

Peter Bregman

Contract Creative Director

Strategic. Engaging. Smart.

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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.

2023- The Beytin Agency, Arlington, VA

Created political ads for a number of candidates from local school boards to State Senators. running for re-election in New Jersey and Delaware. Also did a number of Get Out The Vote executions. All but two candidates won their elections. And they were in VERY TOUGH districts. Voter participation in strong Republican townships increased by 38%.

2022 DC Futures, Washington, DC

Developed multi-media campaign for a program from the DC Mayor's office that provides education grants for DC residents (generally 27 years and older) who for whatever reason could did not finish a degree program. The grants provide up to \$8000 to toward a degree that can lead to a career in over 50 high demand fields.

2021-2022 ParentTablet.com, Stamford, CT

Developed 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.

Developed fund raising letters soliciting angel investors for further app development.

2021 The Beytin Agency, Arlington, VA

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%.

2020 Stansberry Research, Baltimore, MD

Helped launch the 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 inq

2016 – 2021 @RMR Associates, Rockville, MD

- **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.

2013-2016 The Institute for Humane Studies, Arlington, VA

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.

2006 – 2015 Puritan Cape Cod, Hyannis, MA

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.

2011 vineyard vines, Stamford, CT

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

2003-2005 DDBNY, New York, NY Group Creative Director

Highlights

- Oversaw ExxonMobil globally
- Wrote and developed "We're Drivers Too campaign" that ran on six continents
- Won global Novartis business for Elidel eczema topical cream Rx
- Wrote Subaru tagline: "It's what makes a Subaru a Subaru."
- Introduced Subaru B9 Tribeca

Areas of Experience & Expertise:

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: **NaturaLawn 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), Vytorin

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. Including Effie, One Show, Art Director's Club, Clio, Communications Arts, Andy Awards and scores of specialized industry awards.

Taught Advertising at School of Visual Art in NYC for 5 years.

Education: University of Virginia

Other: Avid photographer and island hopper.

References available on request.

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