





GRAPHIC DESIGN | ADVERTISING | PHOTOGRAPHY | ART/ILLUSTRATION | PRODUCTS | ARCHITECTURE | EDUCATION



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-  **Carmit Makler Haller** 10
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
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-  **Hugh Kretschmer** 60
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# A

The odd thing here is her \$850 heels are just \$189.

**DAFFY'S**



ADVERTISING

50 DEVITO/VERDI / USA

daffys.com



## DeVito/Verdi: Always Keep Working

THE DEVITO/VERDI TEAM IMMERSSED THEMSELVES IN OUR ORGANIZATION'S CULTURE AND MISSION — GOING ABOVE AND BEYOND TO UNDERSTAND THE VALUES THEY WOULD HELP US SUCCESSFULLY SELL TO NEW AUDIENCES.

**Nico Perrino**, Executive Vice President, FIRE

WHEN WE LAUNCHED E.P. CARRILLO CIGARS IN 2009, DEVITO/VERDI MAXIMIZED OUR BUDGET AND AMPLIFIED OUR VOICE THROUGH BREAKTHROUGH CREATIVITY, AUTHENTIC STORYTELLING, AND INNOVATIVE STRATEGIES.

**Ernesto Perez-Carrillo III**, Co-founder & Master Blender, EPC Cigar

THERE ARE NOT ENOUGH SUPERLATIVES IN THE ENGLISH LANGUAGE TO CAPTURE DEVITO/VERDI'S INCREDIBLE CREATIVITY, BRILLIANT ADS, AND EXTRAORDINARY THINKING. AND THE ICING ON THE CAKE IS HOW FABULOUS THEY ARE TO WORK WITH!

**Nancy Yanofsky**, Principal, Yanofsky Associates

The power to repair spinal discs with revolutionary, minimally invasive procedures is closer than you think.

Orthopaedic & Spine Institute  
Abington Health  
— The Power To Heal —

(Page 49) Daffy's, "Bizarre." Art Directors: Brad Emmett, Sherrod Melvin; Copywriters: Brad Emmett, Sherrod Melvin  
(Above) Abington Memorial Hospital, "Maps." Art Directors: Brad Emmett, Sherrod Melvin, Chris Turner; Copywriters: Brad Emmett, Sherrod Melvin



**Introduction by Roger Berkowitz** *Former President & CEO, Legal Sea Foods*

For more than a decade, DeVito/Verdi made us laugh, think, and question what we mean to our customers. And, many times, they made us nervous and often uncomfortable. They pushed us far beyond what we thought a family-owned and operated restaurant should do and say. But as we became bolder in our advertising, we realized it was making our brand stronger and our messaging more impactful. Yes, some of our ads may have ruffled feathers along the way, but in many ways that was the point. DeVito/Verdi helped keep us fresh, and that's exactly what a seafood restaurant should be.



*Legal Sea Foods, "9 Out of 10." Executive Creative Director: Sal DeVito; Art Directors: Zack Menna, Carlos Figueiredo, Kendra Malcolm; Copywriters: Carlos Figueiredo, Rich Singer*

**Q&A: DeVito/Verdi**

**What inspired or motivated you to have a career in advertising?**  
**Eric Schutte (E.S.), Executive Creative Director:** My family. They recognized that I had a lot of talent as an artist, even as a young child, and they pushed me to stick with it and helped guide me through going to art school. Thank you Mom, Aunt Charlene, and Uncle Alan.

**Rob Slosberg (R.S.), Creative Director:** I wanted to be a news reporter. My dad said, "Well, you're pretty funny, and you can write—why not try advertising?" He directed me to some award show books, and I was mesmerized by the greats at that time, such as Fallon, Ammirati, and Cliff Freeman. I said, "I wanna do that!"

**What is your work philosophy?**

**E.S.:** I have a few: Don't ask anyone to do anything you wouldn't do yourself. Any problem can be solved if another thought is put into it. Never make assumptions. You can't reason with crazy. Crazy knits a sweater for a hamster. You can't try to explain things to a crazy person using reason or sound logic. (Sorry, it's a saying. I didn't make it up. I know "crazy" has become an unpolitically correct word.) Never underestimate stupid. Just when you think someone wouldn't ever do X, you'll find out they did X.

**John DeVito (J.D.), Creative Director & Copywriter:** Always think smart, even when the client doesn't. And when it comes to writing ads, it's not what you say but how you say it.

**R.S.:** Keep working until you have something great. When you think you have something great, it might not be as wonderful as you think. So, keep working. And the cycle continues until you run out of time.

**Who is or was your greatest mentor?**

**Rob Carducci (R.C.), Creative Director:** I've learned a lot from almost all of my bosses, but I probably learned the most from Sal DeVito at DeVito/Verdi and Cliff Freeman at Cliff Freeman & Partners. Sal was a big practitioner of keeping concepts simple and smart, but also attention-getting and memorable. And Cliff was absolutely the master of advertising comedy.

**Vinny Tulley (V.T.), Creative Director & Copywriter:** I went to the School of Visual Arts in New York City, which is full of great teachers and mentors. My greatest mentors were Richard Wilde, Bob Needleman, and Sal DeVito. I was hired before graduation by Bob, and then Sal stole me away shortly after. I can't even fully express how much I learned from them. Amazingly enough, the school asked me to teach there shortly after I graduated, and I borrowed (stole) a lot that I was taught as a student from them. A few times, I combined Sal's class with mine when he couldn't make it, often cramming over 60 students in one room. I've tried hard through the years to be a good mentor because I had such good ones when I started.

**E.S.:** Sal DeVito. I met him during my junior year at SVA. He taught me everything about good ideas, great ideas, bad ideas, cute ideas, and every other kind of idea. He also taught me when to follow my instincts and when to cut bait and run. Everything after that has just been me following his advice.

**J.D.:** My father, Sal DeVito.

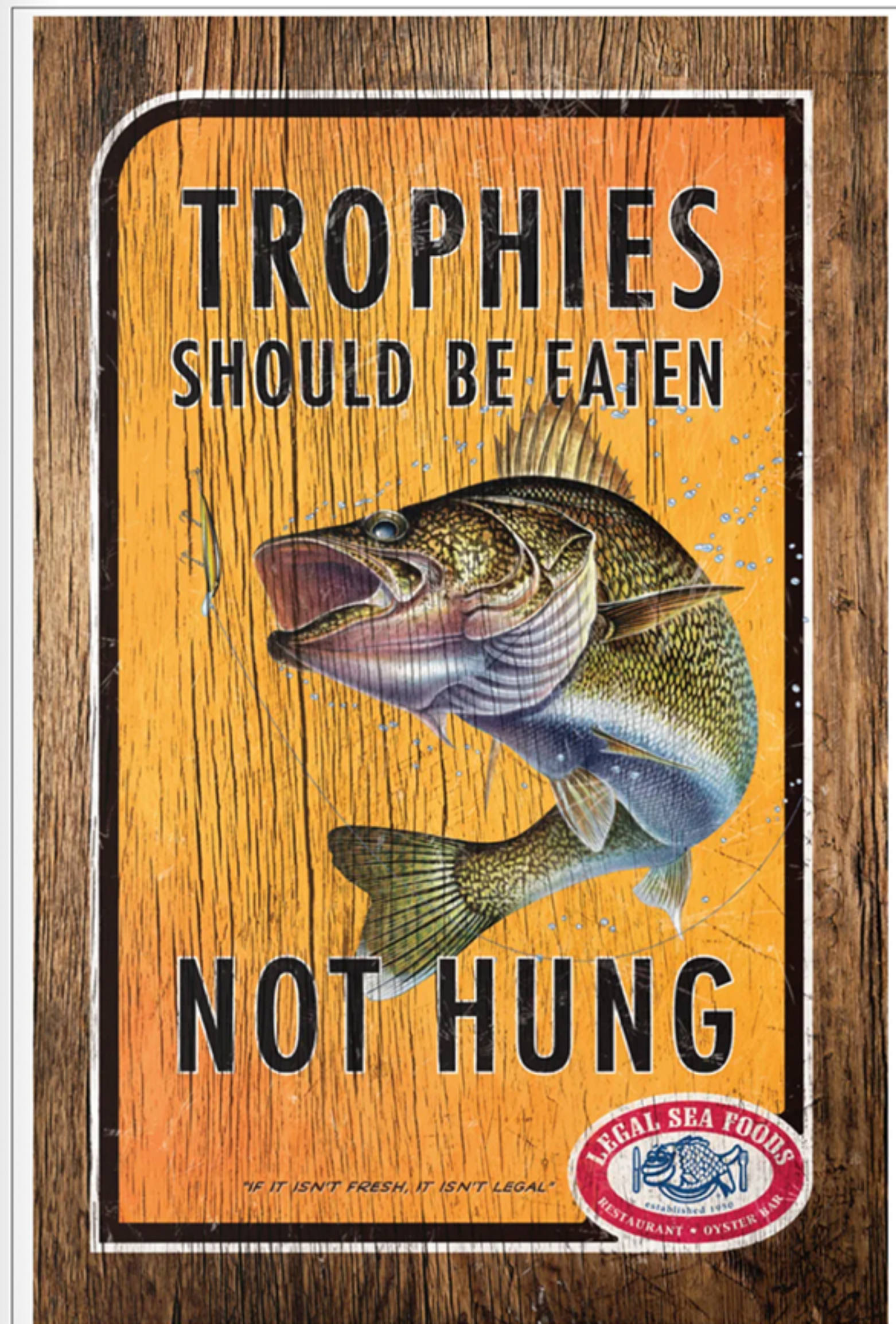
**R.S.:** Sal DeVito was an early hero of mine. To him, the only thing that mattered was producing great work. All the strategizing, meetings, and talking were just B.S. The work was what the public saw and what set the agency apart.

**What is it about advertising that you're passionate about?**

**E.S.:** I'm the most passionate about public service announcements that I believe in. Convincing the public to get vaccinated. Convincing others that we need stronger gun laws. Convincing people to help the homeless. Anything I can do to make my advertising have a positive impact on the world is what I'm passionate about.

**J.D.:** Doing great advertising that gets attention, from the conception to the copywriting to the winning awards. Whether it's a funny TV script, an emotional radio commercial, smart social posts, or writing a headline so powerful that the people reading it feel it in their gut; doing that kind of advertising is what it's all about for me.

**R.S.:** I'm not saying we're a bunch of Picassos over here, but creating something from a blank piece of paper and seeing it



*Legal Sea Foods, "Trophies Should Be Eaten." Executive Creative Director: Sal DeVito; Art Directors: Manny Santos, Kendra Malcolm; Copywriter: John DeVito*





*It's a religious experience.*

Legal Sea Foods, "Jesus Fish." Executive Creative Director: Sal DeVito; Art Directors: Manny Santos, Brad Emmett; Copywriters: Barry Flanik, Brad Emmett, Bob Fremgen

A SEAFOOD RESTAURANT  
**SO EXCLUSIVE**

**9 OUT OF 10 FISH  
CAN'T GET IN.**

*"IF IT ISN'T FRESH, IT ISN'T LEGAL"*

Legal Sea Foods, "9 Out of 10." Executive Creative Director: Sal DeVito; Art Directors: Zack Menna, Carlos Figueiredo, Kendra Malcolm; Copywriters: Carlos Figueiredo, Rich Singer





come to life out there where many others are viewing it can be incredibly rewarding. I love making something out of nothing.

*It seems like people are at the center of your work, either through your message or medium. Tell us more about this.*

**E.S.:** All advertising has to connect to people, whether you need them to buy something, do something, or not do something. Using truths that people can relate to will help them connect to your message. Essentially, people aren't at the center of the work, but rather the truths they can connect to.

*What is your most memorable project?*

**E.S.:** A public service announcement that I'd worked on years ago to convince the world that we need stricter gun laws.

**J.D.:** It was a campaign for Meijer Superstore and my first commercial shoot. Everyone remembers their first, but I really remember it because one of the TV spots won "Best of Show" at the New York ADDY Awards and a Bronze Cannes Lion. What makes it even more memorable is the fact my father, Sal DeVito, had said he would never hire me full-time. That was always my goal: to prove to him that I belonged at DV. At the time, I was just freelancing for him, so winning those awards got me a full-time gig. Been here ever since.

**R.S.:** I'm a musician in my secret life on the weekends. When a project for Legal Sea Foods came up, I had this idea of using footage of fish moving their mouths. They would sing about the product, and how they were sad to not be the chosen fish for Legal. I wrote original songs, played all the instruments, and sang all the different fish voices. It was a blast producing them, and the client loved the commercials. It started as one test commercial, and we ended up doing 10 of them over the years.

*What is the most difficult challenge you've had to overcome?*

**R.S.:** My severe dyslexia. It's plagued me my entire career. I may be the worst speller in the entire advertising and marketing industry.

*Who among your contemporaries today do you admire?*

**R.C.:** Agencies that are producing work that I find interesting and inspiring these days include CALLEN, Droga5, Erich & Kallman, FIG, Fortnite Collective, The Martin Agency, and Wieden+Kennedy.

**V.T.:** I'm proud to say I had the honor of teaching so many great people at SVA who became successful in the advertising and graphic design industry. It truly is great when a kid you met when they were 19 or 20 years old in their first-ever basic ad class goes on to become your contemporary and rise to the top, sometimes winning even more awards than you. There are so many out there, but they know who they are.

**E.S.:** Eric Silver, Greg Hann, Jerry Graf, Sal DeVito, Todd Tillford, Kara Goodrich, Ari Harper, Doug Fogal, and Steve Fallon. I could go on and on. They're the creative geniuses and pioneers of our time. But something has to be said for Don Schneider, Bill Bruce, James Chung, and a handful of genius creatives who also taught me how to balance work with life years before the millennial generation demanded it.

**J.D.:** Frank Anselmo. I graduated from the SVA with him. He's highly successful as an award-winning creative and advertising instructor, as his class is the most awarded in the world. And now he's the executive creative director for the New York Mets. How cool is that?

**R.S.:** I admire the founders of any independent ad agency. The guys have achieved admirable success without ever being owned by a corporation. It was just a couple of guys (or girls) taking a leap of faith on day one, and then they built it up into a

respected firm. Agencies that come to mind are David and Goliath, Venables/Bell, Camp + King, and, of course, DeVito/Verdi.

*What would be your dream assignment?*

**E.S.:** Save the world. Almost every great PSA is kind of a part of that assignment.

**J.D.:** A TV assignment for Nike.

**V.T.:** Any assignment where the creatives have total creative freedom and final say. Seriously, I always wanted to work with professional sports. Working on a campaign for the NHL would probably be a dream assignment since I played hockey and it's my favorite sport. Hey, Gary Bettman, call me!

**R.C.:** Actually, I've already worked on a project that I'd consider a dream assignment. I'm not going to name names, but unfortunately, the client rejected my concepts, so I was ultimately not part of the finished work that was then widely ridiculed by both the press and the public (not at D/V).

**R.S.:** If you'll allow me to answer this question in a salty way, I think the problem is too many creative people, especially younger ones, believe that once they finally get their "dream" assignment (Nike, Geico, Coke, etc.), then they'll get to do great work. But some of my most rewarding work has come from a seafood restaurant, an online bookstore, and a local furniture retailer. People need to find greatness in the products they're working on.

*You've done advertising for the medical industry in the past. How has that work changed since the pandemic?*

**E.S.:** I believe medical industry work is more important to the public than ever. Before the pandemic, if you didn't have an ailment, you didn't pay as much attention to it. But now, everyone is plagued by something that has a lasting, detrimental impact on society. Healthcare work gets much more attention now than before the pandemic.

**V.T.:** At first, everything became very serious. Humor and comedy didn't feel like the right way to go. Praising and honoring the front-line healthcare workers became important. As time went on, things seemed to return to normal. The vaccine and the number of deaths going down helped that. From what I'm seeing, healthcare advertising seemed to return to its pre-pandemic tone.

**R.C.:** Since the pandemic, I'm not sure that advertising for the medical industry has changed all that much. But there seems to be more of it out there, and experience in that category is now a lot more valuable.

*Can you name some of your favorite people or clients you've worked with?*

**R.C.:** After all these years, I still feel a special bond with the creatives I met and worked with at Cliff Freeman & Partners. We still keep in touch, and it's always a total blast whenever we have the opportunity to work together again.

**V.T.:** I've been really lucky to work with great clients such as Virgin Atlantic, Meijer Super Stores, Jackson Hewitt Tax Service, Mount Sinai Hospital, and Gildan Apparel. They all wanted work that stood out and had the guts to actually buy and run it when we delivered. Interestingly enough, the campaigns they bought really worked for them, making a strong argument for the power of creativity. And nobody in this business can be successful without collaborating with great, talented people. Working with director Bob Giraldi was like being in film school. Watching Oscar-winning DPs like Robert Richardson and Janusz Kaminski set up and frame shots was invaluable. And, of course, all my awesome creative partners who worked with me as we stared at the soles of each other's sneakers for hours on end.



## MINIMALLY INVASIVE SPORTS SURGERY







*S*ome eat better than others.

If you're looking for a suit that's a bit more substantial, come into Britches of Georgetowne. Our suits are made with the finest of fabrics, exceptional workmanship and of course, meticulous tailoring. We're certain you'll find one that demonstrates your impeccable taste.

*BRITCHES*  
of GEORGETOWNE  
*Finest Clothiers*  
Since 1967





**E.S.:** Sal DeVito and Eric Silver are the greatest agency leaders I've ever worked under. Not because of the amazing wins, but because of how hard they took the losses. They took the blame. They taught me how to be a leader, and how to inspire great work from others.

**J.D.:** Former president and CEO Roger Berkowitz of Legal Sea Foods. Great client. He always wanted funny, edgy work that got attention. And as an agency, that's what we do best. As for a creative person, Sal DeVito.

*What professional goals do you still have for yourself?*

**E.S.:** To continue making advertising better and more accountable for the world we live in today. To make advertising and marketing reflect a better level of diversity and equality. To use the power of marketing and advertising to help the world, not just to help a few select businesses make money.

**J.D.:** To win more One Show Pencils and Cannes Lions.

*What is some advice you'd give a student that you wish you'd known when you first started out?*

**E.S.:** Don't create anything that you aren't proud of, and everything else that's a concern will take care of itself.

**V.T.:** Don't get hung up on any particular assignment if it doesn't get produced or gets watered down. There'll be plenty of other opportunities. Always be thinking of the next assignment. It's set up so nobody wins them all. The good news is you'll still win plenty as long as you learn to get over the losses quickly and move on.

**R.C.:** I don't think any of us could've predicted how dramatically the industry would change over the years. My advice to a student would be to never get stuck in your ways and always be ready for anything.

**R.S.:** Keep working. Every idea you come up with isn't precious and probably isn't as brilliant as you think. Don't take it personally when an ad is killed. Look at it as an opportunity to top it.

*What interests do you have outside of your work?*

**E.S.:** I have four wonderful children that are the loves of my life. I love working with my hands. And on occasion, I love sneaking away with my wonderful wife for a white-knuckle ride on a Harley Davidson.

**J.D.:** Writing fiction. I authored a young adult novella titled *Pixie's Parchment Paper*, which is centered around bullying. It's currently available on Amazon. I also enjoy playing the piano and traveling.

**R.S.:** I'm a singer/songwriter under the top-secret name Rob

Morton. That was a plug.

*What do you value most?*

**E.S.:** Leaving this world a better place for my children and the next generation that'll live here.

**R.S.:** Work/life balance. Be good at what you do at work. Be a good dad or mom.

*Where do you seek inspiration?*

**E.S.:** In all forms of art, movies, viral films, and anyone artistic who thinks outside the box.

**J.D.:** OneClub.org. Plenty of great inspiration there.

**V.T.:** I'm always looking at advertising award shows like the One Show, Cannes Lions, and, of course, Graphis. There's so much great work being produced around the world that you can only really see in these shows. I think every creative person, regardless of experience, should be familiar with the best work out there.

**R.C.:** I find inspiration everywhere: animation, film, fine art, graphic design, illustration, literature, music, photography, walking down the street, sitting in the park, eating a sandwich—the list goes on and on.

**R.S.:** Like a stand-up comedian, the crazy and trivial truths in life.

*How do you define success?*

**E.S.:** On Monday morning, do you love going to work or cringe at it? I love it. If you don't, find an industry that you do. That's how you should measure success.

**R.S.:** Be good enough at what you do at work that your co-workers respect you and your opinion. Be a good enough person in life that your family and friends respect you and your opinion.

*Where do you see yourself in the future?*

**E.S.:** With any luck, fostering young minds to continue making the world a better place through advertising, marketing, running an agency, and doing amazing work that makes me proud when I see it.

**J.D.:** Either still writing award-winning work at DeVito/Verdi, or writing more fiction books while sitting on a lounge chair under an umbrella on a beach close to a palm tree while sipping on rum punch somewhere in the Caribbean with my beautiful wife right by my side. Or possibly both, since we all know everyone can work remotely now.

DeVito/Verdi [www.devitoverdi.com](http://www.devitoverdi.com)  
See their Graphis Master Portfolio at [graphis.com](http://graphis.com).



**IF YOU'RE PAYING OVER \$100 FOR A DRESS SHIRT,  
MAY WE SUGGEST A JACKET TO GO WITH IT?**

With men's, women's designer clothes selling at 40-75% off every day, you'd be crazy to shop anywhere else. Elizabeth, East Hanover, Paramus, Wayne and New York City.

**DAFFY'S**  
CLOTHES THAT WILL MAKE YOU, NOT BREAK YOU.

Daffy's, "Straitjacket." Executive Creative Director: Sal DeVito; Art Director: Tom Gianfanga; Copywriter: Rob Carducci

ALWAYS THINK SMART, EVEN WHEN THE CLIENT DOESN'T. AND WHEN IT COMES TO WRITING ADS, IT'S NOT WHAT YOU SAY BUT HOW YOU SAY IT.

John DeVito, Creative Director & Copywriter



**WHAT  
80% OFF  
ACTUALLY  
LOOKS  
LIKE.**

Designer clothes 40-80% off.

**DAFFY'S**

GANNETT OUTDOOR





HE PLAYED THE PIANO  
WITH ALL HIS HEART.  
AND WITH SOMEONE ELSE'S TOO.

64-year-old Moshe Einav's heart was always into playing the piano. But unfortunately, that very same heart of his was failing. Moshe then came to the University of Chicago Medicine where he could benefit from a medical team that included experts in heart failure medical treatment, mechanical circulatory support and cardiac surgery, including heart transplants. Because of his condition, Moshe was placed high on the waiting list for the donor organ. Fortunately for Moshe, not only is the University of Chicago Medicine one of the most respected and innovative heart failure programs in the country, but it also had a piano in the lobby. And for the next six weeks, Moshe graced patients and visitors with his beautiful music. He even played on the day of his heart transplant, one hour before the surgery. Three days after surgery, the pianist was back at it again. In fact, he was playing 90-minute concerts daily for the entire hospital to enjoy during his recovery. He said, "Getting a new heart was like getting a new spirit." But in the process, he raised the spirits of everyone else around him. To learn more or make an appointment, call 1-888-824-0200 or go to [uchospitals.edu](http://uchospitals.edu).

AT THE FOREFRONT OF MEDICINE™



*University of Chicago Medicine, "Heart." Art Directors: Eric Schutte, Jason Rogers; Copywriters: Eric Schutte, John DeVito*

**DON'T LET THEIR**

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**ENEMY'S PRESENCE**

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**BE FELT MORE THAN YOURS.**

SHOW YOUR SUPPORT FOR OUR TROOPS BY LOGGING ON TO  
★ [WWW.AMERICASUPPORTSYOU.MIL](http://WWW.AMERICASUPPORTSYOU.MIL) ★



*Ad Council, "America Supports You." Executive Creative Director: Sal DeVito; Art Director: Zack Menna; Copywriter: Bonnie Pihl*



Paid for by FIRE

# FREE SPEECH IS NEVER AS DANGEROUS AS THOSE WHO TRY TO SILENCE IT.

Shhh. Don't say the wrong thing. Agree, or else. Conform, or be banished. Throughout history, silencing dissenters has been the key to dismantling democracy. If you agree with the trending opinions, it may not seem so bad to censor minority opinions. But power shifts. The majority changes. Before you know it, you're the one being silenced. The American experiment depends on each of us having a voice. That's why it's so important to protect everyone's free speech — whether we agree with it or not. [thefire.org](http://thefire.org)



FIRE, "Barbed Wire." Creative Director: Eric Schutte; Art Director: Scott Steidl; Copywriter: Mark Teringo



When your right to an abortion is taken away, what are you going to do

Reproductive rights are under attack. The Pro-Choice Public Education Project. It's pro-choice or no choice.

18881253-CHOICE or [www.prochoice.org](http://www.prochoice.org)

Pro-Choice Public Education Project, "Hanger." Executive Creative Director: Sal DeVito; Art Director: Vinny Tulley; Copywriters: Vinny Tulley, Rob Carducci



KINGS, PRESIDENTS

&



DICTATORS



*are on the*  
WAITING LIST.

*Needless to say, their patience is wearing thin. But it will be rewarded with a truly sublime cigar created by the legendary Ernesto Perez-Carrillo. The special release of the E.P. Carrillo Edición Inaugural 2009 commemorates the formation of his new company. This medium-bodied cigar is blended with aged Nicaraguan and Dominican tobaccos and an exclusive Ecuadorian wrapper. Only a limited supply of these fine cigars will be available from December 2009 to April 2010 at select tobacconists.*

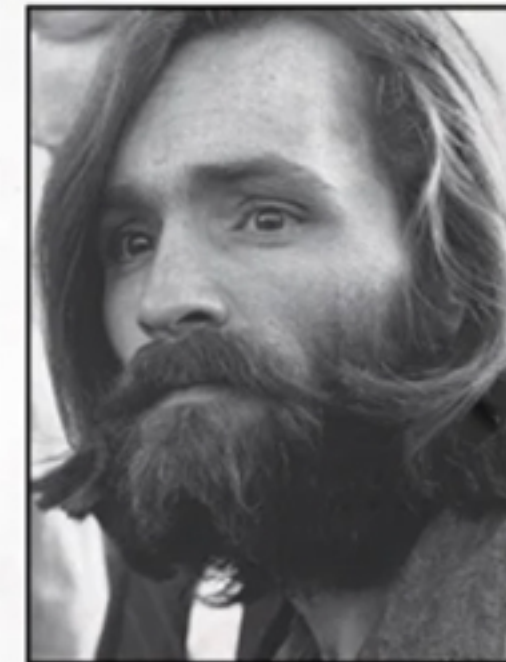


  
CARRILLO

[www.epcarrillo.com](http://www.epcarrillo.com)

E.P. Carrillo, "Kings, Presidents & Dictators." Executive Creative Director: Sal DeVito; Art Director: Manny Santos; Copywriter: Eric Schatte

**THE MAN ON THE LEFT  
IS 75 TIMES MORE LIKELY TO BE STOPPED  
BY THE POLICE WHILE DRIVING THAN  
THE MAN ON THE RIGHT.**



It happens every day on America's highways. Police stop drivers based on their skin color rather than for the way they are driving. For example, in Florida 80% of those stopped and searched were black and Hispanic, while they constituted only 5% of all drivers. These humiliating and illegal searches are violations of the Constitution and must be fought. Help us defend your rights. Support the ACLU. To learn more and to send your Members of Congress a free fax go to [www.aclu.org/racialprofiling](http://www.aclu.org/racialprofiling).

american civil liberties union  
125 Broad Street, 18th Floor, NY, NY 10004 [www.aclu.org](http://www.aclu.org)

ACLU, "Manson/King." Executive Creative Director: Sal DeVito; Art Directors: Sal DeVito, Barbara Eibel, Greg Braun; Copywriters: Sal DeVito, Joel Trachtenberg



# The Other Chicken Companies Are Going To Hate This Ad.

Many chickens on the market today are less than perfect. That's because the companies that sell them believe if a chicken is good enough to be approved by the government, it's good enough to be sold to you. At Empire, after a chicken passes government inspections, it has to pass kosher inspections—where many times a chicken is rejected for not being as perfect as we believe a chicken should be. Where can you find an Empire chicken? They're conveniently located at your supermarket and butcher, next to the chickens that are less than perfect.

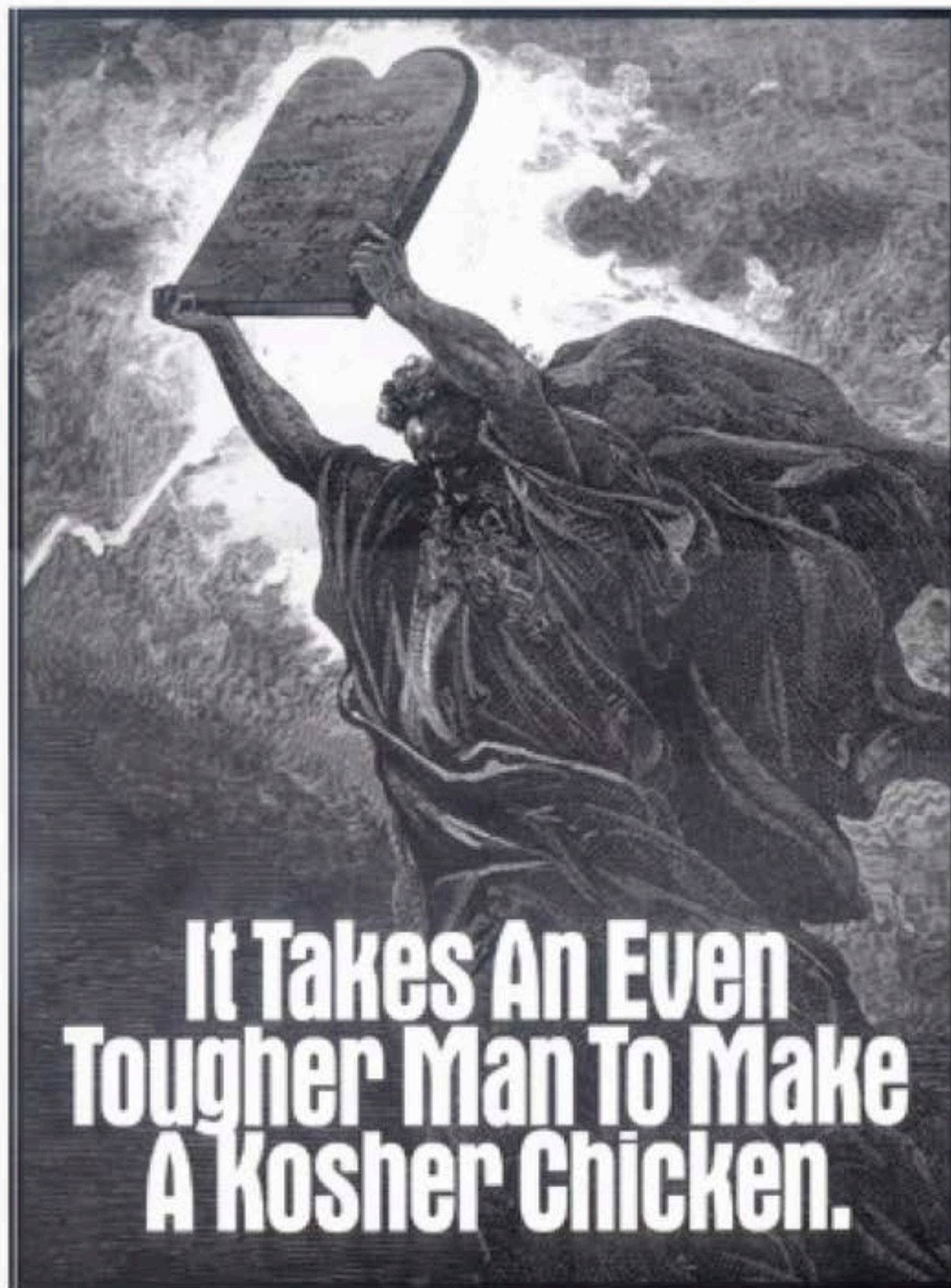
**EMPIRE KOSHER CHICKEN** 

# The Other Chicken Companies Are Going To Hate This Ad.

Many chickens on the market today are less than perfect. That's because the companies that sell them believe if a chicken is good enough to be approved by the government, it's good enough to be sold to you. At Empire, after a chicken passes government inspections, it has to pass kosher inspections—where many times a chicken is rejected for not being as perfect as we believe a chicken should be. Where can you find an Empire chicken? They're conveniently located at your supermarket and butcher, next to the chickens that are less than perfect.

**EMPIRE KOSHER CHICKEN** 

Empire Kosher Chicken, "The Other Chicken Companies." Art Director: Sal DeVito; Copywriter: Sal DeVito; Photographer: Callon/Resnick



# It Takes An Even Tougher Man To Make A Kosher Chicken.

No chicken goes through more inspections than a kosher chicken.  
And no kosher chicken goes through more inspections than an Empire.

**EMPIRE KOSHER CHICKEN** 

Empire Kosher Chicken, "It Takes An Even Tougher Man." Executive Creative Director: Sal DeVito; Art Director: Sal DeVito; Copywriters: Abi Aron Spencer, Rob Carducci



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**LOOKING FOR  
ONE NIGHT STAND?**

Then you're looking in the  
right place. I'm attractive,  
short, and full of personality.

Take me home and bring  
me up to your bedroom  
tonight. You won't be  
disappointed. I promise.

**- Night stands available  
now at Bernie & Phyl's  
home of fine furniture.**

**1 (774) 265-1010**

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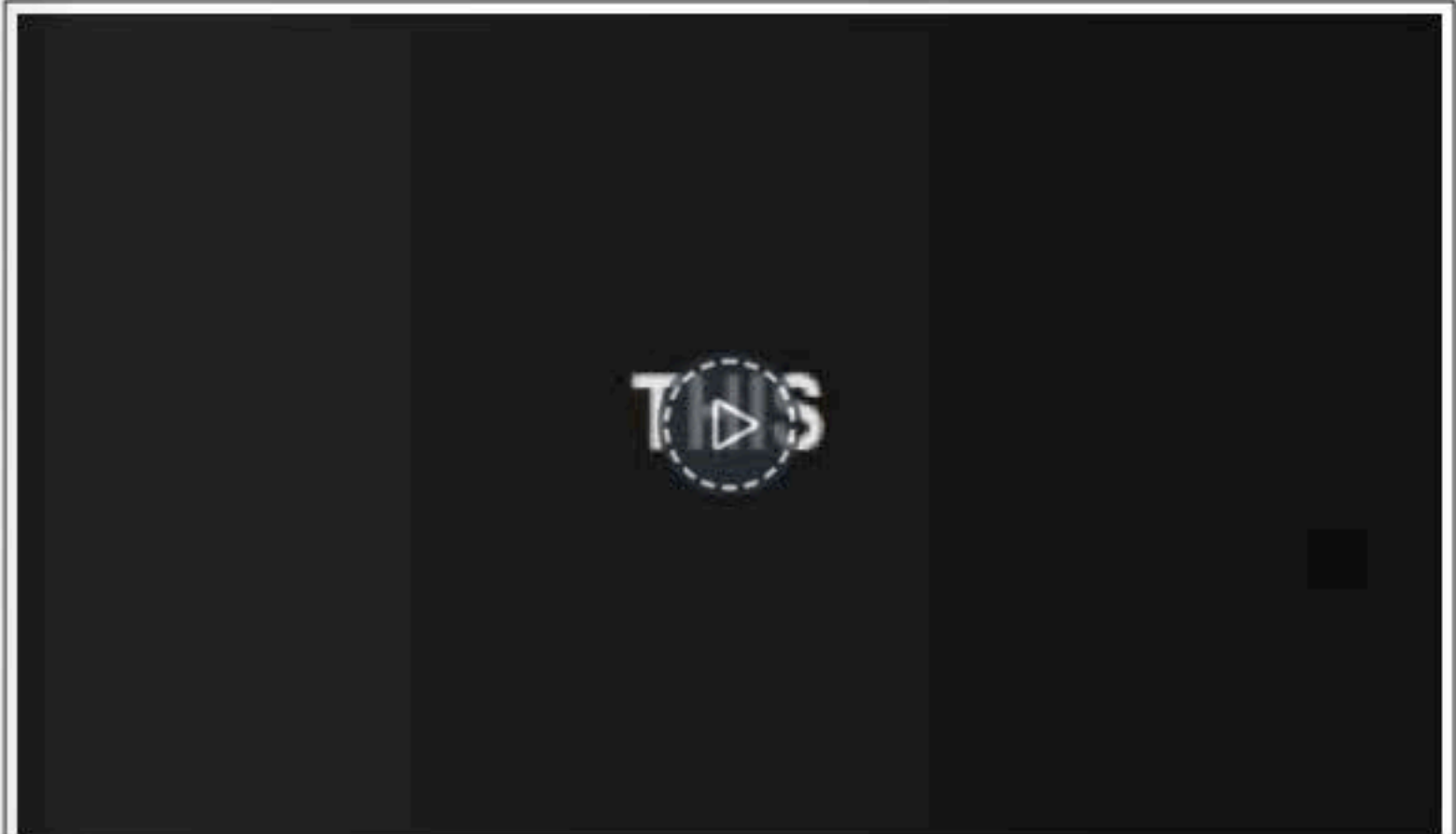
SINGLE B F LOOKING

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*Bernie & Phyl's, "One Night Stand." Executive Creative Director: Sal DeVito; Art Directors: Eric Schutte, John DeVito; Copywriters: Eric Schutte, John DeVito*



*Planned Parenthood of NYC, "Condom." Executive Creative Director: Sal DeVito; Art Director: Finny Talley; Copywriter: Sal DeVito*



*American Asthma Foundation, "Park." Executive Creative Director: Sal DeVito; Creative Director: Brad Emmett  
Copywriter: Stephen Gill; Agency Producer: Barbara Michelson; Director: Janusz Kaminski*

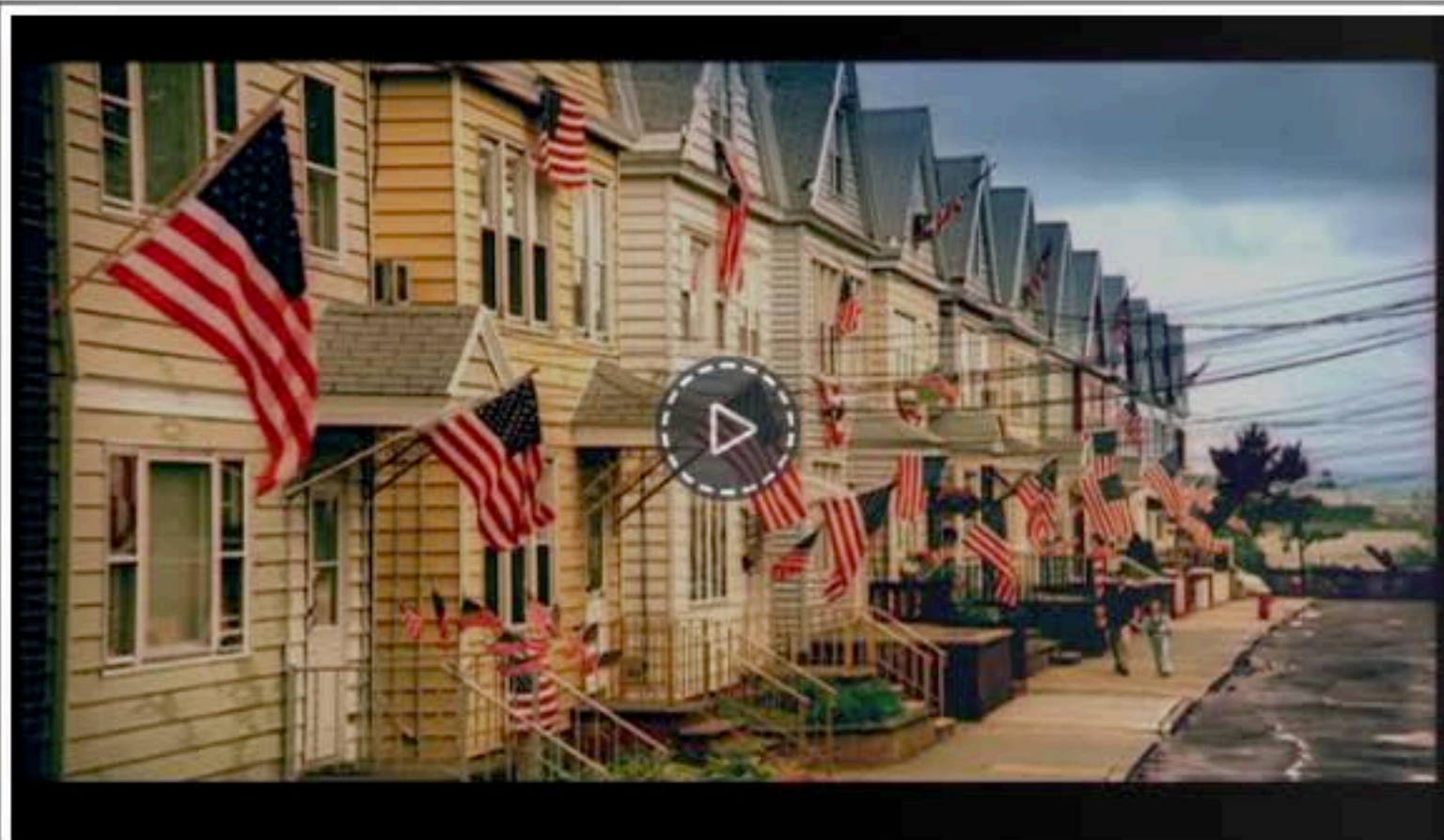




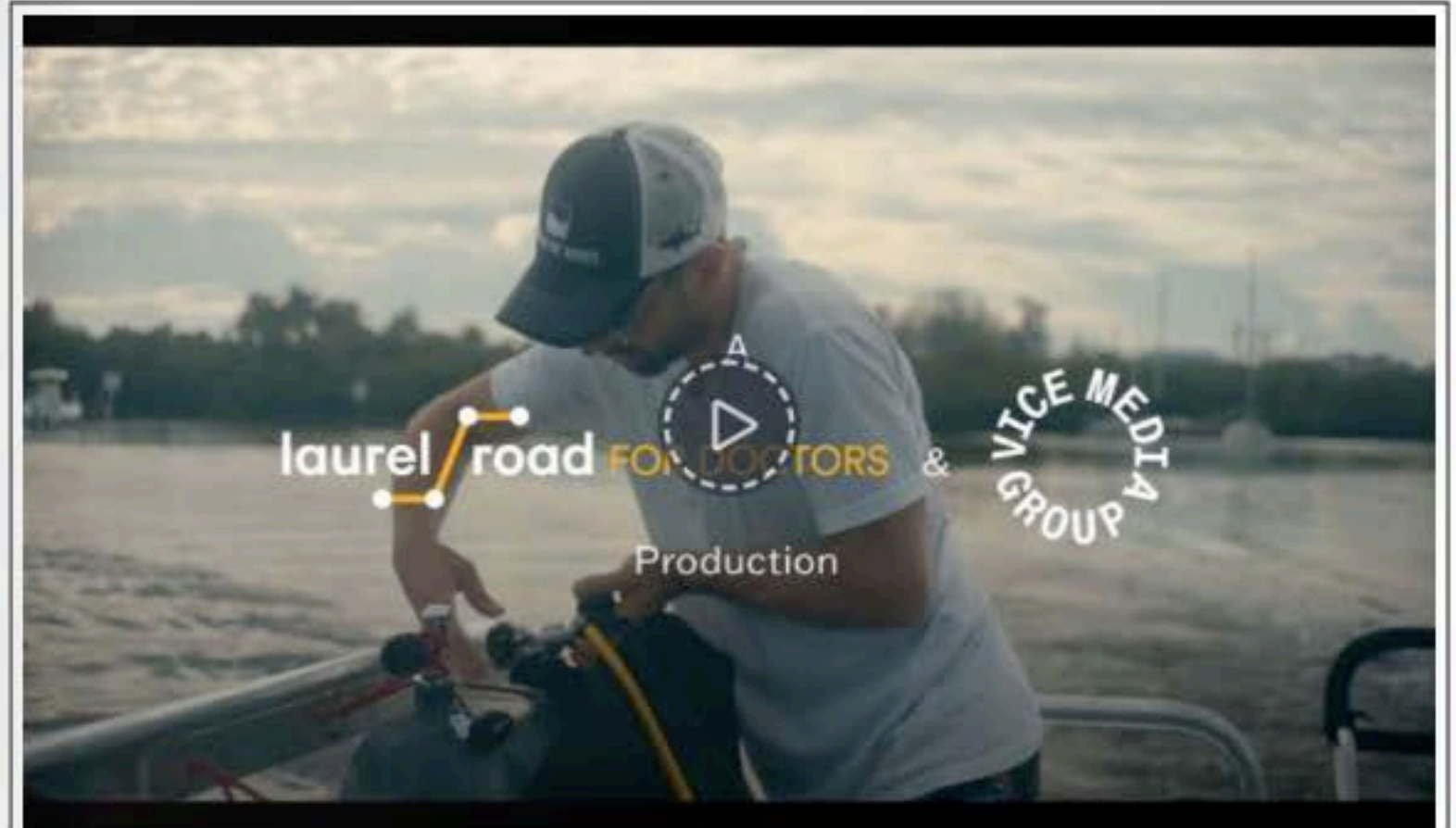
Meijer, "Spinach." Executive Creative Director: Sal DeVito; Art Director: Brad Emmett; Copywriter: Wayne Winfield; Agency Producer: Barbara Michelson; Director: Jeffrey Fleisig



BayCare, "If I Can Stop." Creative Director: Eric Skatta; Art Director/Writer: Scott Steidl; Agency Producer: Barbara Michelson



Ad Council, "Main Street, USA." Executive Creative Director: Sal DeVito; Art Directors/Copywriters: Sal DeVito, Brad Emmett, Lee Seidenberg; Director: Bob Giraldi; Editor: Jerry Fried; Agency Producer: Barbara Michelson



Laurel Road, "Ocean Photographer." Creative Director: Eric Skatta; Copywriter: Rob Carducci; Agency Producer: Barbara Michelson; Director of Photography: Soren Nielsen; Photographer: Dr. Hanan Atia; Director: Vanessa Hudson, Vice Media Group