

RoryPhoenixCreative

Mission:

To continue to create award-winning, business building advertising and marketing vehicles that invigorate and excite both companies and individuals alike.

'00-'06:

Anderson DDB Health &Lifestyle Senior writer/creative director

Created all aspects of *Lifscan's OneTouch* product and branding campaign:
In 2000 Launched the *OneTouch Ultra* blood glucose meter with TV Spots featuring *BB King*.
Created the *OneTouch* brand essence, tone of voice etc. through brochures, films, trade shows and Web work based around the line: "*OneTouch changes everything*".
Developed a Hispanic campaign for the *Ultra* meter featuring *Jose Feliciano*.
Created an international (Asia Pacific) campaign to introduce a new simple-to-use blood glucose meter to a very unsophisticated market.
Today Ultra is today a billion dollar global brand/product line.

Created direct marketing, advertising TV/mail for *Puritan Bennett* Sleep Apnea devices.

Developed marketing/sales materials for *X-Stop Spinal Stenosis Surgical* devices.

Created brand essence materials (Print/Video) for *Biologics Delivery Systems*.
A stem cell cardiac delivery system.

'93-'99:

J. Walter Thompson/San Francisco Ass. creative director

Created National TV advertising for *Sprint*.
Launched *Infineon Semiconductor* globally.
Re-positioned *Nortel* as a networking company.

'89-'93:

J. Walter Thompson/New York Ass. creative director

Created all print advertising for *The Wall Street Journal*.
Developed TV advertising for *Circuit City, Motts, Nestle*.

'87-'89:

Leo Burnett Chicago Ass. creative director

Created TV advertising for *Kellogg's Rice Krispies, Raisin Squares, Eggo waffles*.

'81-'87

Art Director

Launched *Sprint* via the famous "Pin drop" commercial as the first *Fiber Optic Phone Company*.
Created ads for *Dole and Bumble Bee* foods.

Achievements:

Wrote and produced songs for *BB King and Jose Feliciano*.

Created the original "Pin drop" commercial for *Sprint*.
This icon for clarity became their brand signature.

Launched *Infineon*, a Siemen's spin-off semi-conductor company.
The resulting global campaign tagged with the line "*Never stop thinking*."
was successful in changing attitudes both inside and outside the company.

Ads from a *Wall Street Journal* campaign on the fundamentals of advertising have been published in college text books.