



Chris Bovill started as a copywriter 17 years ago at TBWA, where he made his name writing award winning commercials for John Smiths beer. He then moved to Fallon, where he wrote the iconic Skoda 'Cake' commercial, which garnered many awards worldwide.

With creative partner John Allison he now heads up the in house creative department at Channel 4, which was named Campaign Magazine's 'Advertiser of the Year in 2015'.