

Peter Bregman

Creative Director/Copywriter

Strategic. Engaging. Smart.

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Peter Bregman is one of the most insightful and respected individuals in advertising today. He's worked at some of the most famous advertising agencies in the world and has scores of awards for his work. • His gift is helping clients assess their own unique marketing situation then developing and preparing smart, engaging, strategic, print ads, radio commercials, TV Spots, web site content, billboards (and other out of home), brochures, direct response, social media messaging, and anything else needed to make an irrefutable and compelling case for a product, business, or service. • When it comes to getting noticed in today's massively cluttered media morass his view is this: "You don't need a bigger hammer. You need a sharper nail." In other words: Bigger isn't better. *Smarter* is better.

Career History:

Contract Creative Director/Copywriter 2005 –

SoLo Energy Bars, Ketowna, BC, Canada (2019 -)

Currently developing a campaign for the national roll out of the company's low glycemic energy bars in the United States. I am developing creative strategy and concepts for ecommerce, social media, experiential, and traditional media. Tests are underway and national campaign will begin in June.

Campaign of Tim Hickey, Batesville, VA (2019 –)

Currently providing strategic guidance and creative directorial services to develop targeted messaging for the political campaign of Tim Hickey who is running for delegate for the 59th District in the state of Virginia. Despite the small budget the effort will achieve great effectiveness through a deft use of social media and "guerilla" style tactics to engage voters and make them aware of the advantages Mr. Hickey will offer if he were to be elected.

Creative Advisor to MACAA, Charlottesville, VA (2018 -)

After having been asked to be a board member in October developed a new theme for this non-profit community organization and the sub-organizations it oversees: Head Start a program that helps low income children, Hope House that helps people facing homelessness, Project Discovery that focuses on helping children in low income families achieve for longer term academic success and Rural Outreach which helps keep residents in outlying areas from losing power due to their financial situations. Currently developing programs in social media and other inexpensive platforms to increase awareness of the organizations successful efforts (and their existence!) to attract greater state and local support for their services.

RMR Associates, Rockville, MD (2017 –)

I oversee creative direction on RMR's AAFMAA account, a military organization that provides financial services for Active Duty and veterans. Products include wide range mortgages and insurance products tailored to the military community. I helped create the theme and initial television, radio, print, and direct response that resulted in 30% greater brand recognition against larger competitors and an increase in financial services by 43%.

GTN Creative, New York, NY (2016 – 2017)

For legendary documentary film-maker, George T. Nierenberg, Peter designed and created a compelling website to help launch George's new foray into web videos. The website not only increased Mr. Nierenberg's awareness in his first foray as a web/commercial director, it also resulted in a film festival featuring his documentary work in various venues nationwide.

The Institute for Humane Studies, Arlington, VA (2013 – 2016)

Developed key messaging across all platforms for academic scholarships, fellowships, online programs, video productions, workshops, seminars and colloquia offered for graduate students in political science, economics, law, history and philosophy.

- Efforts resulted in an increased interest in programs by 144% over previous efforts.
- Helped the organization focus their uniqueness for greater brand awareness and clarity.

Puritan Cape Cod, Hyannis, MA (2011- 2015)

Developed and prepared advertising for company's clothing stores to help them compete more effectively against significant, larger brands with far greater advertising budgets like Macy's and others on Cape Cod.

- The efforts had an immediate effect of increasing store traffic up 67%.
- Sales showed an increase of 38% year to year
- Created highly noticed co-op ads for Eileen Fisher, The North Face, vineyard vines, Tommy Bahama, UGG Australia, ISDA, Sperry Top-Sider that appeared in local magazines
- Helped launch successful Chatham Chino line of Cape Cod inspired clothing. Developed backstory, logo, and ads.

Blue Man Productions, New York, NY (2015)

Worked on various projects including developing a successful program that showed the theatrical organization how to leverage the unique qualities of the group to help brands boost their marketing efforts in cluttered marketplaces along with a strategy to reach them.

Rosetta, San Francisco, CA (2013-2014)

Developed ideas for a B2B messaging proposal for Intel. The program laid out a strategy to engage potential customers through a series of channels like conferences, white papers and workshops to help shepherd customers for greater engagement with the company's myriad products and services.

vineyard vines, Stamford, CT (2012-2013)

Prepared vineyard vines marketing materials across all media. In the short time the company experienced a surge in both online and in-store sales shortly after efforts began to appear.

- Year to year sales beat projections by 18%
- Efforts for “Cyber Monday” resulted in first \$1M sales day

Gordon Brothers Group, Boston, MA (2010)

Wrote content for company website that detailed the breadth of the firm’s unique financial services expertise in the field of leveraged assets.

Arnell Group, New York, NY (2009-2010)

Helped the world class design firm developed a prospective campaign for a line of ‘green home products’ to be sold on the Home Shopping Network.

Mc | K Boston, MA (2009)

Worked on campaigns for:

- Frova (Endo Pharmaceuticals) high intensity migraine medicine
- Divigel (Vertical Pharma) post menopausal migraine treatment
- Neupro (UCB) transdermal treatment for Parkinson’s

Boston University School of Management, Boston, MA (2008)

Helped the school develop a strategy and materials to help them compete in a *very* competitive market (Harvard and MIT were across the river).

- Co-wrote the school’s view book and developed the theme “Welcome to business not as usual.”
- School achieved a significant increase in inquiries by as much as 293%.

Tea Forte, Concord, MA (2008)

Wrote content for the company’s web site that sold teas from around the world along with high design presentation materials (cups, pitchers, servers, etc.)

- Developed the theme, “Teas with extraordinary taste”

Adams & Knight, Avon, CT (2008 - 2009)

- Developed campaign for Ct. United Way
- Worked on in hospital posters for Berkshire Life
- Developed human resources for Fidelity Investments (Albuquerque and Cincinnati) in both digital and out of home (Doctor’s offices and shopping carts)

Euro RSCG, New York, NY (2008)

Worked on Lyrica (Pfizer) for epilepsy

ICC, Parsippany, NJ (2007)

Worked on a number of pharma brands for cancer, ophthalmology, and influenza.

- Helped agency win Affinitor made by Novartis, a novel oncological mTor inhibitor compound
- Developed campaigns for Fluzone influenza vaccine
- Oversaw work on Retisert optical implant
- Campaign for Sandostatin (Novartis) for cancer treatment side effect relief

Wunderman, New York, NY (2007)

Worked on Singulair (Merck) and Adderall (Shire Pharmaceuticals)

- Developed a very successful “Back-to-school” microsite

Euro RSCG Life, New York, NY (2005 – 2006)

Worked on a number of pharmaceutical products.

- Atripla (Bristol Myers) a triple threat HIV regimen
- Protonix (Wyeth Labs) created short radio spots
- Galderma Print campaign for dermatologists (annual skin mapping)
- Lidoderm Patch for shingles (Endo Pharmaceuticals) developed posters for doctor’s offices.
- Loestrin (Allergan) Short, predictable birth control medicine

Ogilvy Commonhealth, New York, NY (2005)

Divigel Rx for menopause relief

Broulliard Communications, New York, NY (2005)

Helped develop global digital campaign for HSBC

DDB, New York, NY (2003 – 2005)

Global Creative Director on Exxon Mobil

Highlights

- Oversaw global advertising efforts for ExxonMobil and successfully lead teams at DDB offices around the world. Developed a truly global campaign that ran on six continents. Once perceived as only a fuel supplier ExxonMobil was now seen as a supplier for all things for the traveler on the road. Campaign and increased awareness sales in their retail stores increased 37%-144% worldwide.
- Helped win global Novartis business for Elidel eczema topical cream Rx.
- Developed Subaru tagline: It's what makes a Subaru a Subaru. Introduced Subaru B9 Tribeca.

Lowe Worldwide, New York, NY (1993 – 2003)

Group Creative Director

Highlights

- Oversaw and developed work for Robitussin, Nasonex, Verizon Business.
- Helped rejuvenate Robitussin brand for coughs and colds in the age of pills. Sales surged 41%. Successful introduction of Robitussin Honey Cough, cough drops.
- Won Nasonex business from Schering Plough and helped company enjoy a surge of 154% in sales once new advertising was aired. Tagline: Fewer sneezes. Fewer worriers.
- Work for Verizon Business allowed Verizon to further cement their dominance in this highly competitive market as new accounts nearly doubled within 14 months.
- Created radio campaign for Malibu Rum that increased awareness 66% while increasing sales and trials 110%.
- On Smirnoff created one of the world's first websites.
- With win of Sun Microsystems helped build the San Francisco office from non-existent to second largest in Bay Area.

Previous Agencies:

Wells Rich Greene, New York, NY (1990 – 1993)

Lowe Marschalk, New York, NY (1988 – 1990)

JanklowBender, New York, NY (1987 – 1988)

Scali McCabe Sloves, New York, NY (1985 – 1987)

Doyle, Dane & Bernbach, New York, NY (1979 – 1985)

Teaching/Mentoring:

Graduate Mentor & Advisor, VCU, Richmond, VA (1998- 2001)

Instructor in Advertising Concepts & Design, School of Visual Arts, New York, NY (1981- 1985)

Areas of Experience (*and Expertise*):

Academic: Boston University School of Management, Institute for Humane Studies, Solomon Schechter Day School Association

Automotive: Champion Spark Plugs, GMC Trucks, Mercedes Benz of North America, Midas Mufflers, Mobil 1 Synthetic Motor Oil, SAAB, Subaru, Volkswagen

Beauty & Fashion: Chatham Chino Company, Clairol, Eileen Fisher, FRYE Boots, ISDA & Co., Galderma Skin Lotions, Gates Gloves, Magaschoni, Mennen Deodorant, The North Face, Nutmeg Sports Apparel, South African Gold, Sperry, Tommy Bahama, UGG Footwear, Wigwam Socks, Vineyard Vines

Beverages: Bailey's Irish Cream, Diet Coke, Diet Pepsi, Finlandia Vodka, Godiva Chocolate Liqueur, Heineken Beer, Hi-C Fruit Drinks, Lochan Ora Scotch, Lord Calvert Canadian Whiskey, Malibu Rum, Ronrico Rum, Sambucca Liqueur, Smirnoff Vodka, Stroh's Beer, Tea Forte

Consumer Goods: Braun Appliances, Hasbro Toys, J&J Kid's Soap, Kenner Toys, Nikon Cameras, Polaroid, Purina ONE Dog Food, Sharp Electronics, Sony Electronics

Consumer Services: Weight Watchers

Entertainment/Sports: Blue Man Productions, Disney Licensing, GTN Creative, NY Racing Association

Financial Services: AAFMAA, Bankers Trust, Berkshire Life Insurance, Chase Bank (now Chase JPM), Citigroup Visa & MasterCard, Fidelity Investments (Recruitment), Fine Art Capital, First Responders Financial, Gordon Brothers Group, HSBC, The New York Stock Exchange, Prudential Insurance, Prudential Real Estate Services, Sun Life Bank, Western Union

Food: Bama Jams & Jellies (Now Welch Foods), Burger King, College Inn Broth, Denny's, Ore-Ida, Pita Stuffers, Perdue Chicken, Perdue Done-It Pre-Prepared Chicken, Seven Seas Salad Dressings, SoLo Energy Bars, J&J Sucralose (now Splenda)

Health Care (Rx): Affinitor (Oncology/Novartis), Atripla (HIV/Bristol Myers Squibb), Flumist (Medimmune), Fluzone (Influenza/Sanofi Pasteur), Frova Migraine Rx (Endo Pharma), Giliadel Surgical Wafer, HPV & HBV Awareness (Bristol Myers Squibb, Gardasil), Lidoderm Patch (Shingles/Endo Pharma), Loestrin (Birth Control/Allergan), Lyrica (Epilepsy/Pfizer), Nasonex (Allergies/Merck), Protonix (GERD/Wyeth Labs), Retisert (Uveitis/Bausch + Lomb), Sandostatin (Oncology/Novartis), Singulair (Asthma/Merck), Skin Care (Dermatology/Galderma), Vytarin

Healthcare (Non Rx): Dr. Michael Perras, Chiropractor, Oral-B Toothbrushes, Robitussin Cold & Cough Syrups, Robitussin Honey Cough Drops

Misc. Mestel & Company Legal Placement Services & Hire Counsel

Packaged Goods: Brawny Paper Towels, Hot Shot Bug Spray, Quilted Northern Bathroom Tissue, P&G Coast Soap, P&G Gain Detergent, P&G Puritan Oil, Spectracide Garden Products, Vanity Fair Napkins)

Public Service: Aids Awareness (PTAAA), Falmouth Jewish Center, MACAA, Philip Morris Arts, Susan G. Komen Race for the Cure, United Way of CT, United Way of NY

Retail: Avis Car Rentals, Cape Mac, ExxonMobil, Falmouth Water Company, Hertz Car Rentals, Lincoln Flooring, On-The-Run Stores (ExxonMobil), Puritan Cape Cod, Vineyard Vines

Technology & Telecom: 3Com Networks, Dell Computer, GTE Corporate, GTE Telops, IBM, Intel Corporation, Philco Televisions, Sylvania Lighting, Sylvania Televisions, Spring Long Distance, Sun Microsystems, Verizon B2B, Verizon Consumer, Verizon Wireless

Travel: American Airlines, Avis Car Rentals, Continental Airlines, ExxonMobil, Hertz Car Rental, Pan Am Airlines, Sheraton Rewards

Awards: Every top honor. Nearly 100 including Effie, One Show, Art Director's Club, Clio, Communications Arts, Andy Awards and scores of specialized industry awards.

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Education: University of Virginia (Art History & Chemistry)

Other: Avid photographer and island hopper.

References available on request.

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