

I

Index

A

Absolut Vodka campaign, 139–140
Accenture's Center for Strategic Technology, 269
AC&R Advertising, 111
After Hours Advertising, 78
Allen, Craig
 accountant, 223–224
 budgets, digital, 225
 business tour, 219
 concept sharing, 213–214
 creative director, role of, 214–215
 cultural understanding, 218–219
 digital technology, 219, 220
 “fail harder”, 220
 future plan, 222
 global markets, 218, 219
 humour sense, 216–217
 ideation, 213
 Mad Men, 222
 mentoring, 212
 partners, 211
 personal talent, 209
 script test, 216
 spare time, 214
 TBWA/Chiat/Day, 210
 technology management, 219–220
 television program and movies, 218
 traditional media, 225
 up-to-date information, 213

 UT–Austin, 210
 Young Bloods program, 210
American Express, 110
Application programming interfaces (APIs), 96

B

Barton F. Graf 9000. See Kallman, Eric
Boches, Edward
 advertising, modern forms of, 90
 antithesis, 101
 APIs, 96
 Apollo Computer, 93
 audience/community members, 98
 awareness, 90
 Bartle Bogle Hegarty (BBH) labs, 91
 Bill Bernbach, 88
 BMW, 95
 client business, 91
 collective entrepreneurialism, 94
 collisions, 102
 congested environments, 103
 core creative team, 97
 creative brief, 99–100
 creative director, 90
 creative technologists, 97
 culture, 88
 digital social space, 89
 economic situations, 106
 executive-in-residence, 106
 experimental laboratories, 90

- Boches, Edward (*continued*)
 front-end development, 97
 Gen Y blog, 90
 Google Zeitgeist, 103
 Humphrey Browning MacDougall
 (HBM), 93
 IBM Selectric typewriters and landlines, 93
 ideas and content, 91
 integrated agencies, 96
 journalism, 88
 juries and jury selection, 104
 learning and progress, 102
 local ad trade publications, 93
 mandatory social media service, 104
 marketing, 102
 marketplace, 101
 media content, 90
 military service, 104
 network workstations, 93
 new business pitches, 92
 Nextel, 95
 open-source platforms, 100
 paid media, 100
 political films, 88
 popular culture and ideas creator, 88
 post-participation survey, 105
 presentation, 93
 print ads, 98
 programmers, 96
 rights and decision-making authority, 95
 roles and responsibilities, 91
 sharing knowledge, 102
 social media, 89
 social problems, 105
 specialist agencies, 96
 springpad, 100
 strengths and weaknesses, 92
 Timberland, 95
 traditional media, 95–96
 T-shaped person, 97
 TV commercial, 99
 unemployment, 103
 URL address, 97
 workshops, 106
- Bologna, Anne
 agencies, lose, 158–159
 aspiration, 167
 balancing work and family, 160
 brand-sponsored entertainment, 166
 Campbell Mithun, 156
 Citibank “Live Richly” campaign, 166–167
 client’s problems, 159
 client work, 159–160
 competitors, 166
 Cramer-Krasselt, 158
 creative work, 158–159
 “Elf Yourself” campaign, 157
 empathy, 163–164
 Fallon New York, 156–157
 fear, business, 162–163
 Harvard Business Review, 166
 Healthy Choice launch, 156
 Kindle, 157
 leadership roles, 161–162
Mad Men, 164–165
 mission and vision setting, 159
 motivations, 166
 old-fashioned principles, brands, 166
 Peter Krivkovich, 158
 presentation, 165
 rituals, 162
 television reporter, 156
 Toy, 157
 vehicles and technologies, 166
- BooneOakley. See Oakley, David
- ## C
- Cavallo, Kristen
 advice, women, 19
 Amazon and Apple, 24
 aspirations, 27–28
 balancing work and family, 19–20
 BFGoodrich pitch, 25–26
 Bud, 24
 bundled agencies, 22
 client strategies, 20
 client work, 20
 Coors, 24
 creativity, 22
 Fast Company’s list, 16
 Houston Effler, 17

- industry, 22
 - Joe Grimaldi, 16, 26
 - John Adams, 16, 26
 - Kevin Kolbe, 18
 - Kohler plumbing, 24
 - Mad Men*, 18–19
 - marketing department, 17
 - market share leaders, 21
 - Mark Wenneker, 16
 - Martin Agency, 16–17
 - MBA program, 17
 - Melrose Place, 17
 - Microsoft Store logo, 25
 - Mike Hughes, 26
 - Miller beer, 24
 - NOOK, 25
 - philosophy, 21
 - role models, 26
 - sales experience, 17, 18
 - siloe agencies, 22, 23
 - technology, 17
 - TED, 19
 - television shows, 23
 - thought-leader brands, 20–21
 - Timberland and BMW, 18
 - Volkswagen, 24, 25
 - YouTube, 23
 - Citibank “Live Richly” campaign, 166–167
 - Cramer-Krasselt, 158, 188 *See also* Ross, Marshall
 - Creative Artists Agency (CAA), 231
 - Credle, Susan
 - Allstate “Mayhem” campaign, 60
 - aspirations, 70–71
 - BBDO, 55
 - Charlie Miesmer, 56, 57
 - chief creative officer, role of, 61
 - concept sharing, 64
 - creative mindset, 62
 - creatives, 62
 - creative technologists, 67–68
 - creative work, 59
 - David Lubars, 56
 - David Oakley, 55
 - digital age, 66–67
 - Earth Hour, 64
 - encourage agencies and brands, 71
 - eraserless pencils, 66
 - Gillette, 65
 - HumanKind scale, 63
 - humor and comedy, 68
 - ideas and brands, 61
 - impatience, 69
 - Imperial Woodpecker, 68
 - judge work, 63
 - leadership, 61, 63
 - mental preparation, 61
 - mentor, 56
 - M&Ms characters
 - blue color, 59
 - comedy troupe, 59
 - green color, 59
 - motivation, 71
 - Phil Dusenberry, 56–57
 - planner, 56
 - Stacy Wall, 55
 - Sweeney, 55
 - talented people, 68
 - television commercials, 70
- D**
- Dentsu America, Inc. *See* Fidoten, Doug
- F**
- Fidoten, Doug
 - AC&R Advertising, 111
 - American Express, 110
 - assistants, 116
 - autobiography, 123–124
 - client business, 118–120
 - client work, 121–122
 - creative side, 116–118
 - Foot Locker, 119
 - George Tice, 109
 - Hertz car sales, 111
 - Japanese culture, 112
 - Kaz Kudo, 110, 112
 - Madison Avenue agency, 111
 - Marty Scorsese, 127
 - Maxell, 113–114

Fidoten, Doug (*continued*)
 mentors, 113, 125–126
 multiple roles, 115
 Nike, 120
 Oberlin College, 109
 photography, 109
 Reebok, 120
 Richard Avedon, 126–127
 seminal experiences, 128
 storytelling, 123
 work and family life balance, 124

Foot Locker, 119

G

Gatorade, 172
 Goodby, Silverstein & Partners, 80
 Google, 84

H

Hey Whipple, Squeeze This, 31, 141
 123Hire.com, 146

Hughes, Mike
 advertisement, women, 47
 advice, 43–44
 art director, 41
 aspiration, 51
 awards, 48
 balancing work, 50
 client and audience, 47
 client work, 44
 craftsmanship, 48
 cynicism, 46
Daily News, 41
 David Abbott, 48–49
 David Oakley, 51
 discussions and meeting, 50
 Ed McCabe, 48–49
 Harry Jacobs, 42
 Helen Vennard, 49
 John Adams, 45
 Johnson & Johnson, 46
 Katherine Wintsch, 46
 Kraft, 47

marketing, 44–45
 media technology, 45
 mentors, 41–42
 The Mom Complex, 46
 newspaper reporter, 40
 next generation, management, 45
 peers advertising, 46–47
 people attraction and work, 43
 philosophy, 46
 retirement, 45–46
 Reynolds Metals, 40
 risks, client, 45
 sense of humor, 44
 storybuilding, 45
 team member, 43
 Walmart International—E! and Hasbro, 47
 Wrangler jeans, 44

I

Imperial Woodpecker, 68

J

Jenkins, Jayanta
 African American, 181
 agency culture, 187
 Air and Space Museum, 170
 alcohol abuse, 182
 art director, 170
 brand promotion, 176
 Brent Anderson, 173
 business relationships, 178–179
 business tour, 173
 collaboration, 172
 complexion and complexity changes, 173
 creativity, 178
 diet, 183
 diversity, 181–182
 Eric Kallman, 188
 Facebook, 186
 faith/religious views, 184
 family, 184–185
 fashion art and advertising, 170
 fashion photography and
 photojournalism, 170

fresh perspective, 187
 Gatorade, 172
 global brand, 172
 graphic designer, 170
 great ideas, 171
 Jerry Torchia, 170
 Jimmy Smith, 179
 kids and young people, 189
 Marshall Ross, 188
 maturity, 179
 Melanie Myers, 177
 mentor, 180
 Mike Hughes, 174
 mobile devices, 186
 museums, 170
 National Gallery of Art, 170
 Nick Drake, 173
 old instructors, 189
 own shop, 176
 painter, 170
 Patrick O'Neill, 173
 payment, 171
 personal goal/professional
 development, 175
 Portfolio Center, Atlanta, 171
 Prince, 176–177
 smartphones, 186
 social communication, 187
 spirituality, 183–184
 sports culture, 173
 sports nutrition brand, 173
 Steve Howard, 173
 technology, 185
 television commercials, 187
 Twitter, 186

K

Kallman, Eric
 advice, 197–198
 approach new ideas, 198–199
 autobiography, 205
 beverages, 205
 collaboration ideas, 199
 Craig Allen, 198, 204
 creative advertising, 192

creative director, 204
 creative team, 194
 digital advertising, 205
 Gerry Graf, 192
 Grand Prix, 202
 hires, 193
 interactive advertising, 205
 judging work, 199
 Kayak[.com], 191
 management level, 192
 mental preparation, 194
 new media, 205
 Old Spice, 200
 politics, 193
 reviewing work, 194
 script, 200
 Skittles campaign, 206
 sportscaster, 195
 “The Man My Man Could Smell Like”,
 199–200
 traditional advertising, 205
 TV commercial scripts, 203
 “Twitter Response” campaign, 202
 Kaopectate Award, 147
 Kindle, 157

L

Leo Burnett North America. See Credle,
 Susan
 Los Angeles Contemporary Museum of Art
 (LACMA), 11
 Lucky Branded Entertainment. See O'Hara
 Theisen, Ryan; Rosen, Jonathan

M

Madison Avenue agency, 111
Mad Men
 Anne Bologna, 164–165
 Kristen Cavallo, 18–19
 Craig Allen, 222
 Marshall Ross, 86
 Jim Russell, 280
 Martin Agency. See Hughes, Mike

McKinney. See Russell, Jim; Steinberg, Ellen
 MDC Partners. See Bologna, Anne
 MINI Cooper, 278
 Mitchiner, Ross & Kahn, 79
 M&Ms characters
 blue color, 59
 comedy troupe, 59
 green color, 59
 mTBWA/Chiat/Day. See Jenkins, Jayanta
 Mullen. See Boches, Edward; Cavallo, Kristen

N

Nike, 120
 Nike basketball business, 3
 NOOK, 25

O

Oakley, David
 Absolut Boston ad, 140
 Absolut Conservative, 140
 Absolut Liberal, 140
 Absolut Louisville, 140
 Absolut Seattle, 140
 Absolut St. Louis, 140
 Absolut Vodka campaign, 139–140
 Advent, 130
 advertising study, 132
 advice, 151–152
 Bain and Company, 130
 Bojangles, 130
 Cedar Creek Gallery, 132
 Certs breath mints, 135
 Chapel Hill, 132
 Claire, 136
 coaching, 151
 competitive companies, losses, 149–150
 copy trainees copy cubs, 135
 creative partners, 152
 creativity, 131–132
 David Warren, 139
 dreams and aspirations, 152
 family background, 131
 Geoff Hayes, 139

Gore 2000, 145
 growth, 152
Hey Whipple, Squeeze This, 141
 123Hire.com, 146
 industrial relations, 133
 Jim Robbins, 148
 John Adam, 150
 John Boone, 143
 John McEnroe, 136
 John Sweeney, 133
 junior writer, 137
 Kaopectate Award, 147
 Kellogg's, 144
 Mary Carillo, 136
 Michael Roux, 140
 Mike Hughes, 143
 NYNEX campaign, 137
 pitching, 149–150
 political campaign blunder, 145
 Price McNabb, 143
 publicity, 146, 149
 Ryan Holland, 148
 Saab and Wrangler, 144
 support center, 130
 TBWA/Chiat/Day, 139, 142
 Tom McManus, 139
 Tony Carillo, 136
 Young & Rubicam, 134–135
 YouTube, 149
 O'Hara Theisen, Ryan
 advertising industry, 244
 bloggers and web sites, 234
 branded entertainment space, 231
 brand launch, 230
 brand relationships, 231
 brave work, 230
 casting agency, 238
 chief marketing officer, 234
 conceptual development, 238
 content marketing, 233
 core capability, 235
 creative development budgets, 231
 creative teams, 239
 day-to-day management, 237
 developing strategy, 229
 digital and social support, 229

digital media specialists, 239
 documentary film courses, 236
 Facebook games, 233
 freelancer, 237
 frustration, 243
 holding companies, 243
 media planners, 240
 network executives, 241
 new business opportunities, 238
 online games, 232
 online influencers, 233–234
 organic-earned media sites, 233
 photojournalism, 236
 preproduction, 239
 production budgets, 231
 production company, 240
 realistic budgets, 232
 reality television, 241
 referrals and networking, 240
 seeding strategy, 234–235
 selling process, 241
 sensational content, 234
 storytelling, 239
 strategic planners, 239
 strategy and planning, 232
 strategy and seeding, 234
 television development, 232
 user-generated content, 231
 video-led campaign, 229
 video-seed campaigns, 232
 video social-sharing sites, 233
 viral films, 229

R

Raih, Chris

Bites, 11

business development

brand clients, 5

chief marketing officer, 7

methodology, 5

passion brands, 5

purchase decisions, 7

referrals, 7

young consumers, 7

company's interests, 9

core values

collaboration, internal and clients, 5

idea exchange, 5

reels, 5

solutions, 6

true partners, 5

victimization, 6

creative work, 9–10

culture, 14

digital film, 12

East Coast clients, 8

Fallon, Minneapolis, 2

fantasy football, 12

favorite campaign, 10

foreign country, 10

geographic expansion, 5

global financial crisis, 4

good idea, 12

growth trajectory, 4

highly intelligent and global-minded
 people, 2

Jennifer Aniston, 5

mass communication, 1

mental exercise, 9

midsize clients, 4

mission-critical e-mails, 8

Nike basketball business, 3

physical exercise, 9

production meeting, 8

provocative content, 13

quick response code, 10

relevance, 11

resourcefulness and ingenuity, 4

right production partners, 12

smartwater, 6

social media engagement, 13

sports journalism, 2

strategic planners, 8

studio designers, 8

viral phenomenon, 6

vitaminwater, 12

Reynolds Metals, 40

Rosen, Jonathan

America TV pilot, 241

branded entertainment, 230

- Rosen, Jonathan (*continued*)
 “buy, buy now!” approach, 233
 CAA, 231
 creative development process, 238
 creativity and speed, 231
 documentary-style reality show, 241
 feature film, 245
 film school, 228
 financial concerns, 236
 individual tasks, 238
 marketing-savvy aspect, 233
 media companies, 231
 online videos, 229
 production companies, 230
 reality television, 241
 resource-savvy, 237
 social events and social projects, 242
 traditional creative shops, 228
 TV networks, 230
 value-added packages, 231
 viral films, 229
 work environment, 239
- Ross, Marshall
 Ad Age, 81
 advertising idea, 86
 advertising industry, future, 85
 After Hours Advertising, 78
 art and design, 74
 art direction, 74
 business tour, 82
 Campbell Mithun, 79–80
 clients and working, 78
 copywriter, 74
 creative work, 82
 “Everyday Magic” campaign, 76
 goals, 80
 Goodby, Silverstein & Partners, 80
 Google, 84
 Leo Burnett, 74
Mad Men, 86
 “Make friends, not ads”, 76
 Mitchiner, Ross & Kahn, 79
 new business, 83
 Porsche’s model year 2013, 82
 profit scale, 77
 Right Brain, 81
 sales experience, 75
 Steve Jobs, 85
 teach advertising, 85–86
 T-shaped people, 76
 Wieden+Kennedy, 80
- Russell, Jim
 Accenture, 269
 advices, 281
 artificial intelligence, 269
 creative media, 269
 digital ideas, 271, 274
 George Shaheen, 275
 learning from failures, 281
Mad Men, 280
 MINI Cooper, 278
 “Not pheromones but pherotoxes”, 277
 risk embracement, 279
- S**
- Savannah College of Art and Design (SCAD). See Sullivan, Luke
- Sherwin-Williams, 278
- Steinberg, Ellen
 advices, 281
 client relationship, 270
 client work, 273–274
 Fallon McElligott, 276
 female creatives, 282
 focus groups, 280
 graphic design, 268
 group creative director, role of, 270
 mentors, 276
 own agency, 284
 presentation skills, 271
 risk embracement, 279
 Sherwin-Williams, 278
 thumbnail sketch, 281
 visual communications, 268
 yoga instructor, 283
- Sullivan, Luke
 artistic control, 33
 clean environment, 33
 coaching kids, 35
 comic books, 29
 complex marketing problems, 38

craft practitioners, 31
 creative indulgence, 33
 creative strategies, 35
 critical activities, 37
 dark humor, 32
 digital shift, 37
 distractions, 33
 educational field, 35
 financial entity, 33
Hey, Whipple, Squeeze This, 31
 high-profile agencies, 37
 internet access, 33
 memoirs, 32
 pass-fail society, 36
 radio campaign, 34
 Reader's Digest, 34–35
 recognition, 30
 recovering perfectionists, 37
 refinishing woodwork, 30
 right publisher, 31
 social media, 32
 stability, 30
 study process, 37
Thirty Rooms to Hide In, 32
 unconscious resistance, 34
 winners, 36

T

TED, 19
 The Best American Magazine
 Writing, 48
The New York Herald, 147
Thirty Rooms to Hide In, 32
 Toy, 157

U

United Airlines, 2

W

Wieden+Kennedy. See Allen, Craig; Zhao, John

Z

Zambezi. See Raih, Chris

Zhao, John

advertising skills, 253
 advices, 261–262
 audiences's memories, 263
 branded entertainment, 256
 career, 256
 collaborative and receptive, 250
 communication, 248
 conceptual skills, 249
 creative advertising program, 248
 creative direction, 250
 creatives, 251
Days Gone By, 255
 documentary, 263
 early experiences, 262
 feature film, 250
 feature scripts, 253
 film directing, 250
 film school, 248, 251
 freelancing, 248
 full-time filmmakers, 248
 Google, 259
 ideas and inspiration, 251
 John Jay, 263
 media support, 255
 music video, 260
 nimble work environment, 260
 Old Spice virals Tim, 259
 people interaction, 251
 pitching, film, 255
 self-fund, 253
 social experiment, 264
 storytelling skills, 248, 264
 technicalities, 251
 technology, 249
 time component, film making, 259
 traditional ad agency, 249, 256
 user-generated content, 253
 VCU's communication program, 248
 viral videos, 255, 258
 writing scripts, 255
 YouTube, 253