

steve simpson

Award-winning freelance creative; campaigns in English and in French

Sopalin paper towels (puppy): World Winner, British Advertising Broadcast Awards; Prize, Hollywood International Broadcast Awards; Prize, ACC Commercials Festival, Tokyo; Diploma, Clio Awards, NY

Sopalin (eggs): Prize, Clio Awards, NY; Gold Lion, Cannes; Prize Tokyo

Williams shaving cream (monks): Prize, Clios, NY; Diploma, Tokyo; Jury Short List, Cannes

Harpic (growling toilette): Diploma, Cannes; Diploma, Hollywood

Harpic (giggling toilette): Diploma, Clio Awards NY; Diploma, Tokyo

Harpic (chisel): Diploma, Cannes ; Diploma, Tokyo

Harpic (visitors): Prize, Hollywood ; Diploma, Cannes; Diploma, Clio Awards, NY

Harpic (8"): Diploma, Clio Awards, NY

Frolic dog food (fox): Diploma, Clio Awards, NY; Diploma, AD Club, Paris

Frolic (sheep): Diploma, Clio Awards, NY; Diploma, AD Club, Paris

Frolic (rain): Jury Short List, Cannes

Melitta Coffee: Diploma, Clios, NY; Diploma, Cannes; Grand Prize for Image, Paris

Handy Bag: Silver Lion, Cannes; Diploma, Clios, NY; Diploma, Hollywood; Diploma, Tokyo

Teisseire syrups: Bronze Lion, Cannes

Calor Aqualisor (hammam): Prize, Hollywood; Diploma, Clios, NY; Jury Short List, Cannes

Advertising Verification Bureau: Prize, Clios, NY

Coca-Cola: Grand Prize for Advertising, ESCP

Roudor biscuits: Jury Short List, Cannes

Venilia wall paper (shrinking room): Diploma, Clios, NY

ANRED (public service): Diploma, Clios, NY

Beducène (baby cream): Selection AD Club, Paris

Aqua Velva after shave: Selection AD Club, Paris

Dentyne: Diploma, Tokyo; Jury Short List, Cannes

Xtra soap powder: 2 Diplomas, Cannes

Cajoline: Diploma, Hollywood

Antar (cartoon): Diploma, Hollywood

Aspro: Jury Short List, Cannes

Jean-Marie Dru, chairman, TBWA\ World-Wide: "Steve is a true professional, combining rigor and creativity, something that is all too rare in other creatives."

Uli Weisendanger, Co-Founder/Creative Partner TBWA\ World-Wide: "For [Steve] there are only solutions. Concerning the solutions, just look at his campaigns. If I were to apply a time/quality ratio, he's got to be the least expensive creative around."

Christian Reuilly, Creative Director, Ogilvy & Mather: "He isn't an advertising fashion victim. He sells products by using solid ideas. Real concepts, not just slogans."

Michel Rogale, ex-Creative Director, J.Walter Thompson: "Steve is a rock who stands up to the assaults of mediocre briefs, nervous account execs, dubious clients, shaky strategies. During these tough times, that's precious."

Pierre Berville, Co-Pres. Calligary Berville Grey: "Steve is a great pro. That's all that counts."

Jean-Pierre Villaret, Co-Pres. DevarrieuxVillaret: "Steve isn't the kind who just comes along for the ride. He always brings what's becoming rarer than ever: concepts."

Annie-Claude Lemeunier, Co-Founder, ex-Creative Director BL/Leo Burnett: "From the way Steve takes a brief, you can already tell he will find solutions. Real ones."

Jean-Michel Carlo, Director EuroRSCG: "Once again, he brought professionalism and talent when we needed them."

Jacques Hebert, Ex-Pres. Grey Advertising: "He's really very good (which is useful)...he's consistently good (which is better)...and I enjoy working with him (which is better yet)."

Jean Feldman, Founder/Creative President FCA: "Good pro! (There are so few!)"

Jean-Pierre Audour, manager Havas Advertising: "Steve Simpson works fast and the work is good. What more can you ask?"

CV

Creative Director, bilingual English-French Copywriter. Native New Yorker. Columbia University. Copy-editor at The New York Times

In-Agency copywriter, group head or creative director for the following Paris agencies: Propart (direct marketing), RM Bosch, McCann-Erickson, Synergie, Moors & Warot, Lintas, Ecom, Ted Bates (executive creative director), TBWA (creative director for international accounts) and FCA !

Free-lance clients: BDDP, DDB, CLM/BBDO, TBWA\, DevarrieuxVillaret, Australie, Young & Rubicam, Ogilvy & Mather, BL/Leo Burnett, FCB, Bozell, Grey, HHCC (U.S. agency; creative director), CME/KHBB (Saatchi group), DMB&B, Audour Soum/SMS, SFCL, Publicis, Publicis Etoile, Saatchi & Saatchi, Black Pencil, René Salle, Lintas, DDB & Co, Saatchi & Saatchi Business, BBDO Corporate, Concept Group, Ateliers ABC, Wunderman, Rapp Collins, Tequila, BDDP-Tequila Interactive, Terre Neuve (pharmaceuticals)...

Direct clients: Cap Gemini Telecom & Media (int'l), Bang & Olufsen France, B&O int'l (printed matter), EuroDisney, World Media, UTA, Herald Tribune, McCormack & Dodge, Marshal Cavendish, Cap Gemini Partnerships, Japan Tobacco International...

Competencies: all media: TV, press, poster, outdoor, radio, printed matter, POP, web sites. Consumer advertising, direct-marketing, international, corporate, business-to-business, adaptations. All work in English and/or French.

Experience: Automobiles: Porsche, Chrysler (int'l), BMW, Ford, Opel, Mazda, Fiat, Seat, Saab, Toyota, Honda Motorcycles, Mudos, Porsche accessoires, Nissan, Esso, Michelin, Elf-Antar, Bridgestone-Firestone, Speedy, Midas, Maxauto... **Information Technology:** IBM (int'l), IBM industrial services (int'l direct marketing), Bull, Bull corporate (int'l), Wang, Cap Gemini Telecom & Media, Cap Gemini corporate (int'l), Compaq, World Online, Digital, Unisys... **Food products:** Heinz, William Saurin, Uncle Ben's, Danone, Paul Prédault, Burger King, Café Melitta, Banette, Knorr, Creusli Quaker, Laughing Cow Cheese, Kellogg's, Cochonou, Panzani, Eblé, Rivoire & Carret, Alsa, St-Albray, Lipton's teas, Lipton Saveurs du soir, Biscuits St-Michel, Roudor, Nestlé dessert, Merveilles du monde, Smarties, After-Eight, Nuts, Dentyne, Freedent, Simplese, Nespresso, Whiskas, Frolic, Canigou... **Drinks:** Coca-Cola, Fanta (int'l), Teisseire syrups, Jack Daniel's, Johnny Walker, Tuborg, Label 5, Glen Turner, Gordon' Twist (UK)... **Household goods:** Omo, Xtra, Sopalín, Cajoline, Cif, Javel la Croix, Top Job (launch), Ajax, Vizir, Altor, Wisk, Axion, Palmolive liquid, Harpic, Glassex, Handybag, Venilia... **White goods:** Thomson, Lincoln, Philips, Faure, de Longhi (Greece)... **Brown goods:** Akai, Blaupunkt (int'l), Thomson (int'l), Philips, BASF, Samsung, Sharp, Hitachi LCD... **Personal hygiene:** Pantène, Rexona, Williams, Aqua-Velva, Gillette, Persavon, Transition lenses... **Office equipment:** Mitsubishi Trium cell phones (launch), Alcatel telecom, Canon fax & copy, Casio, Operator TDF, Tipp-ex, Brother... **Fashion:** Huit (bras and panties, bathing suits), Trois Suisses, Kickers, Marlboro Classics, Givenchy bras, Hanes... **Photo:** Pentax, Kodak, Polaroid... **Travel:** Air France-KLM, Air France US, Air France Flying Blue (direct-marketing), Korean Air, UTA, Hertz (direct-marketing), Europcar, British Airways (direct-marketing), Tourism in Brittany... **Luxury:** Baume & Mercier, Parker, Bang & Olufsen... **Banks, Insurance:** Credit Agricole (corporate), la Poste (French post office financial products), Groupama (corporate)... **Tobacco:** British American Tobacco (new products), Philips Tobacco-Marlboro international, Japan Tobacco International: Camel, Winston... **Miscellaneous:** Arte TV, Herald Tribune, Jacob Delafon, Intermarché supermarkets, Carrefour Insurance, la Poste (stamp collecting), League against cancer, League for the Rights of Man, Advertising verification bureau, Paris Public transport, Marshall Cavendish (partwork publisher)... **Pharmaceuticals:** Aspro-Nicholas, Efferalgan, Fervex, Merck Sharp Dohme-Chibret (corporate), Ethypharm, Sanofi (corporate), Boston Scimed, Lactulose, Biphar, Digoxine, Synthelabo, Granocyte, Ménorest, Cicatril, Guerbet... **Business-to-Business:** FedEx, EADS Corporate IPO, DHL middle-east, Alcatel, Kimberly-Clark International, France Telecom corporate int'l, American Express voyage et services (int'l), Total corporate int'l, Siemens-IN2, Nielsen int'l, Jeumont Schneider, Thomson-Csf int'l, CCF, PPG, Schlumberger corporate int'l, 3M corporate, Snecma (int'l), GlobeCast, Philips Lighting, TraderForce.com, Inmarsat, Snecma Corporate IPO: **Web sites:** France Telecom international, Michelin Pax System...

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