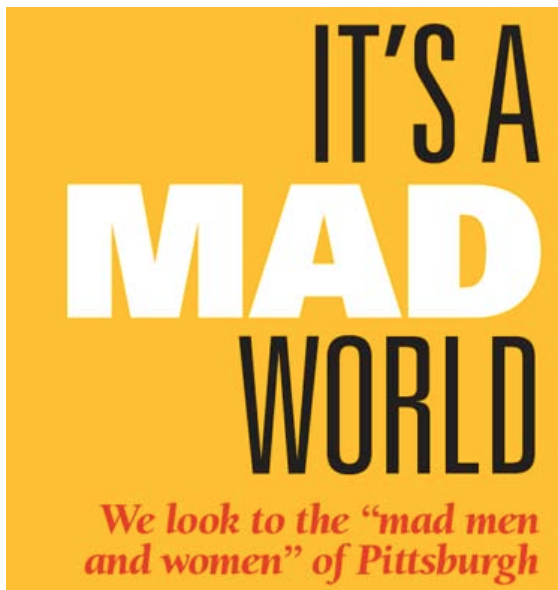


January 2009

Produced by Christine McMahon Tumpson, Photography by Megan Wylie, Art direction by MacKenzie L. Hoops, Text by WHIRL editorial staff



Creative energy is historically responsible for transforming the economy. In Pittsburgh, we have a wealth of creative advertising agencies, and these people are helping to shape our local and national economies as well as our pop culture. More than 43 advertising agencies exist in the Pittsburgh area. They range from small boutique agencies with a handful of employees to full-service agencies with hundreds of employees in cities across the country. They balance both local and national accounts, and we guarantee that you are familiar with their work. **Nartak Media Group** creates the advertising for high-profile Pittsburgh arts institutions, including the Pittsburgh Symphony Orchestra, Pittsburgh Public Theater, and Pittsburgh Opera. Giant Ideas is behind both Consumer Credit Counseling Service's "Debt Monkey" campaign, as well as the Donate Life PA's "Life begins with you" campaign.

Think Communications works with Eat 'N Park and Bruster's Real Ice Cream. **MARC USA** created "Gus, the second-most

famous groundhog in Pennsylvania," for the State Lottery, and is working on the 2010 campaign for Cooper Tire, and has also created brand campaigns for Mohawk Flooring, Moen, Mellon, Carrier, and Heinz. **Smith Brothers** is designing Point Park University's new campaign, "Metamorphosis of Me," and has also done work for Levi's, Ghirardelli, Del Monte, and Nestlé. These professionals talk about "getting jazzed up" and "turned on" when they get ready to go to work in the morning. Nearly every single one of these people tells us about their excitement in doing something different every day. "One day, you'll be working for a security services company, and the next day, you're in a photo shoot in the basement of a building," Scott Pipitone of **Pipitone Group** says. They see new technologies as opportunities and not obstacles. "There are a lot of opportunities right now because the industry is changing very dramatically," says Scott Morgan of **Brunner**. "It's very dynamic, more so now because of the impact of digital." Beth Nigro of **Engauge** agrees. "Now, customers aren't just purchasing a product or a service, they're actually considering that product or service part of their life. There are so many different ways to do that now!" Philip Elias of **Elias/Savion** touts the agency's division Velocity Broadcasting. Brian Bronaugh of **Mullen** has been in the advertising business for 25 years. "Now is the single most exciting and interesting time," he asserts. Each of these agencies contributes to our local and national economy, spurring it on by the creative energy harnessed by these ad men and women.



Mullen

Brian Bronaugh, president and executive creative director, Mullen

"I like to discover new stories to tell, and one of the things that we look for in all of our people is an innate sense of curiosity. That's what gets me up in the morning, that's what drives me. Curiosity is what makes this business interesting and fun."

Company Philosophy: Balance. "I'm determined to continue to create a culture so that the people that work at Mullen can develop balance in their lives. I want to make sure that in addition to working hard here, they also pursue whatever it is that gives them the other side of the coin: relationships, activities, creative outlets, etc. If you don't have that, I think it's impossible to do the job we do in a relevant way. If you're not outside of these walls experiencing life, what happens inside won't be authentic. That's what I mean by balance."

Employees: 450 across offices in Pittsburgh, Winston-Salem, N.C., Boston, and Detroit.

Major Campaigns: Mellon Bank's "You're why we do our very best." UPMC's "Choose a hospital as if your life depended on it." Highmark Blue Cross Blue Shield's "Have a greater hand in your health." The Pennsylvania DCED's "Memories last a lifetime" and "Come invent the future." The American Diabetes Association's "Stop Diabetes." Single Most

Exciting Time: "I've been in the business for 25 years now, and I think now is the single most exciting and interesting time," says Brian Bronaugh, president and executive creative director. "Obviously, we've had the economy that we've had but the ability to tell compelling and interesting stories for our clients in these myriad different ways — particularly with the explosion that has happened in digital and social media — it has been extremely interesting. If you're not excited about the business right now, then I'm not sure you should be in the business. I

think the people who are doing well right now are embracing that kind of excitement as opposed to bemoaning the current economic climate. These things are cyclical, the opportunities right now are just wonderful —if you approach them with an open, positive mind. Locally, I think we're making strides. There are some really good, talented agencies here. In the past decade, there's been some really nice work done by a lot of folks. And it's not just in the ad community. In the creative community as a whole, there are intriguing ideas surfacing and I think the arts — and I include us in the arts — have a great chance to really lead and brand this city in a neat way."

Mullen, The Crane Building, 40 24th St., Strip District. 412.402.0200. mullen.com.

Brunner, Inc.

Scott Morgan, president and partner Brunner, Inc.

"I love the people aspect of my job, absolutely, as well as the fact that you get to work on different business every day. The people, the variety, and the creativity, those are the things that get me jazzed every day."

Company Philosophy: "We have a people-first culture, and that's critical to our business. Talented people, people that are respectful of one another, people that build ideas off one another — those are really what's key to our business."

Employees: 200 employees in offices in Pittsburgh, Atlanta, and Washington, D.C.

Major Campaigns: MTD, a lawn tractor company; Brunner featured LeBron James in an ad for MTD's brand Cub Cadet. Zippo. Bob Evans. Keep an eye out for Brunner's campaign for the Pittsburgh Penguins' new CONSOL Energy Center arena opening this year.

Very Dynamic: "There are a lot of opportunities right now because the industry is changing very dramatically," says Scott Morgan, president and partner. "It's very dynamic, more so now because of the impact of digital. Our revenue mix is changing somewhat. But the opportunities we're getting to work on brands and things that five years ago people wouldn't have thought an ad agency would do, we're doing. There were two new Aquafresh and Sensodyne products that we helped to launch here in Pittsburgh, and we did it alongside a Pittsburgh Steelers game. We had lasers shining off of buildings and testing and sampling with consumers. There's one aspect of advertising that's more on the ground and guerilla, and then there is the creative work that we know about as consumers that we see on TV and outdoor advertising and digital advertising."

Brunner, Inc., 11 Stanwix St., Fifth floor, Downtown. 412.995.9500.
brunnerworks.com.





MARC USA

Michele Fabrizi, president and CEO, MARC USA

"I love what I do because I work with brilliant people, and our job is part art and part science."

Company Philosophy: "We're creating an agency of what I call 'digital hybrids' — talented people in every discipline who create totally integrated ideas across all media. We're committed to continually delivering results for our clients through game-changing strategies fueled by creativity and technology."

Employees: 180 employees in offices in Pittsburgh, Chicago, Dallas, and Miami.

Major Campaigns: True Value's "Master of All Things Hardwarian." Rite Aid's Wellness+ program. Pennsylvania Lottery's "Gus, the second-most famous groundhog in Pennsylvania." All-Clad and its newest, state-of-the-art line D5, as well as All-Clad's sister brand Krups. Look for the 2010 campaign for MARC's newest client, Cooper Tire.

Great Opportunity: "It's a time of great challenge and also great opportunity," says Michele Fabrizi, president and CEO. "To me, it's very exciting. We're playing a deeper role in our clients' business than ever before — helping them build relationships with their customers. It's so important to really understand their business issues and what's driving consumers, and to be able to respond quickly."

MARC USA, 225 W. Station Square Drive, Station Square. 412.562.2000.
marcusa.com.

Smith Brothers Agency

Miles Smith, partner and business development director, Smith Brothers Agency
“I love the variety of clients and challenges we encounter on a daily basis. And, our agency is filled with great people who share that passion.”

Company Philosophy: “Our tagline is “Ideas that Grow Brands,” and for us, that means more than just ads that grow brands. When we have a client challenge, we approach it with a much broader perspective. [Not just], ‘What is the ad going to say?’ Or, ‘What is the visual?’ But, ‘Is there a new product idea or a new sales channel or a new media that we might be able to use to help the client address their business objective?’ Our philosophy also includes a real desire to be judged on a performance basis, that our ideas actually grow brands. They’re not just ideas for ideas’ sake.”

Employees: 60

Major Campaigns: Smith Brothers has worked with San Francisco-based brands Levi’s, Ghirardelli, Del Monte, Nestlé, as well as Pittsburgh’s Heinz and PNC Bank. Watch for Smith Brothers’ new campaign for Point Park University’s “Metamorphosis of Me,” which has a fun related campaign, “Generic U,” which is a grassroots advertising campaign about a fictitious schools that is “the opposite of everything that Point Park is.”

A Good Place: “The industry is in a good place. Ad agencies, in general, are adjusting to the new realities of people spending more and more of their day online,” says Miles Smith, partner and business development director. “It is the media vehicle that gives the highest level of exposure and engagement. I think everybody’s figuring out where the buffalo have migrated and are taking it in that direction.”



Smith Brothers Agency, 116 Federal St., North Shore. 412.391.0555. smithbrosagency.com.



Elias/Savion Advertising

Philip Elias, president and CEO, Elias/Savion Advertising

“Advertising is one of the few careers that provide a lot of different dimensions in a job. You get to be involved in everything from creative development, market analysis, and media planning. Advertising provides a gateway to in-depth knowledge across industry sectors and different businesses. Every day is an education.”

Company Philosophy: “At Elias/Savion, we provide end-to-end marketing solutions that are based in a creative wrapper. Good creativity is not good unless it’s soundly based in marketing. We’re a precision marketing organization providing the vehicle to get viewership and readership.”

Employees: 50

Major Campaigns: S&T Bank’s campaign featuring former Pittsburgh Steeler Jerome Bettis as the spokesman. VELOCITY Broadcasting is also a division of Elias/Savion. “We’re the largest private broadcasting network on the planet right now,” says Philip Elias, president and CEO. “We cover six continents with private, high-definition digital suites located in private clubs, restaurants, and hotels in the top 200 markets in the world.”

Coming Back: “The state of the advertising industry is in probably the greatest flux it’s been in since the 1930s when advertising started to get its caché,” Elias says. “The media landscape has changed dramatically. It is very diverse right now. It is very difficult for advertisers to find a target audience because it is spread across everything from the Internet to satellite radio. It’s a much more complex environment. And, the minute there’s a sag economically, across any industry sector, advertising and marketing are affected immediately. The smart companies continue to communicate. But, it’s coming back, and particularly in Elias/Savion’s B-to-B business sector, we haven’t been affected much, but I know other peers and colleagues have, especially in certain sectors of consumer advertising.”

Elias/Savion Advertising, 625 Liberty Ave., #2424, Downtown. 412.642.7700. elias-savion.com.

Pipitone Group

Scott Pipitone, president and CEO, Pipitone Group

"I love how my job changes every day, and the fact that I get to work on a variety of businesses and projects."

Company Philosophy: "We call it 'channel marketing by design.' You're talking to the specifiers, the influencers, the affinity groups — the people who are talking to your customers."

Employees: 25

Major Campaigns: AlliedBarton Security Service's "Local Response, National Support;" PPG Ideascapes; Accu-Tab Systems by PPG Industries; CENTRIA Architectural Metal Wall and Roof Systems' "Distinctively Centria" campaign; the North Side's "More Here Than You Know" campaign; and Shady Side Academy's "Explore, Engage, Excel" new branding campaign.

Very Optimistic: "It's been a tough year, but [I'm] very optimistic right now," says Scott Pipitone, president and CEO. "From the start, 2009 challenged us to be smarter and work harder for our customers. The economy forced us to look at our clients' businesses more aggressively, which ultimately pushed our own business forward. We're charged up and optimistic about our opportunities and the challenges that lie ahead in 2010."

Pipitone Group, 3933 Perrysville Ave., Observatory Hill. 412.321.0879.
pipitongroup.com.





Giant Ideas

Stan Muschweck, president, Giant Ideas

“What I love most about my job is that the scenery doesn’t change every day – it changes every five minutes. I find that being in advertising is the most exciting, thrilling, inspiring thing that I’ve done in my entire life. I love working with my brilliant staff to make things happen for my great clients. We get to save lives with organ donation and save the world with AIA’s “Walk the Walk.”

Company Philosophy: “Giant ideas produce incredible results.”

Employees: 16

Major Campaigns: Dollar Bank’s “Mutually Inspired” campaign. Consumer Credit Counseling Service’s “Debt Monkey” campaign. American Institute of Architects’ “Walk the Walk” campaign. Donate Life PA’s “Life Begins With You” advertising.

Banner Year: “The advertising industry is picking up immeasurably,” says Stan Muschweck, president. “We had a financial services client in earlier, and he looks for 2010 to just be a banner year. He feels that the American people are impatient with all this down stuff, and as soon as the New Year comes, it’s all going to explode, for the better.”

Giant Ideas, First & Market Building, 100 First Ave., Suite 200, Downtown.
412.566.5756. giantideas.com.

Engauge

Beth Nigro, vice president, Engauge

"I love everything about my job. It's fun and different every day. It's not the kind of job where you walk in and you know what's going to happen. Excitement is a phone call away; I love it!"

Company Philosophy: "Our company philosophy is all around engagement. We're more about becoming a part of people's lives and [utilizing] the different ways that you can bring brands into people's lives so that they're meaningful."

Employees: 20, with additional offices in Atlanta, Austin, Columbus, and Orlando.

Major Campaigns: Rachel Ray Nutrish dog food and the Children's Institute.

Push Forward: "The state of everything has been so doom and gloom and dreary, but we haven't experienced a whole lot of it," says Beth Nigro, vice president. "This is an opportunity to try to do things smarter, do things better, to try to do things that will really push us forward as opposed to covering or being afraid or pulling back. It's actually been pretty exciting for us. Helping a partner or helping a client through difficult times like this is one of the biggest challenges that we face. What can you do that you haven't thought of before? It's energizing."

Engauge, 439 Grant St., South Mezzanine, Downtown. 412.471.5300.
engauge.com.

