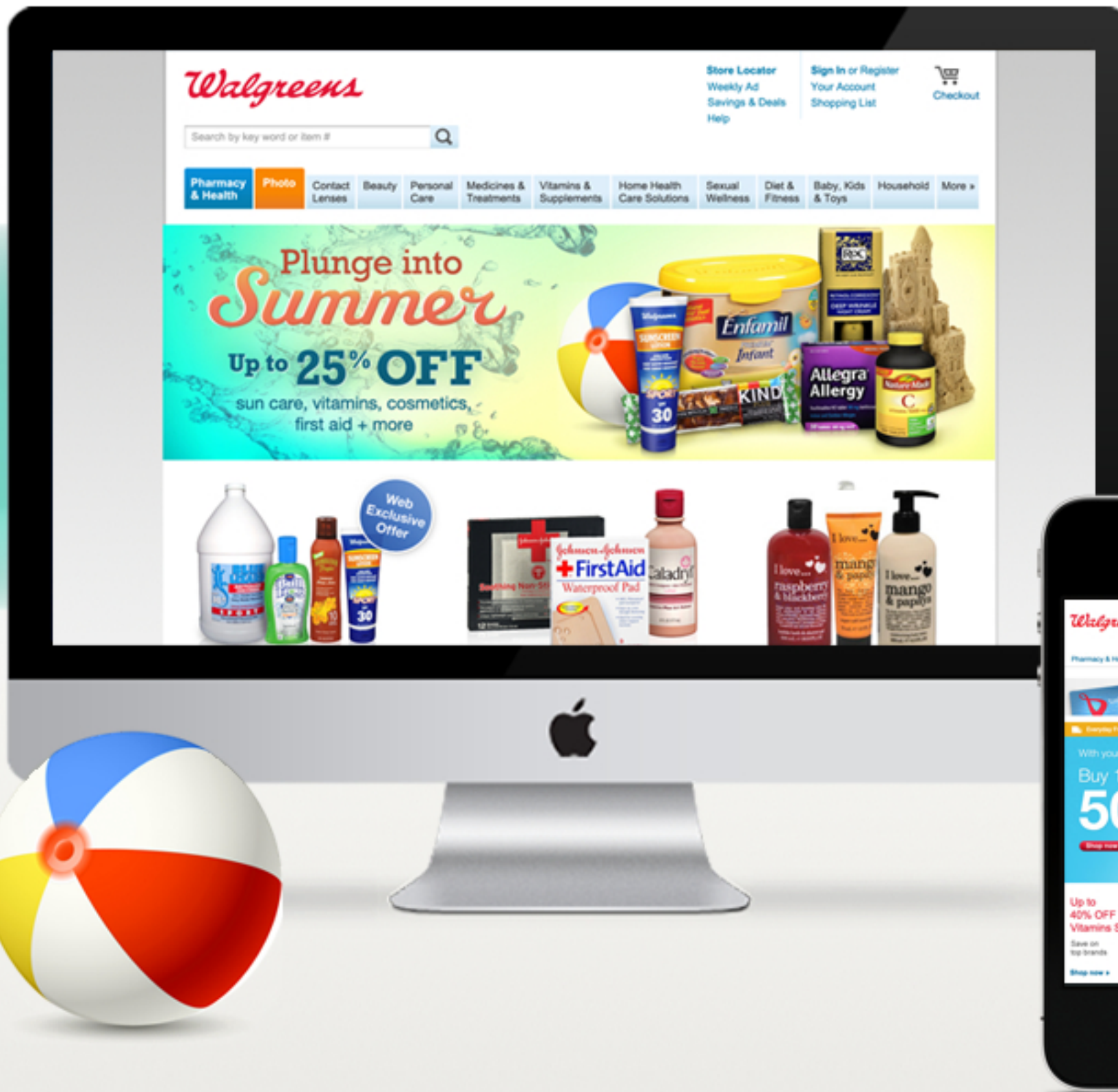


Walgreens.com



Faster **FREE**
Shipping at \$25 



Walgreens.com | Weekly Promotions

Challenge: Get the weekly promotions to have a higher success rate and generate more sales. Create a new look and feel within a set content management system and get the merchants to agree to change through testing. In addition, get the team on track to deliver materials accurately and 3 weeks ahead of every weekly launch date.

Results: Customer Satisfaction Scores went from 72 to 86 and have maintained an above 82 average for 6+ months. Sales reached an all time high and the look and feel was given a high score of 86. The merchants and creative team now work seamlessly to come up with themes/sales as a team and then develop solid creative to engage consumers.

5 Days
of Deals!



Walgreens.com | Seasonal

Challenge: Heavily promote seasonal promotions that exist in-store and online in a way that does not confuse or frustrate the online customer.

Work with the merchants to pick hot items but also items that create a compelling visual that generates clicks. Work with the in-store team to create signage to send the consumer online.

Results: The Thanksgiving/Holiday Sale had a record day with a 66% increase over 2010. The emails had more conversions and traffic throughout Cyber Monday and Cyber Week with more record sales. Mother's Day; Father's Day; and Labor Day had record sales. Halloween is projecting to do very well. Consumers are becoming aware that there is a wider selection and bigger deals online.



Pampers.com

Challenge: Create a new global site that is all about community and sharing. The site must be module so it can be updated on a global scale. The focus of the site should not be on pushing the product, but creating experiences and dialogue for moms and their families.

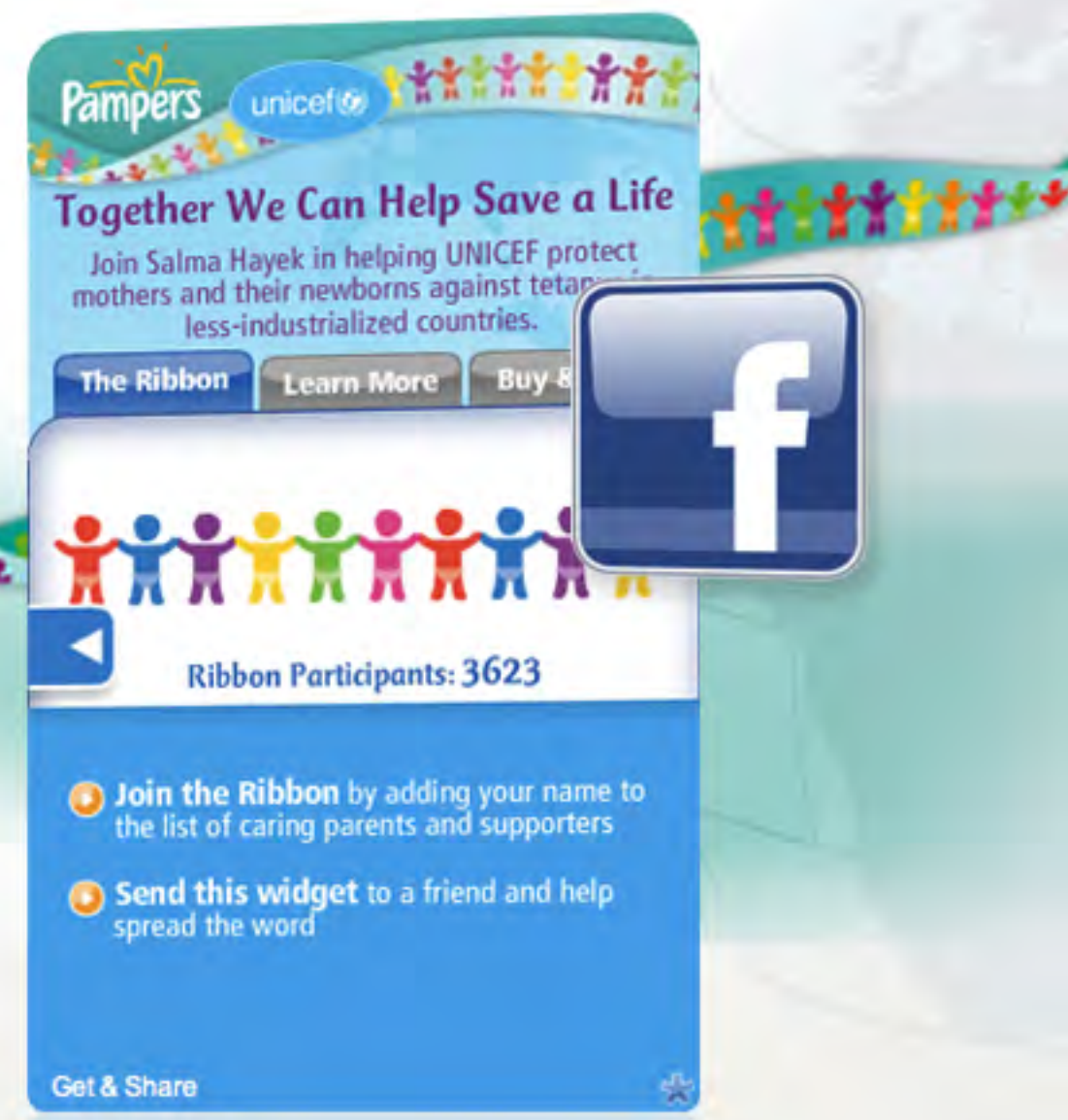
Results: The launch of the site was a huge success. Pampers.com has over 4 Million registered users and 172,456 page views a day. Thousands of articles and videos have been added and the use of the comments and blogs was well received by moms and families. The site is always in beta.



Pampers Sensitive Products

Challenge: Convince moms to get the best diapers and wipes for her baby's sensitive skin. Create compelling rich media and an educational landing page.

Results: A rich media banner was created that utilizes video to captivate the audience. Moms can interact with the baby to see how he reacts to a loving, sensitive touch. She can learn all about the product within the banner and sign up to get rewards points. A landing page on Pampers.com contains a Skin Care Guide; Baby Massage Tips; and a captivating video about the effectiveness of Sensitive Wipes on premature babies in a Neo-Natal Intensive Care Unit.



Pampers and Unicef, 1 pack=1 vaccine Program

Challenge: Teach moms about the program, get them to support the program have them tell their friends.

Result: In the first three months post-launch, widget views reached 314,184, an average of 1,880 views per day.

Widget Installs reached 1,374 (the majority on Facebook) sparking an additional 75,759 unique views.

The average time spent on the Pampers.com/Unicef Hub content was 5 minutes and 55 seconds in the month following launch,



Pampers Swaddlers New Baby

Challenge: Create buzz over the launch of a new product, Sensitive ThickCare Wipes and let moms know they can get the soft diapers their baby had in the hospital at home.

Result: Create a banner that teaches mom that Pampers are with your baby from the start. In the banner, show moms how to swaddle their newborn when they get home from the hospital. Encourage moms to share their swaddle photos and new mom experiences on Facebook. Give new moms a helpful tool that has a birthing play list, a womb music replicator and karaoke style lullaby player.



Digital Center of Excellence

Challenge: Mentor and direct Integer employees about the benefits of the role of digital in the retail environment. Bridge the gap between cardboard and 360 commerce. Work directly with each brand team to create a holistic approach. Work directly with key retail partners both Pure Play and Bricks and Clicks for optimal placements and ROI. Teach classes for the entire agency on best in class digital experiences.

Results: I touched on 44 P&G Brands, Miller Coors, Polaris and Kelloggs. I had a line at my desk from art directors and writers who wanted to learn more.

THIS LITTLE GOAT



This Little Goat got color



This Little Goat

Challenge: Renowned chef, Stephanie Izard winner of Top Chef and Iron Chef had a successful line of sauces and spices. However, the glass bottles were not fit for shipping. The plan to ship from her website, Amazon and other fine retailers needed a revamp and a fresh new look starting with a new color palette.

Results: The new packaging and branding has brought a fresh new look to the brand that better displays the taste of the delicious sauces and spices. Now available and fine retailers fans can enjoy the flavor at home.

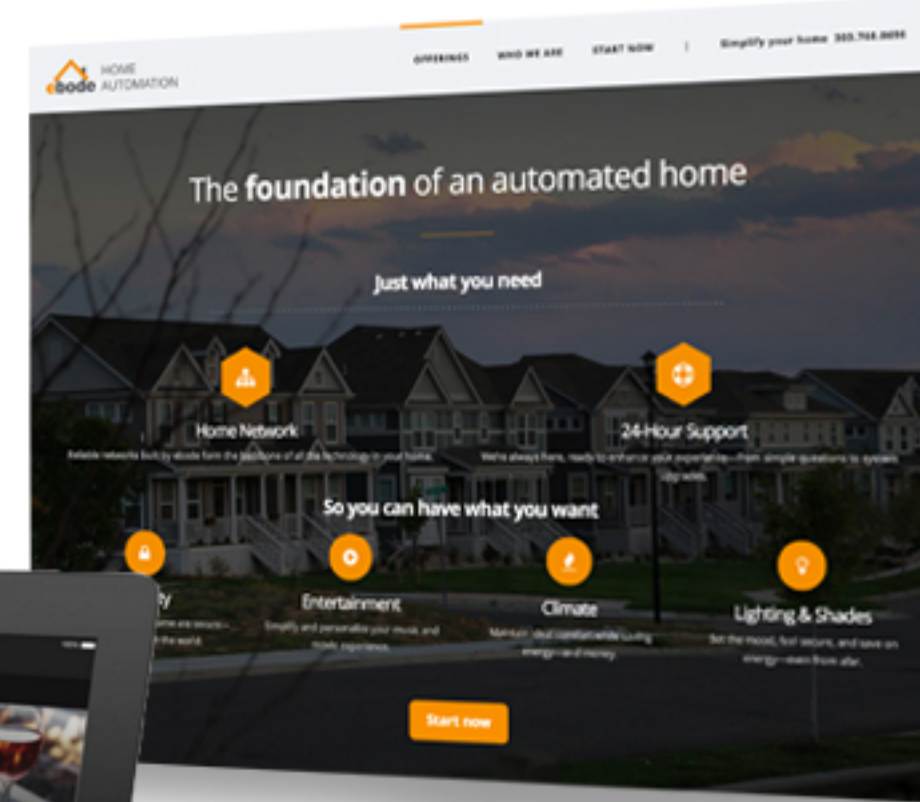
LUCEROS



Luceros

Challenge: A popular Mexican Tavern with 4 locations was in need of a branding makeover. With a loyal customer base of Harley riders and classic car collectors they were in need of a revamp and a social media presence.

Results: The customers love the new menu and how it speaks to their lifestyle. With the new branding, the customers feel at home and have an increased appreciation for their beloved spot. Taco Tuesday sales have increased and events have become more popular.

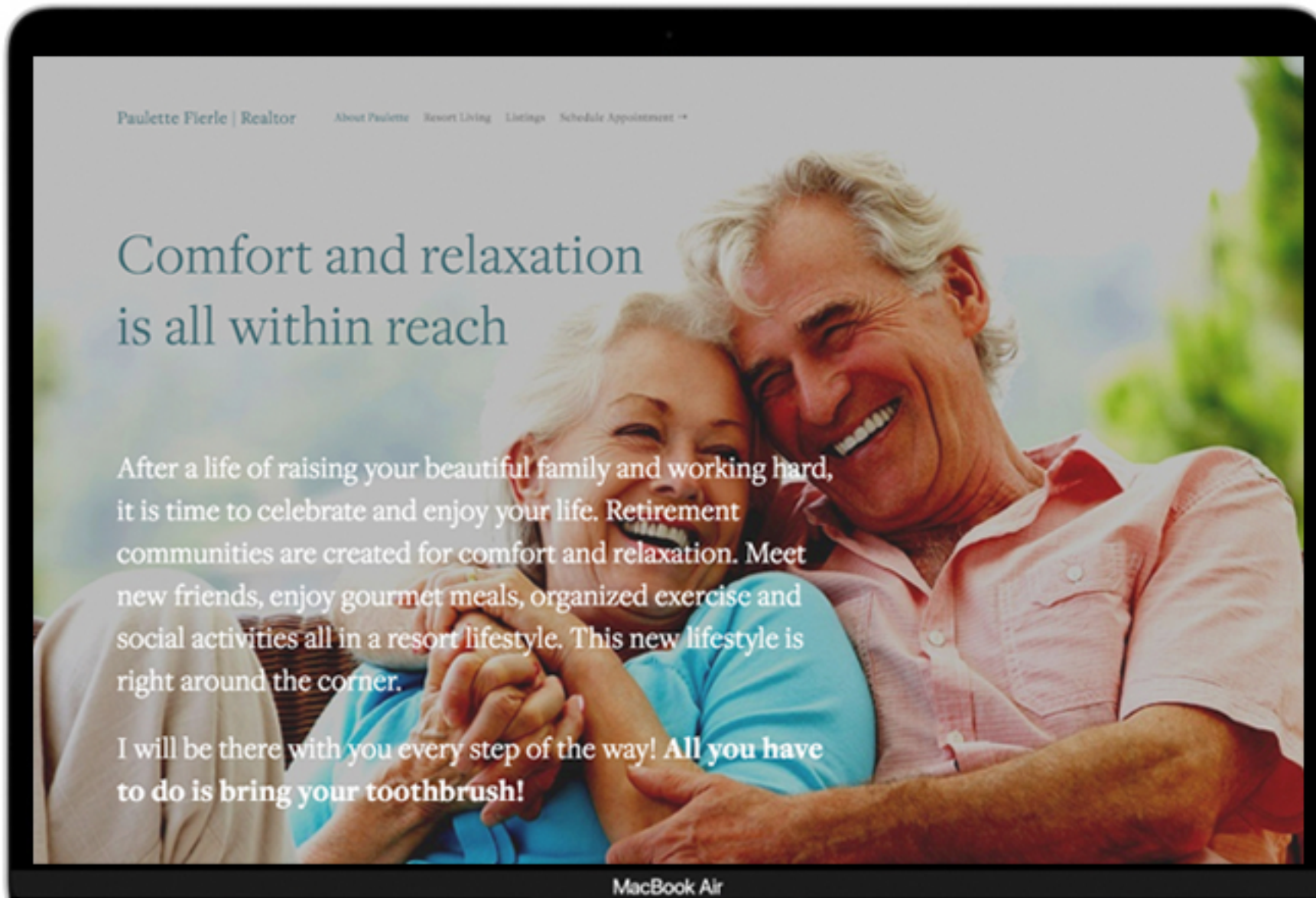


HAUS and ebode

Challenge: Launch HAUS, the world's first home automation university. Bring awareness to the consumer masses that home automation is attainable and for business owners it can increase ROI. Create all marketing materials and curriculum for online and in person training at a 26,000 foot facility which I helped design. Build an in-house creative department including videographers, writers, designers, PR, and programming. The team created over 20+ videos, 2 websites, a CRM program, a portal that included an intensive LMS program, dozens of brochures, direct mail, tradeshow booths and e-mags. In addition, create the look and feel and all materials for ebode, a new company that is the pillar of how a home automation company should be run.

Results: The launch of HAUS was a huge success with a 90% interest rate. ebode's technician work 6 days a week because of demand and receive amazing customer experience ratings.

Experience
Expertise
Seasoned Judgement
Proven Performance



Resident Realty | Resort Lifestyle

Challenge: Create a full marketing presence in a niche real estate market. While most realtors want to sell you a house, Paulette Fierle wanted to sell a new lifestyle – Carefree Living. She needed branding and an entourage of marketing materials to launch this new endeavour.

Results: With a new website, business cards, brochures, stationary and a Facebook presence she has been succesfull with her new adventure selling homes and relocating her new friends to a place they can reitre with ease and all they need is their toothbrush.



BECOME A PART OF
GOD'S MOVEMENT

+ OPEN
your heart
your arms
your home




8,600

Children Have Been Helped
To Find A Host Family Since
2002.



I'm a parent and
I need help

We are here for you. Fill out
an application and get
started today



I'd like to volunteer

Be a host family, a family
friend or a resource friend.

Safe Families for Children

Challenge: Safe Families for Children is a movement fueled by compassion to keep children safe and families intact. Through Host Families, Family Friends, and Family Coaches, they temporarily host children and provide a network of support to families in crisis while they get back on their feet. An alternative to foster care with greater results. The organization needed to re-brand and create a program for local churches called Safe Family Sundays. A team of storied marketers including myself was assembled. I was in charge of leading all of the creative. With new creative and photography along with infographics this important story was easy to tell.

Results: With a new website, flyers, postcards and posters and a CRM program, Safe Families Sunday continues to be a huge success. With 35,000 hostings, a 93% rate of children returning home, over 35,000 volunteers and over 4,500 churches involved in the program has made a lasting impact.



ALLEN IVERSON
Detroit Pistons
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HP – NBA Photo Store

Challenge: HP has a chance to grow their business by offering printing at the online and local level. Their first pitch is to the NBA who currently has a print a photo feature. By offering in-store pick up and merchandising opportunities, HP can team with the NBA to offer a maximum fan experience. This is the first of many opportunities for HP. Next up are Nickelodeon; The NHL; the Marvel Comics Store and more.



STELARA®

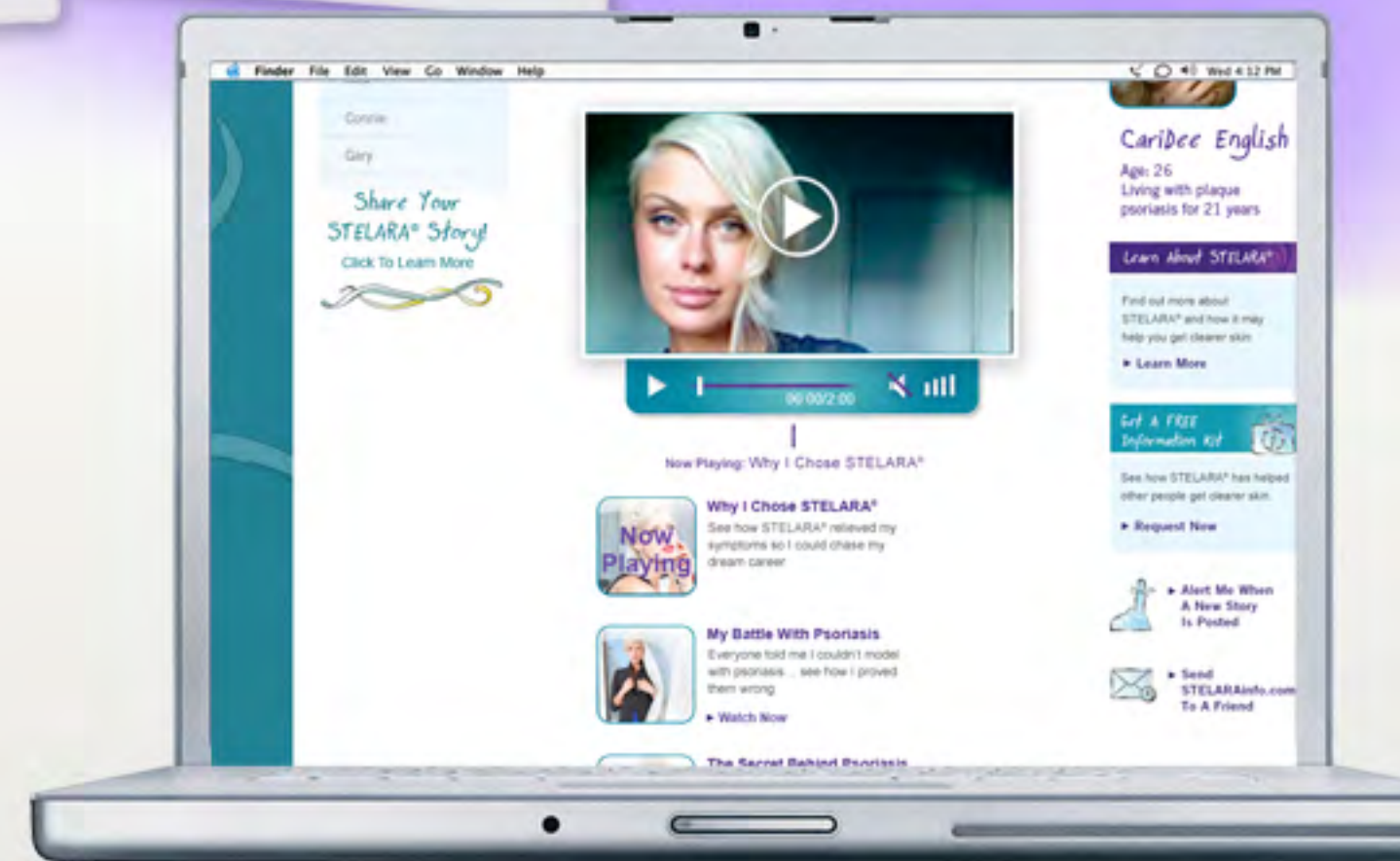
Challenge: Launch of an innovative treatment for psoriasis that works with only 4 doses a year (compared to 12). Create a fully integrated campaign based on consumer insights that gets consumers imagining the possibilities of STELARA® driving them to ask their doctor for STELARA®. All of these pieces had to be created with stringent FDA guidelines which is not an easy task.

Results: The most successful brand launch for the drug company with sales exceeding all expectations. TV drove a 330% increase in web traffic with 197% increase in leads. The interactive tools and videos on the site resulted in an average of 9 minutes spent on site. The campaign won a Gold, Silver and Bronze at the 2010 DTC Perspectives Pharma Awards.

“I’m not a psoriasis sufferer
I’m a psoriasis warrior”



CariDee English
Professional Model / Psoriasis Warrior
America's Next Top Model Winner



STELARA® – CariDee English

Challenge: Utilize a fashion model to show consumers how effective STELARA® is at treating psoriasis. Create a 360° campaign to peak consumer interest and drive to the website with a blog, videos and her captivating success story.

Results: Patients were overwhelmed by how well STELARA® worked for a model and wanted more information about the brand driving more leads for the CRM program.

TROJAN *Legendary Pleasure*



How to Be a Legend
Pleasure Training this Way



TROJAN
Legendary Pleasure

Discover what all the buzz is about!
Get to know your O.

CVS pharmacy
Walgreens

TROJAN
all pleasure
VIBRATING TOUCH
massage vibrator

15% off your next purchase

www.trojanvibrations.com



Trojan Vibrations

Challenge: Business wise, Trojan, the leading brand of condoms, needs to normalize the category, grow awareness and drive to trial. They want to grow the business to 15MM in one year and 50MM in three years. Digitally, Trojan needs to drive traffic to an e-commerce solution where the user gets engaged, wants to buy the product, will come back for new products and is willing to share product reviews with friends.