**CASE STUDIES/RESULTS**

*Mezzacorona-Prestige Wine Imports (US/Italy)*

Over the last 5 years, helped Mezzacorona define the demographic, and developed a strategic plan to drive sales and increase distribution through greater brand awareness. Wrote and created a series of consumer national TV, radio and print campaigns, a targeted industry insider/distributor approach and collaborated with one of our social partners to develop, create and broaden their digital and social footprint. Continues to work with Mezzacorona and is currently in the process of developing a new national campaign to launch in the fall of 2015. As a result of our efforts, awarded two additional brands from the wine maker.

* Sales growth of at least 5% in each of the last 5 years
* 1 million cases sold in the U.S.
* Cracked the top ten in U.S. imported brands
* Continues to outperform the total Pinot Grigio category
* Continues to outperform the Italian Pinot Grigio category by 3 times
* Increased distribution now includes all 50 States, Puerto Rico, and the V. Islands
* Currently growing at 7% in 2015
* An increase of over 500% in Facebook followers, to over 200,000

*Anheuser-Busch-InBev/Budweiser/Bud Light*

* Created and produced over 100 TV commercials/campaigns (Budweiser and Bud Light with sales increase over 14% and brand awareness increase of 33%)
* Created and produced seven Super Bowl TV commercials
* Leveraged client association with the NHL creating the most successful revenue generating sports league campaign. Resulted in double-digit incremental sales increase and two award-winning campaigns (Hockey Falls and Bubble Boys: featuring Wayne Gretsky, Tony Esposito and Barry Melrose). Created, produced and directed more than 40 TV and radio commercials over the course of the three-year campaign
* Managed Budweiser/France account resulting in 4% increase in sales
* Developed package design and brand concepts for Product Innovations Group

*Subway Restaurants*

Created “Daily Special” concept and fully executed media campaign. Resulted in 4% sales increased stemming several years of decline. Concept was adopted and implemented nationwide resulting in a chain wide 6-10% sales increase.

*Reed’s Ginger Brews*

One of fastest growing organic, all-natural ginger beers, Reeds wanted to create a national presence in the market place, boast sales, increase awareness and widen their appeal to Wall Street.

Wrote and produced Reed’s first-ever national TV campaign and partnered with their in-house digital department to create and broaden their digital and social footprint.

* Net revenue increased 22% to a record $12.3 million
* Reed's Ginger Brew sales increased by 16% led by Reed’s Extra Ginger Brew sales that increase 26%
* Stock price rose from $4.73 to as high as $7.53 per share- an increase of 163%

*Orbitz Travel*

After 9/11, created re-branding campaign and strategic platform resulting in over a 60% increase in gross bookings and an 80% increase in consumer awareness.

*Fox Kids TV*

Created and produced TV/PRINT branding and on-air promotional campaign to launch new season. Awarded The Golden Marble Award (best in Children’s advertising).

*University of Illinois/Chicago*

Created print branding campaign. Awarded The Golden Trumpet Award (outstanding achievement in public relations).

*CTA-Chicago Transit Authority*

Developed “Take it” campaign that resulted in 11% increased ridership and positive CTA public perception for the first time in nearly two decades.

*Expedia Corporate Travel*

Worked with client to create business travel segment resulted in successful launch of Expedia Corporate Travel. Created both traditional, non-traditional and on-line marketing campaign giving client 30% market share in first two years.

*AmfAR/ The Foundation for AIDs Research*

Created and produced first on-line e-philanthropy program for the Foundation which including viral and social media applications. Resulted in largest donation increase of any on-line program and helped to secured several corporate sponsorships.

*Alexian Brothers Hospital*

Created TV and Print campaign that resulted in 300% increased incremental responses in the first month of campaign launch.