

BOB SULLIVAN : EXECUTIVE CREATIVE DIRECTOR

For over two decades, Bob has created some of America's (and the world's) most famous and successful brands. Not only is he award-winning for his craft but also for his results. The campaigns he has created have not only delivered great results but also last. Bob's passion for positioning is only surpassed by his passion for great execution. He has an uncanny ability to blend marketing strategy, consumer insights, brand needs and all types of media to create just the right story for each brand and for the consumer.

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2013 - 2014

PARTNER / EXECUTIVE CREATIVE DIRECTOR : ZAMBRELLI + PARTNERS

Helped win two accounts: 4Food retail food account and Alger Financial Group

2010 - 2013

EXECUTIVE VICE PRESIDENT, EXECUTIVE CREATIVE DIRECTOR : GREY

Continue to win new business. Won Darden's Red Lobster account (240+ million). Created the award-winning "Sea Food Differently" campaign which reversed a decade of decline and helped them to the best year ever. The fully-integrated campaign included digital, social, mobile, inhouse, PR as well as traditional work. Won the National Parks Service & Foundation account (30 million) gearing up for its Centennial Celebration. Work includes rebranding, design, digital, events, films, and alliances with government, corporate and philanthropic associations. Created new digital, mobile and social campaigns for Hess Retail and Toy Group plus a new Corporate campaign.

2007 - 2010

EXECUTIVE VICE PRESIDENT, GROUP CREATIVE DIRECTOR : GREYnyc Promoted and took over more businesses. Febreze continues to do well, becoming P&G's fastest grown billion dollar megabrand. Helped save the J M Smucker's accounts (Smucker's, Crisco, Pillsbury, JIF, Martha White, Uncrustables, Eagle, Adams, and Laura Scudder brands). Created new campaigns for each brand. The Smucker's "Boys" campaign is regarded as the quintessential campaign of the brand and for the holding company. Asked by client to lead integrated work for all brands including digital, instore, social, web and PR. Won Hostess (IBC) bread business (25 million) and created new campaigns. Helped save the Playtex (Energizer) account (Femcare, Infant, Sun care and others). Created new award-winning fully integrated campaigns for each business. Won the Sargento Cheese account (40 million). Created the "Taste the Real Difference" campaign that included a new website, digital, broadcast, social, instore and PR. Took over Hess (retail, toy and corporate) account. Launched their first digital, social and game work.

1999 - 2007

SENIOR VICE PRESIDENT, CREATIVE DIRECTOR : STICKY GREY Promoted and became CD for all of P&G's HomeCare accounts (Febreze and Downy). Created Febreze's new positioning and award-winning campaign "It's that Fresh." The campaign evolved into a global campaign. Helped launch five new categories, dozens of new products and grew sales from 90 million to 800+ million in 7 years. Won many creative awards - including Cannes, the Creative Circle, Effie and all of P&G's global awards. Created P&G's first ever college, social and digital campaign. Worked with and helped lead every discipline of communication and innovation including design, instore, digital and product creation. For P&G's Downy account, created the award-winning "Downy Simple Pleasures" campaign. It stopped its 7 year sales decline and helped it to its best 3 years of business results ever. Launched a new brand and campaign for M&M Mars (Masterfoods) Cookies& brand.

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1995 - 1999

VP, ASSOCIATE CREATIVE DIRECTOR : GREY GLOBAL GROUP Promoted and in charge of Post Cereal. Collaborated with Nickelodeon on General Foods (Post) tie-ins and collaboration. Helped pitch Dominos Pizza and shot several spots. Helped develop Darden's Olive Garden "When you're here, you're Family" campaign. Worked on and sold Barilla Pasta's first global campaign. Invented new product line and campaign for Elmer's Glue. Created new campaigns for Starwood's Super 8 motels, Borden's Krazy Glue, Seagram's Mumm Champagne and Inland Valley French Fries.

1992 - 1997

CREATIVE DIRECTOR/OWNER : POINTBLANK ADVERTISING Started a creative agency. Learned how to win, manage, lead and maintain accounts. Developed work for Canon copiers, F X Matt's Saranac lager, Saratoga Spring water, Dime Savings Bank, TCG (Teleport Communication Group), PageAmerica, Sheaffer pens, Invest in France, and ESP guitars.

1991 - 1995

VP, ART DIRECTOR : GREY ADVERTISING Promoted to lead team on Post cereals (about 6 brands) and other General Foods (KRAFT) businesses. Pitched and won the Panasonic Consumer Electronics account. Created award-winning print and TV executions for Panasonic including their first Super Bowl TV spot. Helped win the Sprint Business account. Launched a new division for Hasbro and shot several TV spots.

1989 - 1991

ART DIRECTOR : GREY ADVERTISING Helped the agency save General Foods - Stove Top Stuffing account. Created the long running (5 years), award-winning and highly profitable "Instead of Potatoes" campaign. This campaign won many different creative, client and a Gold Effie awards. Launched new campaigns for Smithkline Beecham (GSK) Aquafresh and Vivarin accounts. Each won creative awards and Silver and Bronze Effies.

1987 - 1989

ASSISTANT ART DIRECTOR : GREY ADVERTISING Hired to work on Mitsubishi Cars and Quaker State Motor Oil. Sold two TV spots in first two weeks. One spot "Loyal" won several industry awards.

Education:

TULANE UNIVERSITY '85 BS in Economics, minors in Art and French
SVA '86 Art direction and design

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Brand experience/categories:

AUTOMOTIVE/ENERGY:

Mitsubishi Cars and Trucks, Hess, Quaker State

BEVERAGES:

Mumm Champagne, Captain Morgan, Crown Royal, Seagrams Seven, Saranac Beers, Portland Lager, Saratoga Spring Water, Kool Aid

BUSINESS/BANKING:

Sprint Business Communications, MCS/Canon, PageAmerica, TCG, Invest in France, Dime Savings Bank, Alger

ELECTRONICS/AUDIO:

Panasonic Consumer Electronics, Technics, ESP guitars

HOTELS/TRAVEL:

Starwoods/Super 8, Marriott

TOY/ENTERTAINMENT:

Hasbro, Kenner, Hess toy trucks, Chuck E Cheeses

FOOD/PACKAGED GOODS:

Masterfoods/MARS (Cookies&, Twix, Milky Way), Sargento, Smuckers, JIF, Adams, Laura Scudder, Nature's Pride Bread, Wonder Bread, Barilla Pasta & Sauces, Crisco, Pillsbury, Martha White, Eagle, Unscrustables, Snack N' Waffles, Stove Top Stuffing, Minute Rice, Inland Valley French Fries, Pringles, Post Cereals (Honey Bunches of Oats, Honeycomb, Fruit & Fiber, Bran Flakes, Oat Flakes, Great Grains, Grape Nuts, Shreddies, Blueberry Morning)

FOOD/RETAIL:

Red Lobster, Olive Garden, Dominos, 4Food

HEALTH AND BEAUTY:

Aquafresh toothpaste, Vivarin, GasX, Lamisil, Maalox, Playtex Infant, Playtex Gentle Glide and Playtex Sport, Hawaiian Tropic, Banana Boat, Wet Ones, Upjohn's Cortaid, Pantene, Gillette

HOUSEHOLD PRODUCTS:

Febreze, Downy, Joy, Mr Clean, Crazy Glue, Elmers Glue, Fit

SOCIAL/ENVIRONMENT/GOVERNMENT:

National Parks Foundation, National Parks Service, AD Council (Drug Free America), Seeding for Success