



Caio is a highly acclaimed writer currently working at top London ad agency AMVBBDO but started his career at the Brazilian creative agency Africa before moving to BBH London, where he wrote award-winning work for Axe, among others. He moved to Mother in 2012, working with brands including Stella Artois, Powerade and Ikea. His 2014 'Beds' ad for the Swedish furniture company won a Gold Lion at Cannes and helped Ikea win Campaign Magazine's Campaign of the Year.