



**Philip Brandon**  
**Creative Direction**

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## Career History

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### **Brandstorms LLC**

Branding, Product Development, Design and Advertising consultancy.  
11/00 - Present

Clients include:

- MBS Associates - Cause related marketing promotion for clients including Drexel University, Nestle/Purina and the ASPCA
- Guide Communications - Multi-product promotion design for local service publications
- Katonah Bedford Veterinary Center - Advertising, promotion and web design
- Infinite Media - Identity, web design for direct marketing list broker
- Anchin, Block & Anchin - Brochure design for financial services
- Paramount Center for the Arts - Marketing materials and web site design
- The Plumbers and Mechanical Contractors Ass'n of the Hudson Valley - Awareness campaign targeting the architectural and developer community.
- Interconnect Services Group - Identity, web design for telecommunications reseller
- Hudson Valley Hospital Center - Fund raiser marketing and design
- The Advertising Research Foundation - Branding, publication design and promotion
- International Insights - New product test stimulus development
- K'NEX Industries - Toy product design and development
- DSI Toys - Broadcast advertising design
- Custom Benefits - Corporate ID, website and collateral design for HR plan designer
- CyLogix - Direct mail targeted to the Capital Markets and Securities industry
- Also, advertising agency engagements with Y&R Brands for Toys "R Us, and FCB/NY for Fisher-Price International.

## **Prior Corporate Career:**

### **Senior Vice President, Creative Director D'Arcy/New York**

1675 Broadway, NYC 3/95-11/00

Procter & Gamble Co. - Folgers Coffee, all products and media. Introduced PUFFS tissues in Canada with TV and outdoor. Introduced the Swiffer Sweeper in North America and Europe in television and print. General Motors/Pontiac Division - Developed national launch campaign for new 1999 Grand Am. Tyco Corp - Creative direction for Matchbox Brand products including online strategy, Tyco Radio Control, electronic racing, video electronics, mechanical design and games. Interactive - Designed Intranet site for the New York office. Designed WWW concepts for the online corporate coventure between D'Arcy and Bolt Beranek & Newman, (now Genuity) Also worked on alternative media projects for various D'Arcy clients and prospects.

### **Design Director Integrated Media Inc.**

200 Varick St., NYC 3/94-3/95

Nynex - Created marketing strategies and graphic design for the Nynex Education & Information Service, an interactive television service designed to provide information, entertainment and shopping experiences for Nynex customers.

Other projects included content configuration for the National Basketball Association website, design format Select Guide to photographers and illustrators on CD-ROM and interactive kiosk and presentations.

Also, website design for HBO Productions, (Minisite for The Cherokee Kid), Dimension Films, (Minisite for Scream) and for Miramax Films, (Miramax.com).

### **Vice President, Creative Supervisor Grey Advertising**

777 Third Ave., NYC 12/86-3/94

Mitsubishi Motors - I created National TV and print advertising for the Diamante and Eclipse car lines. Created National TV introduction for the redesigned Galant.

In addition, I have worked on Sprint Business (Outdoor), NBA Properties (Skybox trading cards), Tonka, Kenner, CONTAC, and, Canon, for the introduction of the EOS-1N pro camera.

### **Senior Art Director Wells, Rich, Greene**

9 West 57 Street, NYC 2/84-12/86

Alka-Seltzer Plus - National TV Also: Ford Corporate, Chase Manhattan Bank (Corporate and Retail), Ralston Purina (Kids Cereals & Dog Chow), New York State Dept. of Tourism.

### **Senior Art Director McCaffrey & McCall**

575 Lexington Ave, NYC 3/79-2/84

Mercedes-Benz - National TV and print advertising, created Mercedes magazine, acting as design director. Also: North American Phillips (Norelco Rotatract Razors) - Communication Arts award of excellence.

### **Helfgott, Towne & Silverstein - 3/77-3/79**

### **J. Walter Thompson - 6/73-3/77**

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## **Education**

### **The COOPER UNION for the ADVANCEMENT of SCIENCE and ART**

Bachelor of Fine Arts, 1973

Major in Graphic Design and Photography