

## **BRIAN FLOOD** Creative Director/Copywriter

Brian has written copy for a broad range of consumer, business, and trade communications including print and broadcast advertising, direct mail, e-mail, literature, scripts and Websites. His conceptual approach is shaped by his experience on the client side of the business at AT&T, Polaroid, and Bose Corporation, where he managed and created communications campaigns before starting Brian Flood Inc.

### **REPRESENTATIVE PROJECTS INCLUDE:**

- National advertising for Bose speakers including the introduction of the Bose Car Stereo and the Acoustic Wave Music Systems.
- Print advertising campaigns for Zildjian Cymbals featuring some of the world's greatest drummers.
- National advertising for B&W loudspeakers.
- Tag line and ad campaign for Eastern Mountain Sports (EMS).
- Advertising and literature for law firm Dwyer & Collora.
- Print and radio for Ecco Shoes of Denmark.
- An eight-year advertising campaign and over 40 catalogs for Cole-Haan shoes.
- Dealer print and radio advertising, as well as catalogs for Reebok and Rockport.
- National ad campaign for Timberland.
- Names and packaging for Gillette Extreme deodorant.
- A three-year radio campaign for Timberland Factory Outlets.
- Trade advertising, catalogs, and point-of-sale for Bostonian.
- Consumer catalogs for Talbots, Laura Ashley, and Dooney & Bourke.
- National ad campaign and tag line for Breakaway Solutions.
- POS posters for Dunkin' Donuts.
- Advertising and brochures for Four Seasons Hotel, Boston.
- Brochures for Sun Microsystems, Cognos, and Lightbridge.
- Literature and direct mail for Lucent Technologies.
- A three-year business-to-business advertising campaign for Pitney Bowes.
- Direct mail and subscription advertising for Computerworld.

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**REPRESENTATIVE PROJECTS** (continued)

- Direct mail, advertising and literature for Lotus Development Corporation over a 14-year period. Projects include Lotusphere, Notes, Domino, Organizer, Freelance Graphics, Lotus SolutionsNow! magazine, and more.
- Advertising and direct mail for Darwin and CIO magazines.
- Literature, direct mail and advertising for Philips Medical Products.
- Multimedia launch for CMO magazine, an IDG publication.
- Advertising and literature for National Financial, a Fidelity Investments Company.

**RECOGNITION**

More than 200 awards for creative excellence in advertising including Clio, Andy, and Hatch awards, as well as recognition from Communication Arts magazine, Print magazine, Graphis, the BPAA, the Boston, Los Angeles, and New York Art Directors Clubs, and other regional awards.

**EDUCATION**

Fordham University – *B.A. Communications*

Direct Marketing Association of America – *Master's Program*

New School/School of Visual Arts – *Photography Course Work*