

ANORAK

SAM HIBBARD



Sam Hibbard is an Australian director who searches for the strange in the everyday.

In his commercial and narrative work, he has developed a distinct brand of surreal comedy driven by zany eccentrics and suburban oddities.

Sam began his career as a copywriter in Australia, before moving to the UK to work as a writer, creative and art director at Fallon, Glue Society, Grey London, WLTBWA, Nonstop and FP7. He made a natural transition into directing, working on humorous and surprising campaigns including “Tiny Whale” for Babbel, “Nothing to Hide” for Absolut and “Blow Dry” for Smart Energy.

His client list includes such brands as Squarespace, VISA, Hornbach, Barclays or Samsung.

Sam is based in London.

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