

**CLIENTS: BY INDUSTRY** | NOTE: Some clients fall into more than one category**CONSUMER / RETAIL**

**Verizon Wireless** - Print, Radio, Outdoor, Collateral, POS and more  
**Intel** – Mobile website copy  
**Wiki Foods** – Branding of new product, NuFruit. Brand concepts and voice creation  
**Chase** – Outdoor and print advertising for various credit card properties  
**Disneystore.com** – Times Square Digital Billboard / In-store video  
**Time Warner Cable** – TV concepts, 2pg. Newspaper Spread, Banners, Direct Mail  
**Lojack** - CD-ROM, Digital advertising, Email, Packaging, Miscellaneous  
**FedEx** – Brand guide, B2B campaigns, Article for B2B Newsletter  
**American Express Publishing** – Digital Advertising, Email campaigns  
**Kingston Technology** – Website (all)  
**Sonos** – Point of sale display (concepts / copy)  
**Dell Computer** – All of Dell.com (B2B and B2C), Digital advertising  
**Clear** – Email Campaign  
**Tumi** – Product Videos for instore display and distribution  
**Pique** – Voice creation/content for a new social media brand  
**SmithKline Beecham** - Alluna Sleep website  
**MasterFoods** (Pedigree, Whiskas, etc.) - Print, POS, Collateral  
**TJX Companies** – Website copy and digital advertising for TJ Maxx, Home Goods  
**ServiceMaster / American Home Shield** – Brand guide, Website copy, Sales Video, Misc.  
**Reebok** - Reebok.com website copy  
**CVS** - Digital advertising for football stadiums  
**Lycos** – Digital advertising  
**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  
**Chevy Volt** – Concepts for website  
**Toyota** – Copy for “Toyota Owners” website

**ENTERTAINMENT**

**Pixar** – In-Theater Promotions for “The Good Dino”  
**NatGeo Channel** – Print advertising for 3 shows: Hooked, Waking Baby Mammoth, Dogtown  
**MTV** - Digital advertising  
**Loews Theatres** - Website copy  
**Sony Records / Aerosmith** – Copy - official Aerosmith website  
**Time Warner Cable** - TV, 2pg. Newspaper Spread, Banners, Direct Mail  
**WZBC** – Print Advertising, radio ads  
**Mr Peabody & Sherman** - taglines

## HEALTH CARE / PHARMACEUTICALS

**Kaiser Permanente** – Email Campaigns, Newsletter  
**Athena Health** – Print advertising  
**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  
**Deloitte** – Website copy  
**Platinum Equity** – Website Copy (all), brand voice creation  
**ServiceMaster / American Home Shield** – Rebrand: Brand guide, Website copy, Sales Video, Misc.  
**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

**Draper** – Rebrand: taglines, voice creation  
**Spectrum/ Time Warner Cable** – Print & Digital Advertising, Email, Website Copy  
**Intel** – Mobile website copy  
**Corning** – Print advertising  
**Kingston Technology** – Website (all)  
**Xively** - Naming/Identity  
**Catalina Marketing** – Identity/Re-brand, Presentation Video  
**Dell Computer** - All of Dell.com website, Digital advertising (B2B & Consumer)  
**Verizon Wireless** - Print, Radio, Outdoor advertising  
**Hook Logic** – **Bus wraps, digital 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

## **HOTEL / RESTAURANT / FOOD & BEVERAGE**

**Wiki Foods** – New product identity, branding, concepts  
**Olive Garden** - Official website, Videos, Digital advertising  
**Copper Cane** – Content and concepts for various wine brands  
**The Jonathan Club** – Content for brand book (coffee table book)  
**Daedalus Restaurant & Bar** - Identity, Outdoor, Print, Collateral  
**Village Inn Restaurants** - TV, Radio, Print, POS, Collateral, etc.  
**Mimi's Café** – History / Story for menu  
**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  
**Omni Hotels** – Collateral / Brand content

## **FASHION**

**DesignNow** – Voice creation, content  
**Et Eais** – Concepts, content  
**Reebok** – Concepts and content for women's editorial catalogues  
**Love Scarlett** – Brand ideation/character creation, concepts  
**Timberland** – Video concepts, copy  
**OM Signal** – Brand ideation, identity, taglines, concepts  
**Amoro** – Mission statement  
**Rue Lala** - Naming  
**Erez Sabag** – Intro content for photography book

## **INTERNAL COMMUNICATIONS / RECRUITING**

**Omicom** - Direct mail, Internal/promotional website for all Omnicom agencies  
**Spectrum** - Email Campaigns  
**Facebook** – Recruitment 'game' for would-be hackers  
**Agency.com** - Direct mail, Collateral, Website copy  
**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

## **MARKETING / ADVERTISING**

**Omnicom** - Collateral and digital pieces sent to all of their agencies  
**BlueSoho** - Re-brand of 4 marketing firms merged to one, web copy, voice creation  
**Tank Design** - Created a new voice for agency, copy/content for website  
**AGENCY.COM** - Internal videos, website copy, collateral  
**Hill, Holliday** - website copy  
**Catalina** – Rebrand, tagline, concepts, video concept/content & voice over copy

## **EDUCATION**

**Winterline** – Catalogue copy and creative direction  
**Kathryn Gibbs Schools** – Website copy

## **CONSTRUCTION / DEVELOPMENT / REAL ESTATE**

**Samuels & Associates** – Branding, naming/identity for new skyscraper in Boston  
**Custom BP** – Print advertising (B2B)  
**ServiceMaster** – Rebrand of American Home Shield: voice creation, ad concepts, brand guide