

# BRIAN CLEARY •

Portfolio: [www.krop.com/largeidea](http://www.krop.com/largeidea)

# Sr. Copywriter

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## CLIENTS: BY INDUSTRY

Near-complete listing

NOTE: \* A few clients fall into more than one category  
\* B2B clients are included throughout the list

## CONSUMER / RETAIL

**Verizon Wireless** - Print, Radio, Outdoor, Collateral, POS and more  
**Disneystore.com** – Times Square Digital Billboard / In-store video  
**Time Warner Cable** - TV, 2pg. Newspaper Spread, Banners, Direct Mail  
**Dell Computer** – all of Dell.com (B2B and B2C), Digital advertising  
**Intel** – Mobile website copy  
**Lojack** - CD-ROM, Digital advertising, Email, Packaging, Miscellaneous  
**FedEx** – Brand guide, B2B campaigns, Article for B2B Newsletter  
**American Express Publishing** – Digital Advertising  
**Kingston Technology** – Website (all)  
**Sonos** – POS  
**SmithKline Beecham** - Alluna Sleep website  
**MasterFoods** (Pedigree, Whiskas, etc.) - Print, POS, Collateral  
**MTV** - Digital advertising  
**ServiceMaster / American Home Shield** – Brand guide, Website copy, Sales Video, Misc.  
**Reebok** - Reebok.com website copy  
**CVS** - Digital advertising for football stadiums  
**Sizzler Restaurants** –TV Concepts, POP, Radio  
**Bosch** – Information Architecture: Bosch Tools Official website  
**Fosters Wines** (Rosemount, Beringer, etc.) Branding, Promotions, Collateral, POS  
**Dunkin Donuts** - Digital advertising  
**Love.com** - Digital advertising  
**HTH Pools** - Official websites for two brands (pool cleaning & maintenance chemicals)  
**Budget Rentals** - Digital advertising  
**Autonation** - Loyalty program concept, Video script, Direct mail (pitch)  
**Philip Morris** - Consulting, Website copy  
**Dancing Deer** - Digital advertising

## AUTOMOTIVE

**Yokohama** – (B2B & B2C) TV, Print, Radio, Digital advertising, POS, Trade Show Displays, Collateral  
**General Motors** - Pontiac Aztek website  
**Budget Rentals** - Digital advertising  
**AutoTrader.com** – Website copy  
**Autonation** – Conceived & produced DM program & materials for a pitch

## ENTERTAINMENT

**Pixar** – In-Theater Promotions for “The Good Dino”  
**NatGeo Channel** – Print advertising  
**MTV** - Digital advertising  
**Loews Theatres** - Website copy  
**Sony Records / Aerosmith** – Copy - official Aerosmith website  
**Time Warner Cable** - TV, 2pg. Newspaper Spread, Banners, Direct Mail

## HEALTH CARE / PHARMACEUTICALS

**Kaiser Permanente** – Email Campaigns, Newsletter  
**SmithKline Beecham / Alluna Sleep** - Official website  
**Dexcom** – (B2B & B2C) Email Campaigns, DM  
**Harvard Pilgrim Healthcare** – Digital advertising for a football stadium

## FINANCIAL SERVICES

**Fleet Bank** – B2B & B2C: Micro-sites, DM, Digital advertising, Email campaigns, CD-ROM, POS, In-branch videos, brand guides, Internal communications

**Pacific Life** - TV

**Quick & Reilly** - Microsites, Digital advertising, Email campaigns

**PricewaterhouseCoopers** - Website copy, Digital advertising

**Aetna** - Website copy

**Fidelity** - Website copy, Digital advertising

**Levine Katz Nannis + Solomon**: Accounting Firm - Brochure

**US Bancorp** - Website copy

**BankBoston** - Digital advertising

## TECHNOLOGY

**Intel** – Mobile website copy

**Kingston Technology** – Website (all)

**Catalina Marketing** – Identity/Re-brand, Presentation Video

**Dell Computer** - All of Dell.com website, Digital advertising (B2B & Consumer)

**Verizon Wireless** - Print, Radio, Outdoor advertising

**Time Warner Cable** - TV, 2pg. Newspaper Spread, Banners, Direct Mail

**Thermo Electron** - Multimedia, Video, Event concepts, Promotional websites

**Cognos** - Digital advertising, Landing pages, Email campaigns, Newsletter

**Microsoft** - (in partnership with Digital) Website copy, Digital advertising

**Digital** – Promotional websites, Digital advertising

**AT&T** - Website copy

**Enterasys** - Digital advertising, Landing pages

**Genuity** - BBS / GTE Internetworking - Website copy

**Compaq** - Website, Digital advertising (pitch)

**Bay Networks** - Website copy, Digital advertising

**Verio** - Digital advertising, Search Engine Marketing, Landing pages

**SAS** - (In partnership with Digital) Website copy, Digital advertising

**Nortel Networks** - Digital advertising

**NUcentrix** - Website

**NEC** - Digital advertising

**Lotus** - Website copy, Digital advertising

**Great Plains Software** - Website copy, Digital advertising

**Wang Global** - Website copy

**Genuity** (formerly GTE Internetworking) - Website copy

**Wipro Technologies** - Digital advertising

**Agere Systems** - Digital advertising

## RESTAURANT / FOOD & BEVERAGE

**Olive Garden** - Official website, Videos, Digital advertising

**Daedalus Restaurant & Bar** - Identity, Outdoor, Print, Collateral

**Village Inn Restaurants** - TV, Radio, Print, POS, Collateral, etc.

**The Lobster Place Wholesale Seafood**– Sales Presentations, misc.

**MasterFoods** (Pedigree, Whiskas, etc.) - Print, POS, Collateral

**Fosters Wines** (Rosemount, Beringer, etc.) Branding, Promotions, Collateral, POS

**Dunkin Donuts** - Digital advertising

## INTERNAL COMMUNICATIONS / RECRUITING

**Agency.com** - Direct mail, Collateral, Website copy

**Omicom** - Direct mail, Internal/promotional website for all Omnicom agencies

**Tyco** - Internal Branding website

**ServiceMaster / American Home Shield** – Brand guide, Sales Presentations

**FedEx** – Sales materials, Newsletter articles

**Boston Globe** – BostonWorks (Recruiting/Employment section) B2B Email campaigns

**Gibbs College** - Email advertising