

MICHAEL J. OBERMAN

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<http://www.michaeloberman.com>

Creative Director/Advertising • Marketing Behavioral Activist/Consumer Enthusiast

A results-oriented strategic communications and marketing professional specializing in brand building and brand storytelling. From concept to implementation, creating messaging across all platforms that influence and engage consumers and strengthen brand affinity – delivering increased revenue and growth.

Strengths/Passions

- Strong strategically based creative development and execution
- Inspired team building leadership
- Revenue generation
- Budget management
- ROI multi-platform development
- Results driven creative executions
- Superior management skills
- Client relationship building/management
- Management of touchpoints across diverse stakeholders
- Desire for continuous learning and inspiration
- Proficiency of seeing projects through to completion
- Award winning commercial branded production and design

CAREER SUMMARY: Founded and continue to lead my own creative consultancy agency, Fusion Idea Lab, that has generated gross revenues exceeding \$56 million. More than 20 years of creating, producing and managing national, award-winning advertising/marketing campaigns across all medias (over 200 national TV, radio, print and digital campaigns-including 11 Super Bowl spots), effective creative team leadership-managing over 20 art directors, writers and producers, developing creative strategic platforms, branding, product launches, team/account management, and executive client contact with Fortune 100 companies. My work: <http://fusionidealab.com/oberman>

EXPERIENCE:

Fusion Idea Lab Creative Director/Founder

1997-to present

Responsible for all creative aspects for all clients. To date, generated more than \$56 million in revenues. Results-driven creative strategic thinking and execution, client management, inspired team leadership, superior business acumen and vast production experience.

Fusion Idea Lab: www.fusionidealab.com, a results-oriented strategic communications and marketing consultancy specializing in brand building and brand storytelling. From concept to implementation, we create platforms that influence consumers and strengthen brand affinity – delivering increased revenue and growth.

Clients:

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 GB wanted to create a national presence in the market place, boost 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

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.

Other client experiences: Sears, Ulta Beauty, HandsOn Mobile, Target/Target Racing, Playboy, Remington, TV Guide, New Line Cinema, Google, Cricket Wireless, Office Depot, AHI travel, Illinois Policy Institute, The Clinton Foundation, Algenist Skin Care, DreamWorks/NBCU.

**DIGITAL KITCHEN
GROUP CREATIVE DIRECTOR**

2016-17

- Managed all creative teams of art directors, copywriters, designers, editors and producers. Primarily responsible for all creative projects from conception through execution. Additionally responsible for salary and promotion evaluation.

- Lead development of creative strategies and platforms for all new business pitches.
- Translated client business strategy and needs into creative executions.
- Interfaced with clients and managed the creative development process access points

**DDB/Chicago
VP/Creative Director**

1986-1997

- Managed a creative team of 30+ including art directors, copywriters and producers. Primarily responsible for all creative concepts and production in addition to salary and promotion evaluation
- Creative director for two of the agency's largest accounts: McDonald's and Anheuser-Busch (Bud & Bud Light)
 - Billings in excess of 100M
 - Created and produced over 100 TV commercials and 4 Super Bowl commercials including award winning "I LOVE YOU MAN" campaign
 - Bud Light became largest selling beer in America over taking Budweiser for the first time ever
 - Bud Bowl: the most successful promotion in the Brewer's history
 - Conceived, create and produced ad campaign that resulted in the win of the 20M Michelob Light account
 - Created first McDonald's dinner day-part advertising campaign. Established and developed movie tie-ins with Disney, Paramount and Warner Bros Studios
 - General Mills/Wheaties: conceived, created and produced internal campaign that was instrumental in the client signing Michael Jordan as endorser
 - Created campaigns featuring Michael Jordan and an award-winning "What The Big Boys Eat" award-winning campaign for kids

Other client experiences: Kraft, Dial, BEC/Busch Gardens, and Sears

Education and Associations

Northern Illinois University • BFA • Visual Communications
DGA Member (Directors Guild of America), Northern Illinois Alumni Association, Advertising Professionals, and Association Film-TV Professionals Association

2015 CASE STUDIES

MEZZACORONA WINES

The challenge

In 2010, Mezzacorona hired Oberman/Fusion as their sole US advertising agency, responsible for all U.S. advertising. They wanted to create more awareness and increase sales and distribution. Additionally, they desired a bigger presence in the growing pinot grigio market. But at the time, Mezzacorona had practically no brand awareness, and little or no digital presence.

The solution

Over the last 5 years, Oberman/Fusion helped Mezzacorona define the demographic, and developed a strategic plan to drive sales and increase distribution through greater brand awareness. Oberman/Fusion 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. Oberman/Fusion 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, Oberman/Fusion has been awarded two additional brands from the wine maker.

The results

- Sales growth of at least 5% in each of the last 5 years
- 1 million cases sold in the U.S.
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- Continues to outperform the total Pinot Grigio category
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- Increased distribution now includes all 50 States, Puerto Rico, and the Virgin Islands
- Currently growing at 7% in 2015
- An increase of over 500% in Facebook followers, to over 200,000

REED'S GINGER BREWS

The challenge

In 2014, Reed's Ginger Brews, one of fastest growing organic, all-natural ginger beers, came to Oberman/Fusion wanting to create a national presence in the market place, boost sales, increase awareness and widen their appeal to Wall Street.

The solution

Oberman/Fusion 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.

The results

- 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%