

# Resume of J. Richard Laupus

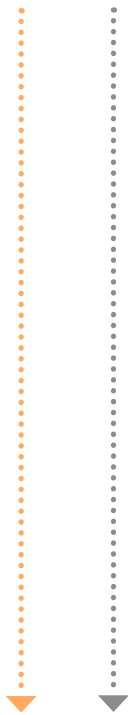
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25 years international experience in senior advertising/branding positions. Multiple successes in creating strategic and innovative branding, marketing and advertising to B2C and B2B markets. Experienced in marketing and advertising a very wide range of products and services to diverse cultures for leading brands. Ideas driven, results-oriented manager with broad multinational experience across a diverse range of products and cultures. Exceptional people, leadership, creative, strategic, and presentation skills.

## CHIEF CREATIVE OFFICER

Communication Workz, llc  
Atlanta, GA 2001—present

Consultancy providing strategic brand visioning, marketing, creative and web development services for new businesses, new business categories and public service enterprises.



## EXECUTIVE CREATIVE DIRECTOR

The Bomstein Agency  
Washington, DC 1999 – 2001

**Challenge:** Turn around slumbering department, broaden new business capabilities, improve professionalism and creative standards without significantly altering the agency “family” culture.

**Results:** Significant new, high profile business wins, creative awards, company re-visioning and improved agency procedures, productivity, motivation and morale.

## PROFESSIONAL EXPERIENCE

▶ **Intent Mediaworks:** Two-month brand marketing assignment with technologically leading edge, peer-to-peer, social networking startup internet media company. Developed brand and marketing vision for the company; consolidated and focused messaging across diverse range of products, services and business targets; oversaw development of brand look and feel.

▶ **WRFG Radio:** Assignment to develop strategic re-branding plan for a small, community-based publicly supported radio station, including the advertising direction, creative look and feel and enhanced fundraising capabilities. Project is ongoing.

▶ **Atlanta Journal-Constitution:** Eight month stint as Creative Director with responsibilities for building in-house creative skill sets, hiring new senior talent, and improving standard of corporate and channel advertising creative. Oversaw conception and development of the newspaper’s first ever fully integrated (B2C, B2B, B2E) brand campaign.

▶ **Steve Sinton for Congress Campaign:** Developed creative direction, art direction and writing for the campaign, as well as advertising and communication strategies and materials.

▶ **Apagard:** Assignment to develop strategic re-positioning and re-branding plan for a small, Tokyo-based toothpaste company, including advertising direction and new and updated packaging. Apagard is now the third largest toothpaste brand in Japan.

▶ **PHRMA (Pharmaceutical Research & Manufacturers Association):** Advertising assignment to conceptualize and develop a special, dedicated Newsweek issue on health to counter attacks on the industry. Strategy called for media domination; hence, all space was purchased by PHRMA.

▶ **Marriott Hotels, Six Flags Parks, Stone Mountain Park and Atlanta Braves:** Advertising project to strategize, conceptualize, write and direct TV promotional package. Challenge: drive 5 state regional tourism to partners. Spots hailed by partners as “best ever”.

▶ **Housing Authority New Orleans (HANO):** Six month assignment to develop the agency’s first ever strategic marketing, identity and communication analysis, including strategic directions and creative directions program.

▶ Directed all major new business pitches with a 75% strike rate and significant growth beyond agency’s core competency in real estate.

▶ Won first national accounts for the agency, developing both strategy and creative, as well as other significant new business wins: Pompian Olive Oil, NOW, The National Review, Mattress Discounters, Washington Times and the Washington Capitols.

▶ Significantly improved creative product, winning first creative awards (15 ADDY’s) that agency had won in 7 years.

▶ Re-organized department and introduced new systems as well as motivational, training and idea development programs. Designed, directed and drove major agency internal re-visioning project.

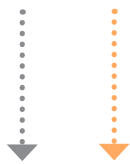
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INTERNATIONAL CREATIVE  
CONSULTANT / CREATIVE DIRECTOR

Euro RSCG Southeast Asia  
Malaysia / Singapore 1997 — 1998

**Challenge:** *Nine month assignment to provide leadership to help rebuild international agency, especially its new business capabilities. Significantly, agency had not put on any new business in four and a half years.*

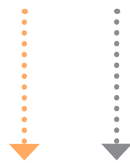
**Results:** *Major new business gains from both new and existing clients, and re-making of the company with new people and systems, new programs to raise professional standards, product quality and productivity, and the overall re-visioning of the agency.*



REGIONAL CREATIVE DIRECTOR

McCann-Erickson Worldwide  
Asia-Pacific 1993 — 1996

*Supervised and managed marketing/ strategic/ creative direction throughout the Pacific Rim for major multinationals from Korea to Hong Kong, Singapore, Malaysia, China, Philippines, Taiwan, Vietnam, India, Pakistan, Bangladesh and Nepal; provided regional strategic and creative “troubleshooting” services to local country offices; ensured success of McCann international system affiliated brands and execution of new business initiatives.*



EXECUTIVE CREATIVE DIRECTOR

McCann-Erickson Group  
Malaysia 1988 — 1993

*Managed creative departments and product for 3 agencies under the McCann-Erickson Group. Supervised 40 staff, 55 accounts and provided creative and strategic direction for all existing and newbusiness, local and international. Served on management Board and Board of Directors. Helped grow the agency to number 1 in 3 years.*

PROFESSIONAL EXPERIENCE *cont.*

- ▶ Grew Agency market presence: Changes implemented positioned agency for significant growth in business, reputation and market standing. Agency went from 17th to 4th in market within a year.
- ▶ Major new business wins include Sara Lee, Mentholatum, Kimberly–Clark, Puma Sportswear, Southern Bank and Disney Channel over a period of just 3 months. Developed new assignments for Time Telecom, Philips electronics, Compaq and Intel.
- ▶ Re-built department: introduced new people, new systems and a new office. Oversaw re-making of creative department; hired and fired staff; implemented new operating systems; oversaw move to new premises.
- ▶ Raised agency standards: Implemented a series of motivational and creative training programs that helped raise the bar on creative ideation, quality and execution standards, resulting in a number of local awards.

▶ **Levi Strauss:** Focused brand positioning and message that increased profile, preference and loyalty for Levi’s in 11 countries, resulting in a 20% sales growth. Designed look for Levi’s Only Stores, regionally. Introduced branding and limited edition jeans’ concepts that heavily improved margins. Opened India market for Levi’s.

▶ **Scott Paper:** Developed strategy, message and creative that resulted in doubling of market share across six countries for paper towels, toilet tissue and facial tissue, resulting in sustainable market leadership for Scott products regionally.

▶ **Cathay Pacific Airlines:** Successfully pitched, developed new global communications strategy, creative campaign, and look for Cathay Pacific Airlines, at the time, McCann-Erickson’s first airline account worldwide.

▶ **Nescafe Coffees:** Successfully positioned and launched Nescafe Ready-to-Drink (RTD) in four countries: Hong Kong, Taiwan, Malaysia and Singapore. Re-strategized and developed creative approach that saved Nescafe business for McCann in Indonesia.

▶ **Maxis Mobile:** Created brand strategy, brand icons and brand creative that lead to a highly successful launch for a new, billion-dollar telecommunications company. Brand Maxis began in 7th –last–place in the market; in less than a year it grew to become number 1, a position it has held ever since.

▶ **Anchor Ice Beer:** Successfully launched a new brand extension that gained 10 market share points in less than 3 months, becoming the country’s fastest and best selling new beer brand ever.

▶ **San Miguel Beer:** Tasked with positioning Hong Kong’s favorite beer brand for launch in China, Taiwan and Vietnam, and with creating regional TV spots that could work in all markets. Post-launch, San Miguel’s international volume rose by 28%.

▶ Helped grow Agency Group to number 1 from number 4 position in three years, with Agency growth rising from \$35 to \$80 million in billings.

▶ Strong new business record: Supervised strategic and creative development for all new business presentations, with a strike rate of approximately 80%.

▶ Helped build agency into regional resource: specifically, because of “Made-in-Malaysia” rules, we created a regional account and film production co-ordination center, producing regional spots for clients like L’Oreal, Nestle and Scott Paper. On average, 150 per annum were produced.

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CREATIVE SUPERVISOR

McCann-Erickson-Hakuhodo  
Tokyo, Japan 1985— 1987

*Supervised the strategic marketing and creative development of all advertising and communications materials for a number of large multinationals conducting business in and from Japan, including Coca-Cola, Nestle, Gillette, Northwest Airlines, and Casio Watches.*



SENIOR WRITER / GROUP HEAD

McCann-Erickson Singapore  
Singapore 1981— 1985

*Develop television, print, point-of-sale, events, direct mail and public relations for fast growing agency. Handled 60% of the agency accounts and most new business presentations. Successful personal and professional growth resulted in transfer to Japan office.*

PROFESSIONAL EXPERIENCE cont.

- ▶ Nestle : Instrumental in introducing a new approach and strategy for Nescafe that became a cornerstone in the Nescafe strategy worldwide. Helped win Nestea account and developed strategy and creative launch for the brand.
- ▶ Northwest Airlines: Helped build Northwest Airlines into the number 1 American airline across the Pacific, and won the agency’s first FAA grand Prix award for creative excellence.
- ▶ Member , Asia Team, a regional McCann-Erickson “SWOT” team. In this capacity, helped save Anchor Beer business in Malaysia and win full Johnson & Johnson baby products line for Singapore office.
- ▶ Total billings managed: Approximately \$60 million (US).

- ▶ Agency growth: Assisted the growth of the agency from number 8 to number 1 in 4 years, from \$8 to \$60 million via significant new business acquisitions and turn-around in creative reputation.
- ▶ New avenues for growth: Helped pioneer the first ever-public service campaigns for the Singapore government utilized for public education, recruitment and nation-building.
- ▶ Improved standards: Won numerous awards for creative excellence locally and internationally.

EDUCATION

B.A. 1975  
English / Creative Writing  
Hampten-Sydney College  
Hampten-Sydney, VA



M.A. 1978  
International Law & Politics  
East Carolina University  
Greenville, NC



SPECIAL TRAINING 1983  
Marketing Management  
Asian Institute of Management  
Manila, Philippines

OTHER SKILLS

Brand & Strategy Development • Client Relations • Crisis Management • New Business Development • Leadership • Proficient in MacIntosh / Windows OS • MS Office • Macromedia Studio MX • Adobe In-Design • Quark Xpress • Adobe Photoshop • Adobe Illustrator • Advertising / Marketing / Promotions • Film Execution

AWARDS

London International Awards, New York Festival, Addies, Readers Digest Pegasus Awards, Tokyo Ad Festival, Malaysia Kancil Awards, Singapore “Gong Show” Awards, McCann-Erickson Best in Region (internal), McCann-Erickson “Best Creative Agency Worldwide”; Judge Readers Digest Pegasus Awards, Singapore “Gong Show” Awards, Malaysia Kancil Awards

*“ To this day I cite him as the best creative director I have worked with – and that includes (the) advertising greats of JWT and O & M London. I would gladly stake my reputation to promote his talents. ”*

— Lim Keng Teck  
former Regional Marketing Director  
Scott Paper Asia-Pacific