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Lew Bentley is the owner of Headlight, a boutique strategy and research consultancy. Lew has many years' experience as a strategic planner for agencies such as Clemenger BBDO, M&C Saatchi and The Campaign Palace, and as an independent operator. He has designed the strategy for many campaigns that have seen success at Effie and creative awards both in New Zealand and internationally. He has also been the Convener of Judges for the New Zealand Effies for the past two years.