

**Peter Bregman**  
**Creative Tactician/Copywriter**  
**Simple. Strategic. Smart.**

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**About Peter Bregman and his view on ads and advertising:**

**Peter Bregman** is one of the most insightful and respected individuals in advertising today and remains on the cutting edge of messaging in the digital age. For the last 30 years he's worked at some of the most famous ad agencies in the world and as a result has experience and familiarity in over 100 industries from financial services to academic marketing to healthcare to packaged goods to B2B to technology to basic retail.

Management-wise, he's led creative teams around the globe and mentored even more (he's taught advertising principles for 5 years at the School of Visual Arts in NYC). He knows all aspects of printing, electromagnetic and digital media as well as photography, video and their pre- and post-production processes. Moreover, he understands estimates and how to make sure costs keep from getting out of hand.

Want awards? He's won scores of awards for his work and his creative style is best described as strategic, witty and smart.

But here's his basic view on the craft. You see, ads don't have to be overly complicated or elaborate or complex to work. Just simple, strategic and smart. (An approach 99.9999901% of today's ad folks seem to have forgotten.) So he prefers smart headlines with simple visuals, strategically considered and placed, to get your point across. (And he thinks you will, too.) Peter feels there's enough complication out there already. In short, smart, simple and strategic stands out.

Speaking of strategic, Peter will often take advantage of the 'environment' where the ad will be placed in consideration while coming up with an ad concept. This approach which he calls 'contextual' advertising is TOTALLY unique and perhaps one of the most powerful tools a company can have today in today's ridiculously cluttered (and expanding) media landscape.

When it comes to getting noticed in the media morass out there his view is this: "You don't need a bigger hammer. You need a sharper nail." In short, bigger isn't better. *Smarter* is better.

**Recent Career History:****Copywriter @ Large** (2005 – )**DDB New York** (2003 – 2005) **Group Creative Director****Lowe Worldwide** (1993 – 2003) **Group Creative Director****Previous Agency Experience****Wells Rich Greene, NY** (1990 – 1993) **Lowe & Partners, NY** (1988 – 1990) **JanklowBender, NY** (1987 – 1988) **Scali McCabe Sloves, NY** (1985 – 1987) **Doyle Dane Bernbach, NY** (1978 – 1985)**Areas of Experience:**

**Academic:** Boston University School of Management

**Automotive:** GMC Trucks, Mercedes Benz, Saab, Subaru & Volkswagen

**Beverages:** Baileys Irish Cream, Heineken Beer, Malibu Rum, Stroh's Beer & Tea Forte

**Consumer Goods:** Braun, Nikon, Polaroid & Sharp

**Fashion:** Candies Shoes, Gates Gloves, Nutmeg Sportswear & Wigwam Socks

**Financial Services:** Chase Bank, Citibank Visa, Fidelity Investments, Fine Art Capital, First Responders Financial, The NYSE, Radianz Financial Network & Prudential Insurance

**Food:** Bama Jams & Perdue Chicken

**Pharma/Healthcare:** Bristol-Myers Squibb (HBV and HIV), Endo Pharmaceuticals (Menstrual Migraine & PHN), Galderma (Dermatology), Merck (Arthritis Pain, Asthma and Cholesterol), Novartis (Cardiovascular, Eczema & Oncology), Pfizer (Epilepsy), Sanofi-Pasteur (The Flu Vaccine), Schering Plough (Allergy) & Wyeth (GERD)

**Packaged Goods:** Brawny Paper Towels, J&J Kids Soaps, Nabisco, Quilted Northern Bathroom Tissue & Robitussin

**Retail:** American Airlines, Continental Airlines, Denny's, ExxonMobil & Hertz

**Recruitment** Fidelity Investments (Albuquerque, NM and Cincinnati, OH service centers)

**Technology:** 3Com, IBM, Sun Microsystems, GTE & Verizon

  

**Awards:** 16 Andy Awards, 18 Art Directors Club Awards, 9 Communication Arts Awards, 21 Clio Awards, 2 Effie Awards, 24 One Show Pencils plus 27 miscellaneous awards from various organizations.

  

**Education:** University of Virginia (Art History & Chemistry)

  

**Other:** Avid motorcyclist, photographer and cultural observer.