

DAN BOGOSH

CREATIVE DIRECTOR

Creative director of advertising and brand development for national and international brands. Most recently, VP Creative Director at DDB Chicago. Creative highlights include: **State Farm Youth**: An award winning, mass media campaign that connected the youth market to State Farm through an interactive website, nowwhat.com. **Michelob Ultra**: A light beer positioned as a low carbohydrate beer for active people. It became the fastest growing beer ever introduced. **State Farm**: The campaign, "True Stories" highlighted the unique way a State Farm agent takes care of their customers and the "Why Wouldn't You" campaign priced it the same or less than anybody. **International**: Creative Director on **McDonald's** in Poland. Introduced **ING Financial Services**, **Maxim Magazine** and **Wizja TV** to the Polish market. Organized and directed international creative workshop for DDB's new Eastern Europe agencies in 1994. **Awards** Recognized by numerous national and international awards on brands like **Bud Light**, **Michelob Ultra**, **SeaWorld**, **Cypress gardens**, **State Farm Insurance**, **McDonald's International**, **ING International** and **Wizja TV**.



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□ Ring :30
□ AC :30

□ Date :15
□ Protection :15

□ Back Up
□ Gas Hose

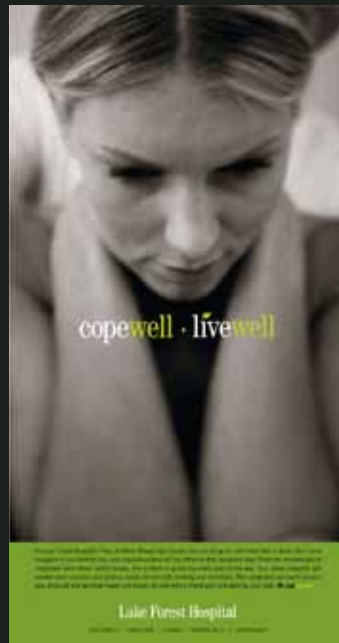
nowwhat.com

Logo Design

Now what? A question and an answer for the Youth market who thought State Farm was only for their parents. An integrated advertising campaign directed them to an interactive website that was both informative and entertaining. A place where they could download music, send disaster im's to their friends, get familiar with the brand and provide them with answers to insurance questions. The results were a staggering 17% increase in auto policies and 16% increase in renters policies. 22% overall brand awareness.



 Pediatrics
newspaper ad



 Breast Cancer Center
newspaper ad



 Rehab Center
newspaper ad



 Cardiology
banner ad design



 Orthopedics
Outdoor

Lake Forest Hospital is well known but not for its services. The objective here was to appeal to both doctors and patients with a capabilities campaign using the new positioning of, "Live Well". All executions in the campaign worked for print, outdoor and internet to brand the hospital. Other executions: WorkWell for recruitment, GrowWell for pediatrics, ReadWell for digital imaging and SleepWell for Acute Care Center.



- Newlyweds :30
- Tight Fit :30

- Celebration :30

- Storm :30

- Growing

- Working Mom

Corporate messages, competitive messages, brand building, team building, car insurance, home insurance, corporate sponsorships, sports sponsorships, life insurance, life assurance, corporate conventions, agent conventions, financial services, natural disasters, indoor advertising, outdoor advertising, web, TV, stadium, out of home and on site. Everything that a major brand would need.

WHY WOULDN'T YOU

NEW CUSTOMER ACQUISITION



☐ First Class :30



☐ Hasselbeck :30



☐ Lizard :30



☐ First Class



☐ Limo

The strength of the State Farm brand has always been the agents. The perception was that the agent was an added expense to your car insurance. "Why Wouldn't You" was introduced in TV, print, bus shelters and radio. "Get the personal service of a State Farm agent for the same or less than anybody". In test markets where Geico was number one it gained a 10% increase in business.

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□ Coach K :30



□ Suite :30



🖥️ Rotating outdoor
Displayed at Final Four Stadium



📖 March Madness
Ads in espn mag offering free passes for
March Madness On-Demand



📄 March Madness Survival Kit
website with Hoops Buddy Score
Widget

An integrated sponsorship for the NCAA tournament with TV spots, on site displays, magazine ads and website. Network television: Coach K and Suite, TriVision outdoor at the final four stadium: Are You Ready? Magazine ads for free March Madness On-Demand passes: MEETING IN PROGRESS, DO NOT DISTURB and HOLD ALL CALLS. An interactive website: March Madness Survival Kit offers a hoops buddy desktop widget with all the scores, passes for MMOD and an opportunity to get a car insurance quotes.

MICHELOB ULTRA

THE CARBOHYDRATE STORY



☐ Swim Meet :30



☐ Stairs :30

Another light beer, yes. But introduced as the low carb beer for active people made this the fastest growing new beer ever introduced. It grew big and fast. From a nonexistent beer to the 5th best selling beer in the US in just two years, zero to over four million barrels a year at its high point. The most successful new product launch in AB history.




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INTERNATIONAL




EUROPE



Wizja TV

-  Shopping Channel
-  War Channel
-  Sports Channel

McDonalds

-  102 Dalmatian Promo
-  Spots :30
-  Rub off game piece


McDonalds

-  102 Dalmatian Promo
-  Spots store poster.

McDonalds

-  Pork Mac Introduction
-  Pork Mac outdoor
-  Pork Mac in store poster

ING Introduction

-  New Best Friend :45

Wizja TV is a cable TV company in Poland that introduced new channels to the market. The remote used by Wizja customers had a strong identification with the brand. McDonald's 102 Dalmatians promotion was a chance to win a trip to Africa. McDonald's introduced the Pork Mac when Europe was hit with Mad Cow disease in 2000. ING Financial was introduced to a skeptical Polish market as "You're new best friend".

