

# DAVID KASEY

1101 FISHER LANE; WINNETKA, ILLINOIS 60093

dk@davekasey.com

WWW.DAVEKASEY.COM

CELL (847) 971-3630

## EXPERIENCE

- 2007-2008 **DAVE KASEY CREATIVE CONSULTING** Winnetka, IL  
***Creative Advertising Consultant***
- Executed brand-positioning engagement for Sterling-Rice Group in Denver, repositioning a packaged goods product with a revamped broadcast and print campaign.
  - Revitalized creative staff and upgraded broadcast production capabilities while leading creative teams in new business pitches, brand generation projects and ongoing brand work as acting Creative Director for Blue Chip Marketing and Communications.
  - Led Blue Chip MAC design team in electronic goods brand re-launch including creation of new packaging that conformed to Wal-Mart's green requirements.
  - Re-branded Franklin Capital Network by elevating sophistication of design, logo, branding line and messaging for all business-to-business marketing materials.
- DDB CHICAGO ADVERTISING** Chicago, IL  
***Vice President, Creative Director***  
**Accounts:** Anheuser-Busch, Cars.com, McDonald's, Frito-Lay, Busch Entertainment, Midas, General Mills, Frigidaire, American Cancer Society, Kraft, JCPenney, Sears.
- 2004-2007 ***Creative Director – Cars.com***
- Proposed new media to give Cars.com a unique personality in the online automotive marketplace.
  - Supervised creative teams and account planners in 2006 proactive presentation of interactive and non-traditional media campaigns designed to engage consumers when cars are top of mind.
  - Doubled consumer awareness over past three years for Cars.com, an emerging brand in a crowded category, with awareness-building campaign using traditional media.
  - Doubled vehicle listings, with annual revenues showing double-digit growth each year.
- 1998-2007 ***Creative Director – Anheuser-Busch International***
- Spearheaded Budweiser's Quality and Image campaigns for China from 1996–2004.
  - Launched and established Budweiser as #1 imported beer in the world's largest emerging market while driving sales beyond projections.
  - Led creative teams in Chicago and Shanghai; managed vendors in Australia, China and Hong Kong.
  - Developed strategic ads for key Latin American, European and Asian markets.
  - Built overseas client trust with proven track record, persuasive presentation skills, strong strategic thinking and, most importantly, by listening.
- 1990-1998 ***Associate Creative Director***
- Solidified Budweiser presence and reinforced core brand equities in new markets, across three continents, with groundbreaking integrated campaign for Budweiser sponsorship of World Cup 1998.
  - Repositioned Budweiser brand image in 1995 from "the beer my dad drinks" to hip and fun for young adults by creating award-winning spots for "Ants/Frogs" campaign.
  - Budweiser's share of the regular premium beer segment increased 5% for the first year while all other regular premium beers suffered declines.
  - Built brand icon Chester Cheetah with high-profile Cheetos campaign, 1988-1994.
  - Q-scores in early 1990s for pre-teen and teen target demographic were higher for Chester Cheetah than scores for Mickey Mouse and Michael Jordan.
  - Co-created and personally pitched "Chester Cheetah" television series to networks; picked up by Fox for their Fall 1991-92 lineup.

1983-1990

**Copywriter**

- Launched new “Quality” campaign for McDonald’s client, frustrated by former agency’s creative approach. Campaign so successful, client ran three spots in the Super Bowl.
- Successfully managed client needs, helped DDB reestablish relationship with McDonald’s.
- Sparked annual increase in park attendance for three consecutive seasons by creating “Play-o All Day-o” campaign for Sesame Place.
- Achieved dramatic results despite being dramatically outspent by nearby competition. Sesame Place added very few new attractions vs. Hershey Park’s robust expansion.
- Created numerous spots for “Gimme a Light” umbrella campaign for Bud Light which sustained double-digit growth in annual sales for nearly a decade (vs. 2-3% in category).
- Propelled late-to-market Bud Light past the category-defining Miller Lite brand in total sales and market share. Results deemed so pivotal, it became a Harvard case study.

1979—1982

**AERIAL DATA REDUCTIONS**

Pennsauken, NJ

**Cartographer/Draftsman**

Supervised large-scale mapping projects for the Army Corps of Engineers.

**AWARDS**

One Show, Cannes International Advertising Festival, Chicago International Film Festival, London International Advertising Awards, International Film and TV Festival of New York, International Print and Radio Festival of New York, China Advertising Festival, Shanghai Advertising Awards, Radio Best, Addy, EFFIE.

**EDUCATION**

**NORTHWESTERN UNIVERSITY**

Evanston, IL

**Medill School of Journalism**

**Master of Science in Advertising, 1983**

Winner of the school’s highest honor, *The Harrington Award*, for graduating first in class.

**“ON-THE-ROAD SCHOLAR”**

**UK, Europe, India, Asia, Indonesia, Australia, and New Zealand, 1981**

Mapped out an itinerary and traveled the world on a nine-month leave of absence from work.

**UNIVERSITY OF NORTH CAROLINA**

Chapel Hill, NC

**Bachelor of Arts in Geography, 1978**

Graduated Phi Beta Kappa. Editor/writer of the Sh!t Sheet; a humorous take on campus events and national news.

**OTHER  
INFORMATION**

New Trier Hockey Club Board Member and Tournament Director; AYSO Head Coach; Kenilworth Union Church Teacher and Usher, World’s Most Confident 27-Handicap Golfer.