

Peter Bregman

Copywriter

Strategic. Engaging. Smart.

(914) 391-8110
peter@pdbregman.com
www.pdbregman.com

Peter Bregman is one of the most insightful and respected individuals in advertising today. He's worked at some of the most famous advertising agencies in the world and has scores of awards for his work. • His gift is helping clients assess their own unique marketing situation then developing and preparing smart, engaging, strategic, print ads, radio commercials, TV Spots, web site content, billboards (and other out of home), brochures, direct response, social media messaging, and anything else needed to make an irrefutable and compelling case for a product, business, or service. • When it comes to getting noticed in today's massively cluttered media morass his view is this: "You don't need a bigger hammer. You need a sharper nail." In other words: Bigger isn't better. *Smarter* is better.

Contract Copywriter 2005 –

ParentTablet.com, Stamford, CT (2021 -

Currently developing a campaign on social media to introduce and raise awareness for smartphone/tablet-based app that will help families coordinate activities and health related matters with elderly parents.

The Beytin Agency, Arlington, VA (2021)

Created political ads for a number of candidates running for re-election in New Jersey. While some held seats others who challenged had higher than expected results. Voter participation in strong Republican townships increased by 23%.

Stansberry Research, Baltimore, MD (2019)

Helped launch the wildly successful Stansberry Financial Terminal that provides market data, financial research, newsletters, and portfolio suggestions via subscription to investment professionals and wealthy individuals. Created a multi-tiered email campaign to raise awareness and subscription inquiries.

RMR Associates, Rockville, MD (2017 –)

- **AAFMAA, Reston, VA.** Oversaw creative direction on AAFMAA, a military organization that provides financial services for Active Duty and veterans. Products include wide range mortgages and insurance products tailored to the military community. Developed key strategies and themes.
- Helped create the theme and initial television, radio, print, and direct response that resulted in 30% greater brand recognition against larger competitors and an increase in financial services by 43%.
- Launched work for DISYS an IT Staffing company

- Developed name and advertising for DISYS D2M division that handled managed digital services
- **NaturaLawn bio-rational lawn care service, Frederick, MD.** Helped develop positioning to take on non-bio lawn care companies in Maryland.
- **Smokey Glen Farm, Germantown, MD** created email blasts to encourage inquiries and bookings at this offsite venue for DC-area corporations.
- **Gaithersburg-Germantown Chamber of Commerce, Gaithersburg, MD.** Developed creative strategies for the Chamber to increase membership.
- **Integrity Financial Group, Tysons Corner, VA,** Developed a creative positioning for this unique financial planning company that specializes in both Indian and American clients.
- **Nolij Consulting, Tysons Corner, VA** Wrote several business articles for this woman-run IT services company in the healthcare space. The articles highlighted trends in the healthcare industry and the automation advances
- **Pickleball Athletics Clubs of America, West Palm Beach, FL.** Developed positioning statements for this growing chain of pickleball venues.
- **SkyPoint Federal Credit Union, Silver Spring, MD.** Wrote several articles targeting the Latinx community on the subject of financial services options available to them that they traditionally avoided.
- **Acquired Data Solutions, Rockville, MD.** Wrote articles highlighting their STEM programs that help hundreds of underprivileged high school students experience and explore careers in engineering and applied science.

GTN Creative, New York, NY (2016 – 2017)

For legendary documentary film-maker, George T. Nierenberg, Peter designed and created a compelling website to help launch George's new foray into web videos. The website not only increased Mr. Nierenberg's awareness in his first foray as a web/commercial director, it also resulted in a film festival featuring his documentary work in various venues nationwide.

The Institute for Humane Studies, Arlington, VA (2013 – 2016)

Developed key messaging across all platforms for academic scholarships, fellowships, online programs, video productions, workshops, seminars and colloquia offered for graduate students in political science, economics, law, history and philosophy.

- Efforts resulted in an increased interest in programs by 144% over previous efforts.
- Helped the organization focus their uniqueness for greater brand awareness and clarity.

Puritan Cape Cod, Hyannis, MA (2011- 2015)

Developed and prepared advertising for company's clothing stores to help them compete more effectively against significant, larger brands with far greater advertising budgets like Macy's and others on Cape Cod.

- The efforts had an immediate effect of increasing store traffic up 67%.
- Sales showed an increase of 38% year to year
- Created highly noticed co-op ads for Eileen Fisher, The North Face, vineyard vines, Tommy Bahama, UGG Australia, ISDA, Sperry Top-Sider that appeared in local magazines

- Helped launch successful Chatham Chino line of Cape Cod inspired clothing. Developed backstory, logo, and ads.

Blue Man Productions, New York, NY (2015)

Worked on various projects including developing a successful program that showed the theatrical organization how to leverage the unique qualities of the group to help brands boost their marketing efforts in cluttered marketplaces along with a strategy to reach them.

Rosetta, San Francisco, CA (2013-2014)

Developed ideas for a B2B messaging proposal for Intel. The program laid out a strategy to engage potential customers through a series of channels like conferences, white papers and workshops to help shepherd customers for greater engagement with the company's myriad products and services.

vineyard vines, Stamford, CT (2012-2013)

Prepared vineyard vines marketing materials across all media. In the short time the company experienced a surge in both online and in-store sales shortly after efforts began to appear.

- Year to year sales beat projections by 18%
- Efforts for "Cyber Monday" resulted in first \$1M sales day

Gordon Brothers Group, Boston, MA (2010)

Wrote content for company website that detailed the breadth of the firm's unique financial services expertise in the field of leveraged assets.

Arnell Group, New York, NY (2009-2010)

Helped the world class design firm developed a prospective campaign for a line of 'green home products' to be sold on the Home Shopping Network.

Mc | K Boston, MA (2009)

Worked on campaigns for:

- Frova (Endo Pharmaceuticals) high intensity migraine medicine
- Divigel (Vertical Pharma) post menopausal migraine treatment
- Neupro (UCB) transdermal treatment for Parkinson's

Boston University School of Management, Boston, MA (2008)

Helped the school develop a strategy and materials to help them compete in a very competitive market (Harvard and MIT were across the river).

- Co-wrote the school's view book and developed the theme "Welcome to business not as usual."
- School achieved a significant increase in inquiries by as much as 293%.

Tea Forte, Concord, MA (2008)

Wrote content for the company's web site that sold teas from around the world along with high design presentation materials (cups, pitchers, servers, etc.)

- Developed the theme, "Teas with extraordinary taste"

Adams & Knight, Avon, CT (2008 - 2009)

- Developed campaign for Ct. United Way
- Worked on in hospital posters for Berkshire Life
- Developed human resources for Fidelity Investments (Albuquerque and Cincinnati) in both digital and out of home (Doctor's offices and shopping carts)

Euro RSCG, New York, NY (2008)

Worked on Lyrica (Pfizer) for epilepsy

ICC, Parsippany, NJ (2007)

Worked on a number of pharma brands for cancer, ophthalmology, and influenza.

- Helped agency win Affinitor made by Novartis, a novel oncological mTor inhibitor compound
- Developed campaigns for Fluzone influenza vaccine
- Oversaw work on Retisert optical implant
- Campaign for Sandostatin (Novartis) for cancer treatment side effect relief

Wunderman, New York, NY (2007)

Worked on Singulair (Merck) and Adderall (Shire Pharmaceuticals)

- Developed a very successful "Back-to-school" microsite

Euro RSCG Life, New York, NY (2005 – 2006)

Worked on a number of pharmaceutical products.

- Atripla (Bristol Myers) a triple threat HIV regimen
- Protonix (Wyeth Labs) created short radio spots
- Galderma Print campaign for dermatologists (annual skin mapping)
- Lidoderm Patch for shingles (Endo Pharmaceuticals) developed posters for doctor's offices.
- Loestrin (Allergan) Short, predictable birth control medicine

ACD/Copywriter

DDB, New York, NY (2003 – 2005)

Highlights

- Wrote and developed a truly global campaign that ran on six continents. Once perceived as only a fuel supplier ExxonMobil was now seen as a supplier for all things for the traveler on the road. Campaign and increased awareness sales in their retail stores increased 37%-144% worldwide.
- Helped win global Novartis business for Elidel eczema topical cream Rx.
- Wrote Subaru tagline: It's what makes a Subaru a Subaru. Introduced Subaru B9 Tribeca.

ACD/Copywriter

Lowes Worldwide, New York, NY (1993 – 2003)

Highlights

- Wrote campaigns for for Robitussin, Nasonex, Verizon Business.
- Helped rejuvenate Robitussin brand for coughs and colds in the age of pills. Sales surged 41%. Successful introduction of Robitussin Honey Cough, cough drops.
- Won Nasonex business from Schering Plough and helped company enjoy a surge of 154% in sales once new advertising was aired. Tagline: Fewer sneezes. Fewer worriers.
- Work for Verizon Business allowed Verizon to further cement their dominance in this highly competitive market as new accounts nearly doubled within 14 months.
- Created radio campaign for Malibu Rum that increased awareness 66% while increasing sales and trials 110%.
- On Smirnoff created one of the world's first websites.
- With win of Sun Microsystems helped build the San Francisco office from non-existent to second largest in Bay Area.

Areas of Experience:

Academic: Boston University School of Management, Institute for Humane Studies, Solomon Schechter Day School Association

Automotive: Champion Spark Plugs, GMC Trucks, Mercedes Benz of North America, Midas Mufflers, Mobil 1 Synthetic Motor Oil, SAAB, Subaru, Volkswagen

Beauty & Fashion: Chatham Chino Company, Clairol, Eileen Fisher, FRYE Boots, ISDA & Co., Galderma Skin Lotions, Gates Gloves, Magaschoni, Mennen Deodorant, The North Face, Nutmeg Sports Apparel, South African Gold, Sperry , Tommy Bahama, UGG Footwear, Wigwam Socks, Vineyard Vines

Beverages: Bailey's Irish Cream, Diet Coke, Diet Pepsi, Finlandia Vodka, Godiva Chocolate Liqueur, Heineken Beer, Hi-C Fruit Drinks, Lochan Ora Scotch, Lord Calvert Canadian Whiskey, Malibu Rum, Ronrico Rum, Sambucca Liqueur, Smirnoff Vodka, Stroh's Beer, Tea Forte

Consumer Goods & Services: Braun Appliances, Hasbro Toys, J&J Kid's Soap, Kenner Toys, Nikon Cameras, Polaroid, Purina ONE Dog Food, Sharp Electronics, Sony Electronics

Consumer Services: NatruraLawn Lawn Services, Weight Watchers

Entertainment/Sports: Blue Man Productions, Disney Licensing, GTN Creative, NY Racing Association, Smokey Glen Farm

Financial Services: AAFMAA, Bankers Trust, Berkshire Life Insurance, Chase Bank (now Chase JPM), Citigroup Visa & MasterCard, Fidelity Investments (Recruitment), Fine Art Capital, First Responders Financial, Gordon Brothers Group, HSBC, **Integrity Financial Group**, The New York Stock Exchange, Prudential Insurance, Prudential Real Estate Services, **SkyPoint Federal Credit Union**, **Stansberry Research**, Sun Life Bank, Western Union

Food: Bama Jams & Jellies (Now Welch Foods), Burger King, College Inn Broth, Denny's, Ore-Ida, Pita Stuffers, Perdue Chicken, Perdue Done-It Pre-Prepared Chicken, Seven Seas Salad Dressings, SoLo Energy Bars, J&J Sucralose (now Splenda)

Health Care (Rx): Affinitor (Oncology/Novartis), Atripla (HIV/Bristol Myers Squibb), Flumist (Medimmune), Fluzone (Influenza/Sanofi Pasteur), Frova Migraine Rx (Endo Pharma), Giliadel Surgical Wafer, HPV & HBV Awareness (Bristol Myers Squibb, Gardasil), Lidoderm Patch (Shingles/Endo Pharma), Loestrin (Birth Control/Allergan), Lyrica (Epilepsy/Pfizer), Nasonex (Allergies/Merck), Protonix (GERD/Wyeth Labs), Retisert (Uveitis/Bausch + Lomb), Sandostatin (Oncology/Novartis), Singulair (Asthma/Merck), Skin Care (Dermatology/Galderma), Vytarin

Healthcare (Non Rx): Dr. Michael Perras, Chiropractor, **Nolij Consulting**, Oral-B Toothbrushes, Robitussin Cold & Cough Syrups, Robitussin Honey Cough Drops

Misc. Gaithersburg-Germantown Chamber of Commerce, Mestel & Company Legal Placement Services & Hire Counsel, **Pickleball Athletics Club of America**

Packaged Goods: Brawny Paper Towels, Hot Shot Bug Spray, Quilted Northern Bathroom Tissue, P&G Coast Soap, P&G Gain Detergent, P&G Puritan Oil, Spectracide Garden Products, Vanity Fair Napkins)

Public Service: Aids Awareness (PTAAA), Falmouth Jewish Center, MACAA, Philip Morris Arts, Susan G. Komen Race for the Cure, United Way of CT, United Way of NY

Political: The Beyer Agency,

Retail: Avis Car Rentals, Cape Mac, ExxonMobil, Falmouth Water Company, Hertz Car Rentals, Lincoln Flooring, On-The-Run Stores (ExxonMobil), Puritan Cape Cod, Vineyard Vines

Technology & Telecom: 3Com Networks, **ADS Solutions**, Dell Computer, **DYSIS**, GTE Corporate, GTE Telops, IBM, Intel Corporation, **Nolij Consulting**, **ParentTablet.com**, Philco Televisions, Sylvania Lighting, Sylvania Televisions, Spring Long Distance, Sun Microsystems, Verizon B2B, Verizon Consumer, Verizon Wireless

Travel: American Airlines, Avis Car Rentals, Continental Airlines, ExxonMobil, Hertz Car Rental, Pan Am Airlines, Sheraton Rewards

Awards: Every top honor. Nearly 100 including Effie, One Show, Art Director's Club, Clio, Communications Arts, Andy Awards and scores of specialized industry awards.

Education: University of Virginia

Other: Avid photographer and island hopper.

References available on request.

(914) 391-8110
peter@pdbregman.com
www.pdbregman.com