



Phil Brandon

Creative Direction

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Career History

Principal, Brandstorms LLC

Branding, Product Development, Design and Advertising consultancy.

11/00 - Present

Clients Served:

- Me
- Guide Communications - Marketing programs for a multiple medium publishing company
- DSI Toys - Broadcast advertising design.
- Procter & Gamble - Cause related marketing.
- Interconnect Services Group - Telco branding, Corporate ID, Web presence design.
- Katonah-Bedford Veterinary Center - Advertising
- Paramount Center for the Arts - All media creative direction
- Hudson Valley Gateway Chamber of Commerce - Relaunch and Corporate ID
- Hudson Valley Hospital Center (pro bono) - Fund raising event marketing
- The Advertising Research Foundation - Branding, publication design and promotion.
- K'NEX Industries - Toy product design and development.
- Unilever - Research stimulus development.
- Custom Benefits - Corporate ID, website and collateral design for HR plan designer.
- CyLogix - Direct mail targeted to the Capital Markets and Securities industry.

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.

Procter & Gamble Co. - 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. This work was a finalist at the Interactive Media & Marketing awards competition sponsored by Ad Age and Newsweek, in February, 1994.

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

Educational History

The COOPER UNION for the ADVANCEMENT of SCIENCE and ART

Bachelor of Fine Arts, Major in Graphic Design and Photography

Awards

United Nations Peace Medal - First day cover for WFUNA

Communication Arts Award of Excellence - Norelco Razor TV campaign