consume content. I think he coined it best: 'It's not about Nalden. It never was. It's about creating, inventing, solving, helping, and improving' — all the effing time.

By Ben Sandler



Mark Bernath

Rens Ciggaar

Alvaro Sotomayor

Clay Mills

Richard Oldfield

Dan Maxwell

Eric Quennoy

Johnny Sens

Glassworks

Pam Warbrooke

Martin Wiegel

Niels den Otter

Andrew Kay

Raymond Ruijg



David Kennedy

Paulo Martins

Vasco Vicente

Paul Skinner

Jesus Gollonet

Andrea Perez

Erik Verheijen

Faustin Claverie

Jordi Martinez

Pierre Janneau

Wheels

Jelani Isaacs

Mike Farr

Thierry Albert

Cari Vander Yacht

Joe Burrin

Media Monks

Massaer Ndiaye

Kirk Johnsen

Edu Pou

Sjors van Buyten

Daisy Andrews

Camille Herren

Ollie Klonhammer

Riccardo Rachello

