



STORIES

MICHEL KEIDEL

STORIES

Who am I?

Please allow me answer that with a story...

I grew up in the small Southwestern Ohio town of Cleves. It's a friendly place with two stop lights, a couple of restaurants, and a lot of history. I went to the public schools there and got a wonderful education.

My parents, Rose (Italian) and Bill (a Hoosier), raised me to be a nice guy, telling me that I could be whatever I wanted.

All I ever wanted to be was an artist. And at a young age I conveyed a penchant for the fine arts-water colors.

My grandmother, Gertrude, nurtured that propensity by sending me first to art school and then ad school.

I'm a family man. I have two kids I adore and a lovely wife, Linda, who puts up with a lot. I have lots of friends and I love them all.

And from 9-5, sometimes 6, 7, 8, or 9, I'm an ad man. I love what I do. Being an advertising creative is the best job in the world.

It's the marriage between inspiring art and consumer persuasion that I find so rewarding. For years, I've been enamored with how the free market relies on advertising to inform the consumer about products or services via story telling. It's work, yes. But, for me the rewards are copious.

adMojo is my freelance business that I started in ad school, it's short for Advertising-Michel's Only Job Opportunity.

This is my book, everything has it's own story. I did none of this by myself, advertising creative is a team sport, I love the collaboration.

I'm the artist that I always wanted to be, but I'm also a businessman hybrid of sorts. I'll get back to the fine arts some day. Perhaps some day very soon.

But until then, I will do the voodoo that I do pretty damn well, hopefully something special for you.



Michel Keidel
1231 Inglenook Pl. • Cincinnati, OH • 45208 • (513) 382-9644

Objective: To work hard with talented people, make money for the company and build my clients brands with creative & persuasive advertising.

Professional Experience:

2016 to present. Own a Small Creative shop; adMojo; Clients: Willies Sports Cafe, Ray St Clair Roofing

2003 to 2016. CD at CG Marketing Communications. Led a small crew of graphic designers and web designers in our work for P&G, Instant Tax Service, Scripps and Toyota, Kao Brands & Kroger Co.

2002 to 2003 .Owned Small Creative Agency, adMojo; Clients: Great Steak & Potato, Lasik+ & others.

1999 to 2002. CD at Flynn Sabatino & Day Worked under ECD to build a Cincinnati office of a three office agency. Worked as lead creative on Skyline Chili, Titan Insurance and led creative team on 5/3 Bank.

1995 to 1999. ACD at Freedman Gibson & White.
ACD/Art director and team leader for Skyline Chili, Star Bank, Student Loan Funding, Cincinnati Bell Directories and Heinz Pet Products.

1992 to 1995. Acquired by Lord Sullivan & Yoder, Inc.
Opened Cincinnati office as Creative Director. Directed all print, broadcast and multi-media campaigns. Managed a staff of four creative people, presented all the creative work and utilized the Columbus creative staff for large projects.

1982 to 1992. Dektas & Eger. Associate Creative Director and then acting CD
Developed, produced and art directed all multi-media print & broadcast campaigns.
Continued developing Adobe Illustrator and Photoshop design skills.
Hired as entry level production artist, promoted quickly to AD/Producer.
Developed and handled all broadcast art direction and producing. Developed Macintosh computer programs for AICP bidding, client estimates and production coordination.

Personal: Happily married and proud father of two. Great health. Non-Smoker Enjoy bourbon, sailing, golf and fine art.

Awards: AAF Silver Medal in 2015 for exemplary contributions to my advertising community.
Gold, Silver and Merits in Print in 1983.
Produced & Art Directed Silver ADDY in TV in 1984.
Produced & Art Directed 2 Silver ADDYS in TV and Gold ADDY in Radio in 1985.
Directed & Produced Best of Show ADDY in 1987 in Radio For LaRosas.
AAAI International Award of Excellence in 1988, '89.
Clio Finalist & NY International Radio Festival Finalist for Star 64 Radio in 1991.
Best of Show & ADDY in 1992 for Print magazine ad for Hudepohl • Schoenling.
ADDYS in Print, Package Design and Collateral in 1994.
ADDYS in Print & Outdoor in 1996, 1997, 1998
Addys in Print & Packaging in 2007

Stuff I do: Ride my Stella. Play with my kids & dog, ExPresident and founder of the Friday Night Club, a monthly gathering in a quest to find the best Cincinnati dive bars.
2009-2010 AdClub Cincinnati, Club President, 2007 AdClub Addy Chair, 2015 AAF Silver Medal
2009 BBB of Cincinnati Board
2008-2009 Aubrey Rose Foundation Board
PPMD volunteer/fundraiser

References: Tim Gibson • Tim@openroadcm.com • 513 624-9271
Kim White • Kim@openroadcm.com • 513 833-4562
Mike Dektas • mike@thecreativestorm.com • 513 383-3844
Marsha Ruske • MRuske@pamcolabel.com • 847 803-2200 x546



ADS

 KEIDEL

THINK GLOBALLY.



DRINK LOCALLY.



The STORY

Hudepohl Schoenling was one of my all time favorite clients. I had them for 3 years and then they decided to sell the brewery to Sam Adams and sell off the brands to a Cleveland brewery. My client contact, Francie Patton, was extremely creative in her own right-she pushed me to do good work for little to no money. I loved it. On Friday's, I got to pull my Rabbit up to the dock and fill it up with beer, not just Hudy brands, but all the imports they brought to market, UK's Whitbread Ale, Mackeson XXX Stout and Wickuler Pilsner from Germany. This was a program ad for the Cincinnati Reds. It won major awards.

BIO-WASTE TRANSFER IN PROGRESS.



Like it or not, your restroom is a bio-hazardous waste transfer station. It's the place where biological waste is transferred from the human digestive system to the sewage system. It's also where employees, guests and the general public are continually exposed to hazardous toxins, infectious microorganisms and disease-causing bacteria. In fact, urine itself is the primary food source for E.coli. Fortunately, there is a solution – Kaivac No-Touch Cleaning™ systems. Kaivac systems are specifically designed to thoroughly capture and remove harmful indoor pollutants. **They're proven to be 60 times more effective in reducing bacterial contamination than mops; which are more likely to spread contaminants than remove them.** Call us today for a free on-site demonstration and we'll prove why we're the #1 cleaning solution to the #1 maintenance problem.



Call now for a Bio Hazard Waste Evidence Kit to test your restrooms before and after cleaning.

www.kaivac.com • 1-800-287-1136

© 2007 Kaivac, Inc. All Rights Reserved.

SO CLEAN, YOU COULD EAT OFF THE RESTROOM FLOOR!



Most of us wouldn't think of eating steak off the restroom floor. It's a highly polluted area where biological waste is transferred from the human digestive system to the sewage system. It's also where employees, guests and the general public are continually exposed to hazardous toxins, infectious microorganisms and disease-causing bacteria. In fact, urine itself is a primary food source for E. coli. Fortunately, there is a solution – Kaivac No-Touch Cleaning™ systems. Kaivac systems are specifically designed to thoroughly capture and remove harmful indoor pollutants. They're proven to be 60 times more effective in reducing bacterial contamination than mops; which are more likely to spread contaminants than remove them. **Our systems clean so well that they even beat the industry standards for food preparation areas.** Call us today for a free on-site demonstration and we'll prove why we're the #1 cleaning solution to the #1 maintenance problem.



Call now for a Bio-Waste Evidence Kit to test your restrooms before and after cleaning.

www.kaivac.com • 1-800-287-1136

© 2007 Kaivac, Inc. All Rights Reserved.

The STORY

Kaivac is a specialty cleaning system manufacturer in Hamilton, OH, they had never used an ad agency before. Before concepting their first campaign of B2B print ads, I went through their sales team training and cleaned some dirty restroom floors. Their system kicks butt, I'll never look at a mop and bucket again without a small heave.



**WHERE
HIGH TECH
HITS THE
HIGHWAY!**

We're the experts in
Window Tinting
Auto Security Systems
Hands Free Phone Systems
Navigation and GSP Tracking
and more...

Alta Mere
Toys for your car!™

**WHERE
HIGH TECH
HITS THE
BACK
ROADS!**

We're the experts in
Navigation Systems
and GSP Tracking
to get you there
and back.

Alta Mere
Toys for your car!™

**WHERE
HIGH TECH
HITS THE
WINSHIELD!**

We're the experts in Window Tinting
starting from

\$99

Alta Mere
Toys for your car!™

**WHERE
HIGH TECH
HITS THE
HANDS FREE
HIGHWAY!**

We're the experts in
Hands Free Phone Systems!

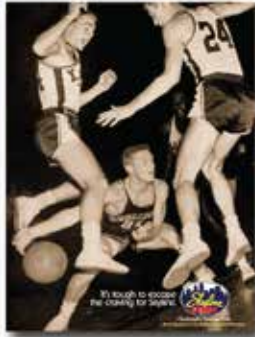
Alta Mere
Toys for your car!™

**WHERE
HIGH TECH
HITS THE
DARK ALLEY!**

We're the experts in
Auto Security Systems
to keep you and your
car safe!



Alta Mere
Toys for your car!™

The STORY These are huge window clings for the Alta Mere franchise. They were pushing the high tech gear they offer. We also turned these in to a direct mail campaign.



I could be
the next
Pete Rose,
the next
Johnny Bench,
the next
Jose Rejo,
the next
Sean Casey,
the next
Ted Kluszewski,
Veda Pinson,
The Ol' Left Hander
Harry Wright,
Joe Morgan,
Barry Larkin,
Ed Roush,
Big Doggie,
Griffey Sr.,
Jr.

Or I could be
Joe Schmo
sittin' in the stands,
watching the game,
eating a
Skyline Chili
Cheese Coney
and be just as
happy.

 It's Skyline Time!


Skyline Chili is very proud to be the Official Chili of the Cincinnati Reds.

The STORY

I love doing program ads, there's usually no budget or time to dwell on messaging and clients are easy about approving. BUT, the AE with the help of the ECD, kicked this ad to the curb. They were not Red's fans and didn't get it. So I did a safe, bland, ad and I hung this ad in my office and forgot about it. Months later the Skyline MD, Tom, was hanging out in my office and noticed it on my wall. He was pissed that it wasn't presented and basically got me in more hot water for not standing up for the executive creative director.

“In Cincinnati, we still brew Bock beer the way our ancestors meant it to be brewed.”

Ken Lichtendahl
President, Hudepohl-Schoening Brewery

True tradition is created because our best ideas from the past cannot be improved. Bock beer is one of these traditions. Our German ancestors brought their recipes for Bock beer with them to Cincinnati. Passed from generation to generation, Cincinnati breweries have always brewed this darker, richer, full flavored Bock beer to celebrate the promise of Spring. We are keeping the tradition alive and full of flavor in Moerlein's Cincinnati Bock.

Ken Lichtendahl, like his father before him and now his son, knows the importance of tradition in the art of brewing beer.



From left, Ken, Casey and Charley Lichtendahl, 3 generations of brewing history, heritage and tradition.

“In Cincinnati, we still brew Bock beer the way our ancestors meant it to be brewed. We use only the finest ingredients, including a blend of three very special types of barley malts and the finest hops obtainable. The result is a Bock beer that's smooth, rich and distinctively different from any other beer. Centuries of refinement have left us confident that you will enjoy this truly distinctive beer.”

How a beer came to be known as “Bock”.

During the Middle Ages in Einbeck, Germany, monks produced the first batch of Bock beer, a thick, foamy beer used to sustain them through the long Lenten

period of fasting. The beer became synonymous with Spring and brewmasters began brewing Bock beer as a winter treat for their townspeople.

Over time, the city of Einbeck's name was often mispronounced as “Ein'bock”, meaning “one goat” in German.



Ever since then, a goat has been the symbol of Bock beer.

What makes Moerlein's Cincinnati Bock so special?

Considering the special pride our brewmasters put into their beers, it's not surprising that we named our Bock, Moerlein's Cincinnati.

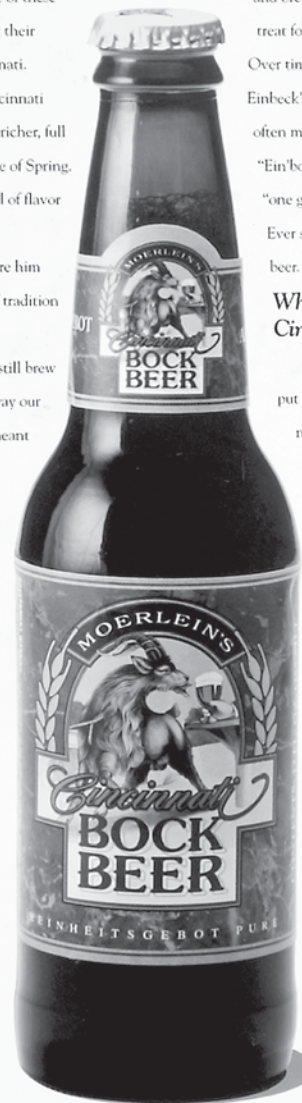
Carrying the historic Moerlein name, our Bock is brewed in accordance with Germany's 500 year old



“Reinheitsgebot” purity law. Using only natural ingredients; malt, hops, water and yeast, brewed with care and aged longer, it is this beer that blends all the best of our long, rich, Germanic brewing traditions. Because of the complexity of this special brew, today we are only one of a handful of speciality brewers taking the time and patience to brew an authentic Bock beer.

A Toast of Thanks.

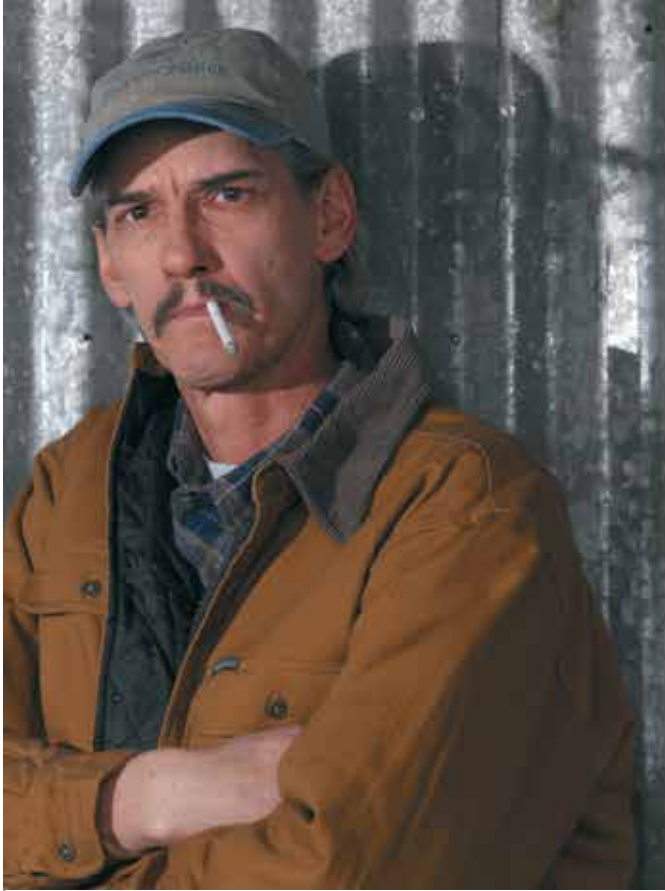
“From all of us at Hudepohl-Schoening, we toast to you! Thank you for your support. Enjoy the Bock.”



Don't miss the fun of the First Moerlein's Cincinnati Bockfest on Main St., Over-The-Rhine. Friday, February 26th & Saturday, February 27th. Sponsored By Merchants Of Main Street & Moerlein's Cincinnati Bock.

The STORY The ad that started Bockfest!





Do you want to tell this guy that our state legislators raised the cigarette tax 1300%?

Go ahead and try convincing him that the tax hike is good for him.

Tell your legislator not to punish Kentuckians with outrageous tax hikes.



1-800-372-7181 | www.HelpKyBusinesses.com

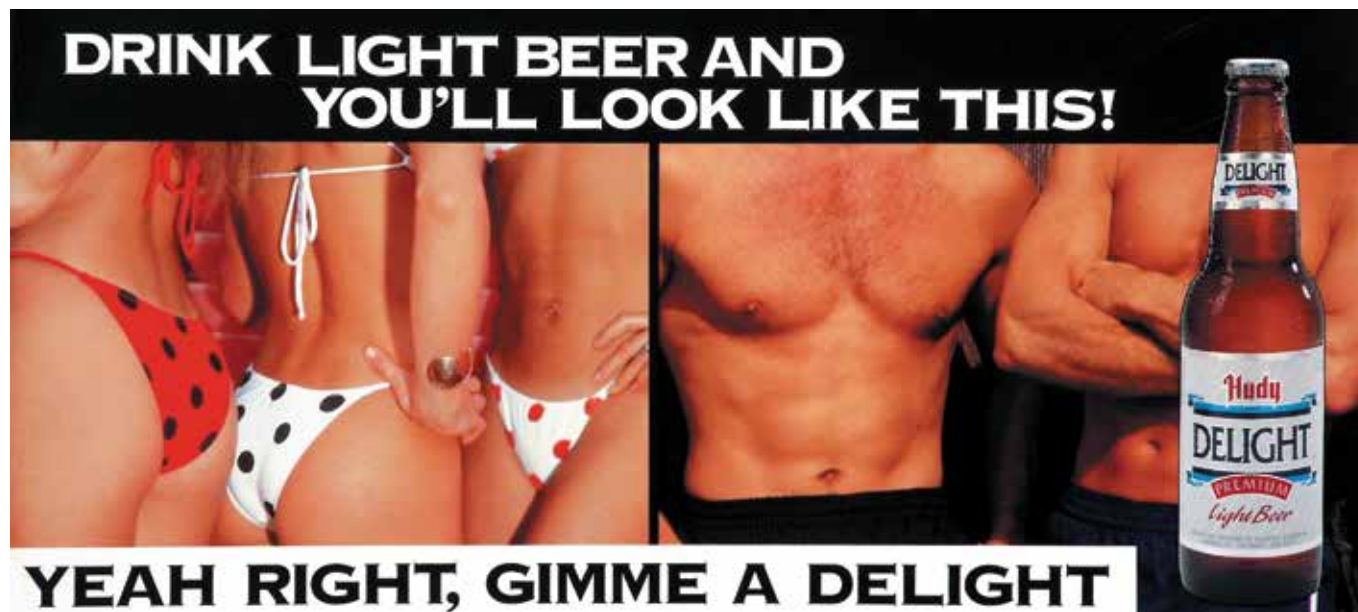
The STORY

This was part of a campaign against tobacco taxes in Kentucky. They passed the tax but I got a few new tobacco clients by being their advocate. Whatever your stand about tobacco products, it is a legal business and it brings in a boatload of taxes. I learned a lot about the tobacco business, especially the Master Settlement with the state governments.





The STORY My ECD didn't get this ad so I didn't get to present it. The client saw it months later on my discarded ideas board in my office. He was pissed. No wonder I get shoved to the street by that ECD.



The STORY Here's a couple of teaser boards for Hudy Delight. They went up without the bottle and the "Yeah. Right" tag. The BBB complained. Proud.

College payment plans:

A) Mow 6,458 lawns.



B) Deliver 24,038 pizzas.



C) Wait 44,286 tables.



**D) Apply for a 6.75%
Jump Start Loan.**

The truth is, working through college is a good thing...as long as it doesn't take away from important study time. With a **Jump Start Loan**, students can handle work and school. Jump Start rates are currently as low as 6.75%, provided all payments are made on time. Students can save hundreds of dollars on a Federal Stafford Loan with Jump Start. Help make the dream of college a reality. To learn more about Jump Start Loans, call Student Loan Funding toll free at 1-877-477-SLFR(7537).


STUDENT LOAN
FUNDING
<http://www.slf.org>

Jump Start Loans are made available through Student Loan Funding Resources, Inc.

The STORY

Back before Big Gov took over the student loans, this private group helped students get funding. We did a breakdown of costs at the time so it's a little dated. Tony Arrasmith shot some great shots, this ad put itself together.



KEIDEL



**WOULD YOU RATHER BANK WITH,
DAVID OR GOLIATH?**

Cheviot
Savings Bank

MEMBER FDIC  www.cheviotsavings.com

AS BIG A BANK AS YOU WANT US TO BE


The STORY Small local banks need help to survive, here's a board for a great, little, west-side, Savings Bank. I did some TV for them later on. You can still get a passbook savings account there.


At Firststar,
the sky's the limit.

Look to us for all your
banking needs.

At Firststar, we know the importance people place on getting responsive, efficient, confidential service from their bank. That's why we believe in direct communication, making sure our customers deal with local decision makers on a one-to-one basis.

You'll get the attention you deserve along with a wide array of quality financial products and services. That's the foundation of our approach to personalized banking. For more information, please give us a call.

 **FIRSTSTAR**
Bank Without Boundaries



The STORY This is an ad from the SKY campaign for Star Bank which changed it's name to Firststar. I did all the photoshop work and art direction.

FUN FOOD, WORLDWIDE!

Nothing is more fun than nachos made with Real Cheese and Fresh Salsa Ingredients. FunNachos are universally the snack of choice: at the movies, at the ball game and many other entertainment venues.

At FunNacho we create a better experience by offering you a variety to choose from. Our cheese sauces, salsas, peppers and nacho chips will complete your Nacho Program competitively and profitably.

We understand change and accept the challenge. We remain open to all that is Fun, Innovative and Impactful to the bottom line. Sustainable packaging, natural ingredients and a fresh take on something new is our motto and Oh and you get to choose what works best for you.

So give us a call or drop us an email and we will gladly listen and respond to your needs with a path to proven success.

FunNacho

513-241-9300 www.funacho.com sales@funacho.com

FUN FOOD, WORLDWIDE!

Nothing is more fun than nachos made with Real Cheese and Fresh Salsa Ingredients. FunNachos are universally the snack of choice: at the movies, at the ball game and many other entertainment venues.

At FunNacho we create a better experience by offering you a variety to choose from. Our cheese sauces, salsas, peppers and nacho chips will complete your Nacho Program competitively and profitably.

We understand change and accept the challenge. We remain open to all that is Fun, Innovative and Impactful to the bottom line. Sustainable packaging, natural ingredients and a fresh take on something new is our motto and Oh and you get to choose what works best for you.

So give us a call or drop us an email and we will gladly listen and respond to your needs with a path to proven success.

FunNacho

513-241-9300 www.funacho.com sales@funacho.com

The STORY

These two ads were for my favorite cheese client. He buys government cheese from schools and makes nacho cheese and sells it back to schools. Brilliant. Plus my kids and their friends are in the ads.



The STORY This series of small space add for my Window Solutions client, Smartview. Fabulous client with a great product and super smart marketing director. I wish I could clone them.



"I'm such a flirt."

And my little secret is Let's Toast!

Finally there's a non-alcoholic drink that tastes great enough to drink from happy hour to well beyond the after-dinner hour.

And it's actually as good for me as a glass of red wine. Plus it makes me feel good-what else could I ask for?

LET'S TOAST™
TO YOUR LOVE, HEART & HEALTH



Ignite your PASSION

Let's Toast non-alcoholic gourmet beverage is the perfect drink for the discriminating taste. Finally, a non-alcoholic beverage that tastes great is actually good for your heart, health and love life. It also has no calories, or carbs, but delivers a crisp clean taste that can be consumed from cocktail hour to after dinner.

LET'S TOAST™
TO YOUR LOVE, HEART & HEALTH

The STORY Non-alcohol bubbly. These concept ads were bought and paid for but the product never saw the light of day.

If only your security were this simple.

Razor wire fences had their day, but they're not the answer to today's complex security problems. Threats are greater, breaches are riskier, stakes are higher. To protect your assets, secure your personnel and assure the safety of your property, you need a solution that is focused on commercial and industrial security. At VSP, our only business is security—and our experience and expertise will provide you with professional service... and peace of mind.

VSP
MANAGEMENT
Our Only Business Is Security

Veterans Security and Patrol Co. in OHIO
Cincinnati • Dayton • Columbus • Hamilton
513-381-4482 • www.veteranssecurity.com

Andy Frain Services in Kentucky
Bellevue • Louisville • Lexington • Frankfort
859-292-8829 • www.andyfrain.com

Remember when security was this easy?

Padlocks had their day, but they're not the answer to today's complex security problems. Threats are greater, breaches are riskier, stakes are higher. To protect your assets, secure your personnel and assure the safety of your property, you need a solution that is focused on commercial and industrial security. At VSP, our only business is security—and our experience and expertise will provide you with professional service... and peace of mind.

VSP
MANAGEMENT
Our Only Business Is Security

Veterans Security and Patrol Co. in OHIO
Cincinnati • Dayton • Columbus • Hamilton
513-381-4482 • www.veteranssecurity.com

Andy Frain Services in Kentucky
Bellevue • Louisville • Lexington • Frankfort
859-292-8829 • www.andyfrain.com

If only your security were this simple.

You just can't lock everything up tight, that's just not the answer to today's complex security problems. Threats are greater, breaches are riskier, stakes are higher. To protect your assets, secure your personnel and assure the safety of your property, you need a solution that is focused on commercial and industrial security. At VSP, our only business is security—and our experience and expertise will provide you with professional service... and peace of mind.

VSP
MANAGEMENT
Our Only Business Is Security

Veterans Security and Patrol Co. in OHIO
Cincinnati • Dayton • Columbus • Hamilton
513-381-4482 • www.veteranssecurity.com

Andy Frain Services in Kentucky
Bellevue • Louisville • Lexington • Frankfort
859-292-8829 • www.andyfrain.com

Our guys can beat up your guys.

We have tough guys who are smart enough to handle today's complex security problems. Threats are greater, breaches are riskier, stakes are higher. To protect your assets, secure your personnel and assure the safety of your property, you need a solution that is focused on commercial and industrial security. At VSP, our only business is security—and our experience and expertise will provide you with professional service... and peace of mind.

VSP
MANAGEMENT
Our Only Business Is Security

Veterans Security and Patrol Co. in OHIO
Cincinnati • Dayton • Columbus • Hamilton
513-381-4482 • www.veteranssecurity.com

Andy Frain Services in Kentucky
Bellevue • Louisville • Lexington • Frankfort
859-292-8829 • www.andyfrain.com

Who let the dogs out?

We did.

You have to have a complete team and program, that's the answer to today's complex security problems. Threats are greater, breaches are riskier, stakes are higher. To protect your assets, secure your personnel and assure the safety of your property, you need a solution that is focused on commercial and industrial security. At VSP, our only business is security—and our experience and expertise will provide you with professional service... and peace of mind.

VSP
MANAGEMENT
Our Only Business Is Security

Veterans Security and Patrol Co. in OHIO
Cincinnati • Dayton • Columbus • Hamilton
513-381-4482 • www.veteranssecurity.com

Andy Frain Services in Kentucky
Bellevue • Louisville • Lexington • Frankfort
859-292-8829 • www.andyfrain.com

The STORY This is one of those campaigns where the client was a friend of the agency boss, he had no budget, no time, he needed it yesterday. I delivered in a couple of hours.



COLLATERAL

 KEIDEL

THE BEST DAMN BEER IN TOWN.



The STORY Back in the day, this was a true statement. This was a poster and a billboard



CINCINNATI



The Cincinnati
Horticultural
Society

AN INTERNATIONAL
ADVENTURE

FLOWER SHOW

APRIL 13 - 17, 2016 | YEATMAN'S COVE

The STORY

For years I lusted after the Cincinnati Flower Show account. I could not get an audience with the chairwomen. Then it went away for years, when it came around I again I would not be denied. I landed the pro bono account and worked my ass off for this Cincinnati Signature event. I was creative director and designer of all materials, signage, ads and POP. It about killed me. In the end, I lost my job fighting for my creative standards when a poser tried to elbow me out. I am still a board member and hope to maybe work on it again, this time for pay.

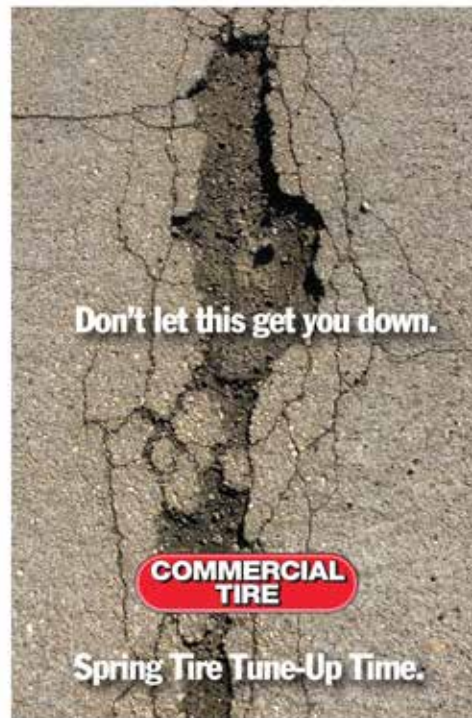


KEIDEL



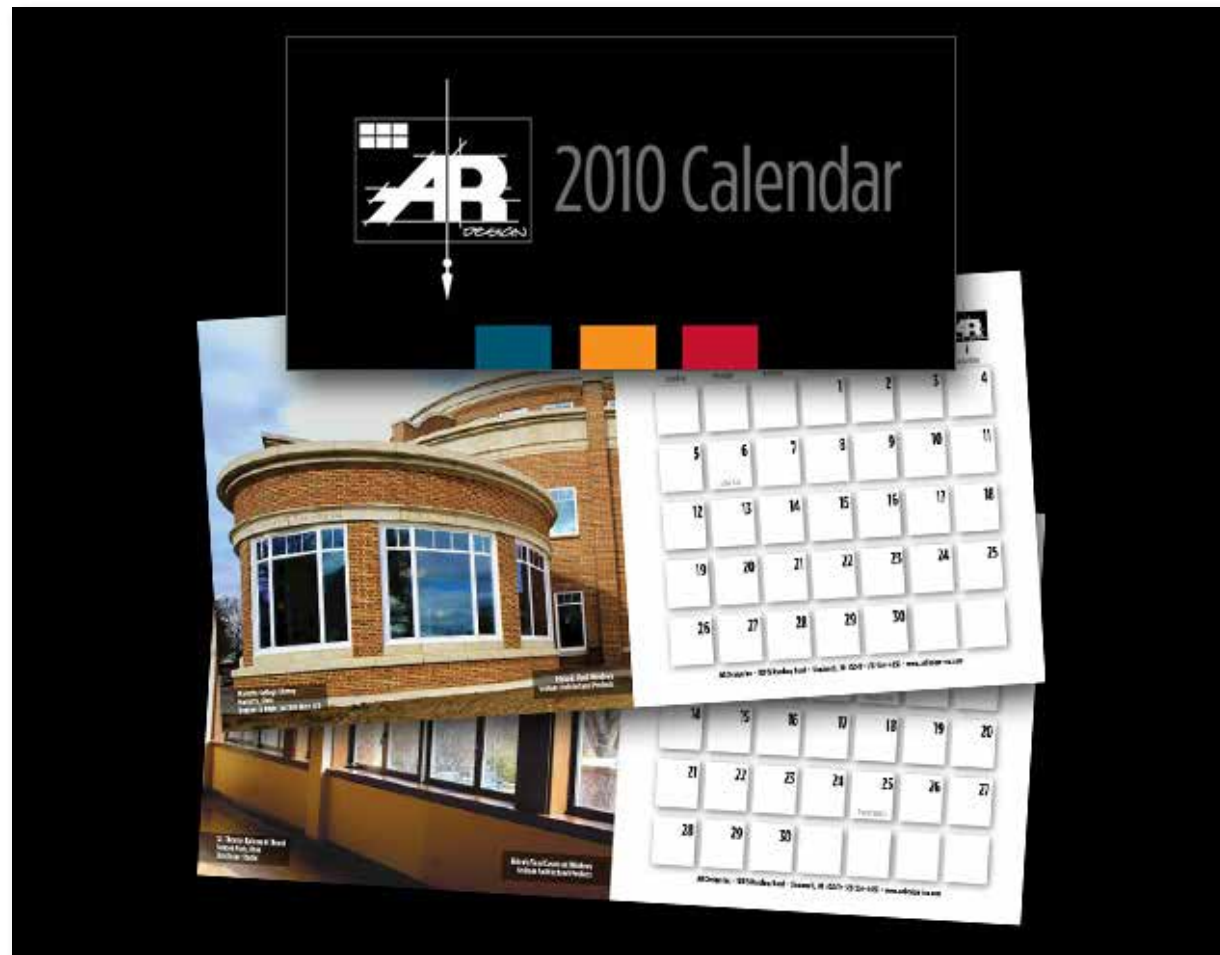
40x60 Poster

27" Wheel Insert



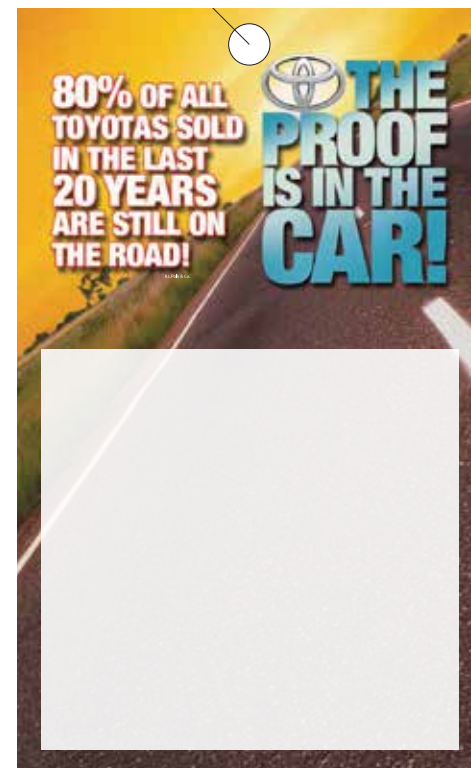
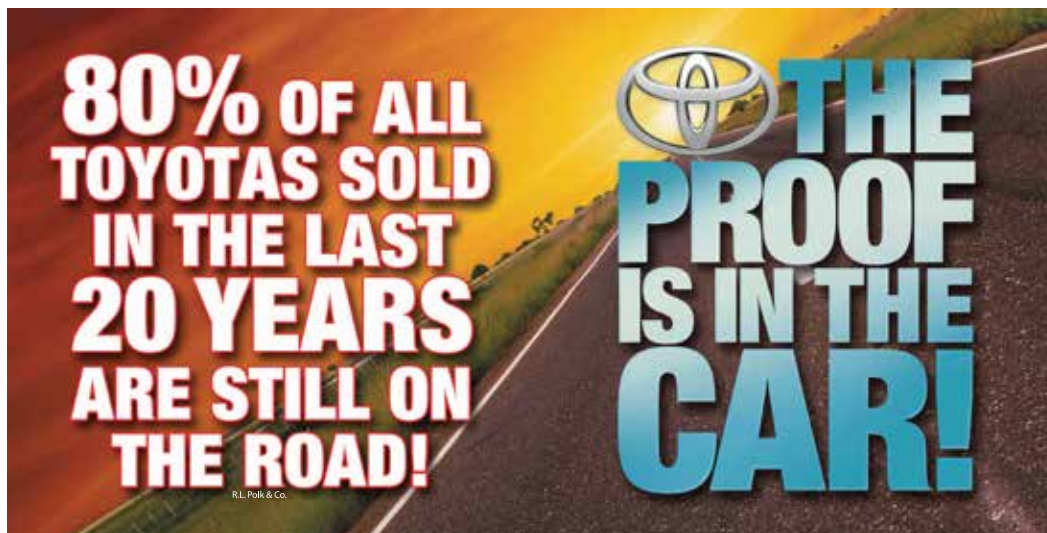
The STORY

National Tire Group was just that, a group of tire dealers across the nation that would use their group to get inexpensive promotions. I worked up a few campaigns every quarter and the group would pick a campaign. Each piece was then customized with their logo and printed together. Each kit consisted of a large poster/window static, tire inserts and a vinyl banner.



The STORY

AR DESIGN is a custom commercial window designer that specializes in accurate historical replication of window for large old buildings. Pretty much every window at Miami University in Oxford, OH was done by AR. They specialize in schools, college campuses and government buildings. AR wanted a way to showcase their yearly projects—a calendar seem the perfect fit. You will find their calendar on every architect's board across three states. Once I instructed them on the importance of professional photography, this yearly gig basically lays it self out.



The STORY For the last 9 years, I have worked on Toyota dealer kits for 6 states of dealership groups. Another agency does the TV and I do the point of sale kits. The kits included huge banners, poster, car danglers, balloons, pens, note pads. For some creative, POS is not worth their pay grade. I personally like doing promotion materials. It's a direct consumer contact that re-enforces the media message in an artful way.

2,500 bonus points with Elan Platinum Travel Card

With Firststar's 5.9% credit card offer, the sky's the limit.

Apply for an Elan credit card from Firststar today!

FIRSTSTAR
Bank Without Boundaries

THE FIVE STAR RATED

At Firststar, the sky's the limit.
Look to us for all your banking needs.

At Firststar, we know the importance people place on getting responsive, efficient, confidential service from their bank. That's why we believe in direct communication, making sure our customers deal with local decision makers on a one-to-one basis.

You'll get the attention you deserve along with a wide array of quality financial products and services. That's the foundation of our approach to personalized banking. For more information, please give us a call.

FIRSTSTAR
Bank Without Boundaries

A loan from Firststar will brighten your horizon.

Ask your Firststar Banker about our many loan products with great rates to fit your every need.

Apply today!

FIRSTSTAR
Bank Without Boundaries

The STORY I have figuratively worked on all Cincinnati's major bank's advertising accounts. But Star Bank which re-branded as Firststar and then US Bank was my favorite. Nice marketing people that let us do our job. This was POS kit including a 4c Newspaper ad. Fun with photoshop-10 years ago.

HELP US CURB HUNGER IN OUR NEIGHBORHOOD!



Bringing

HOPE

To the Table



For over 25 years, the Kroger Company Family of Stores has been fighting hunger in communities across the America. During the last 6 years, Kroger has provided over 135 million pounds of food, valued at more than \$200 million, to local foodbanks in the neighborhoods that we serve. Together with participating manufacturers, we are donating \$4 million to the Feeding America Program.

You too can help by donating to your local foodbank!

FEEDING AMERICA



Bringing

HOPE

To the Table
in Ohio!



Donating 11,000 meals for
our hungry neighbors!



PLEASE SUPPORT
LOCAL FOOD BANKS



HAS FOR OVER 30 YEARS!
www.kroger.com

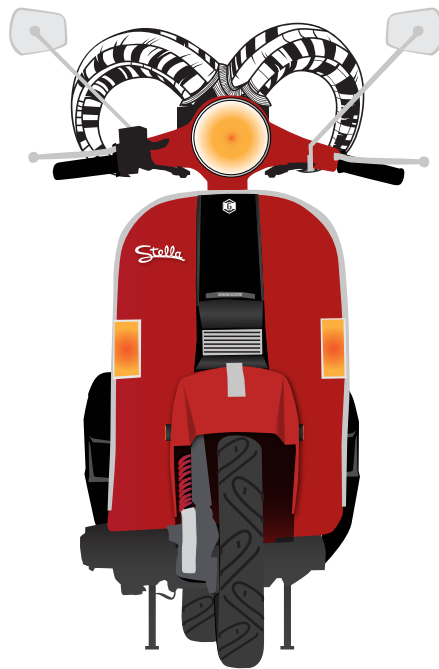
FEEDING AMERICA
www.feedingamerica.org

The STORY A small campaign for a huge corporation with no budget for original photography. Story of my career. Christi Sarge did the logo.

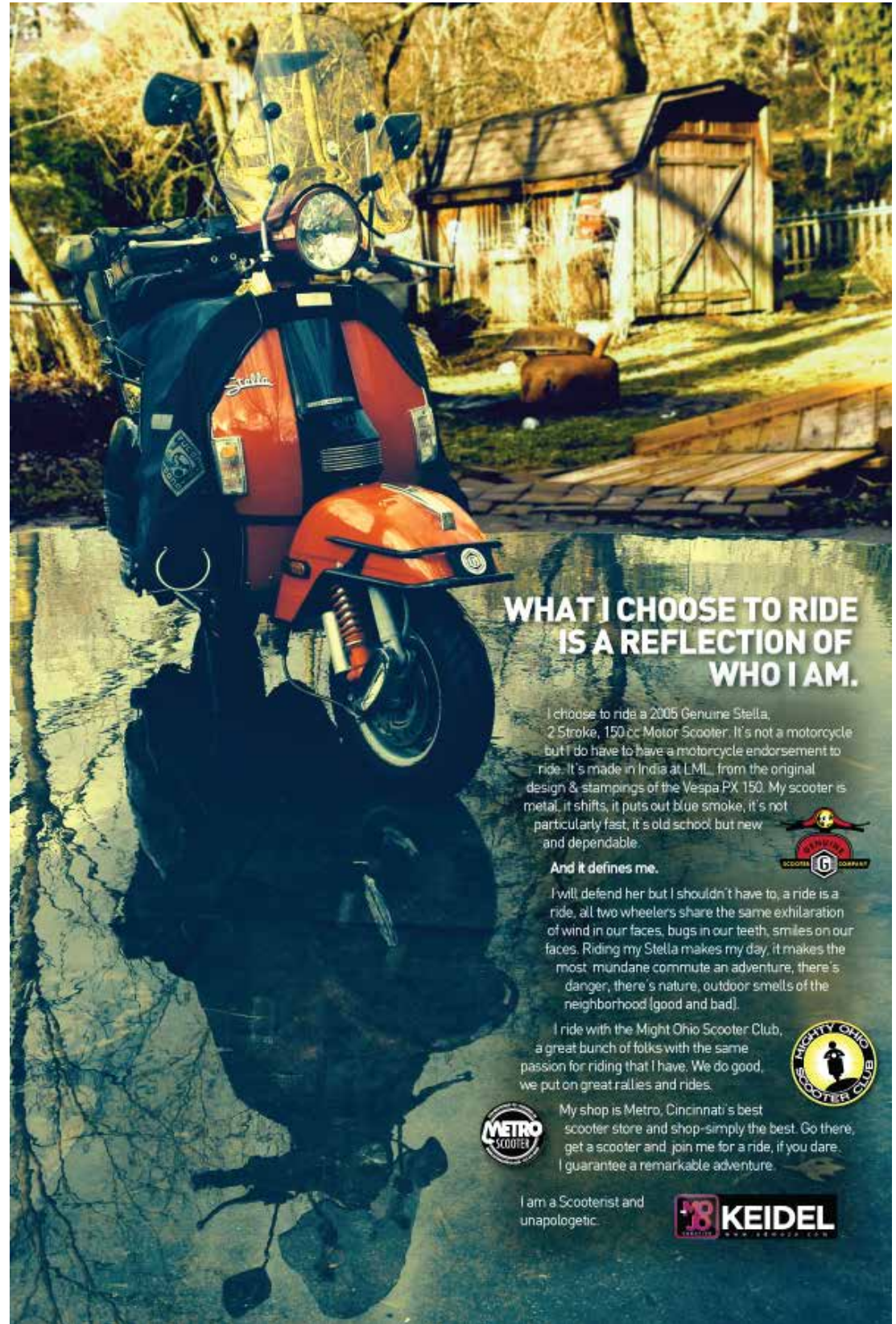




Back patch for my gang



Concept for Bock Fest Parade



WHAT I CHOOSE TO RIDE IS A REFLECTION OF WHO I AM.

I choose to ride a 2005 Genuine Stella, 2 Stroke, 150 cc Motor Scooter. It's not a motorcycle but I do have to have a motorcycle endorsement to ride. It's made in India at LML, from the original design & stampings of the Vespa PX 150. My scooter is metal, it shifts, it puts out blue smoke, it's not particularly fast, it's old school, but new and dependable.



And it defines me.

I will defend her but I shouldn't have to, a ride is a ride, all two wheelers share the same exhilaration of wind in our faces, bugs in our teeth, smiles on our faces. Riding my Stella makes my day, it makes the most mundane commute an adventure, there's danger, there's nature, outdoor smells of the neighborhood (good and bad).

I ride with the Might Ohio Scooter Club, a great bunch of folks with the same passion for riding that I have. We do good, we put on great rallies and rides.



My shop is Metro, Cincinnati's best scooter store and shop—simply the best. Go there, get a scooter and join me for a ride, if you dare. I guarantee a remarkable adventure.

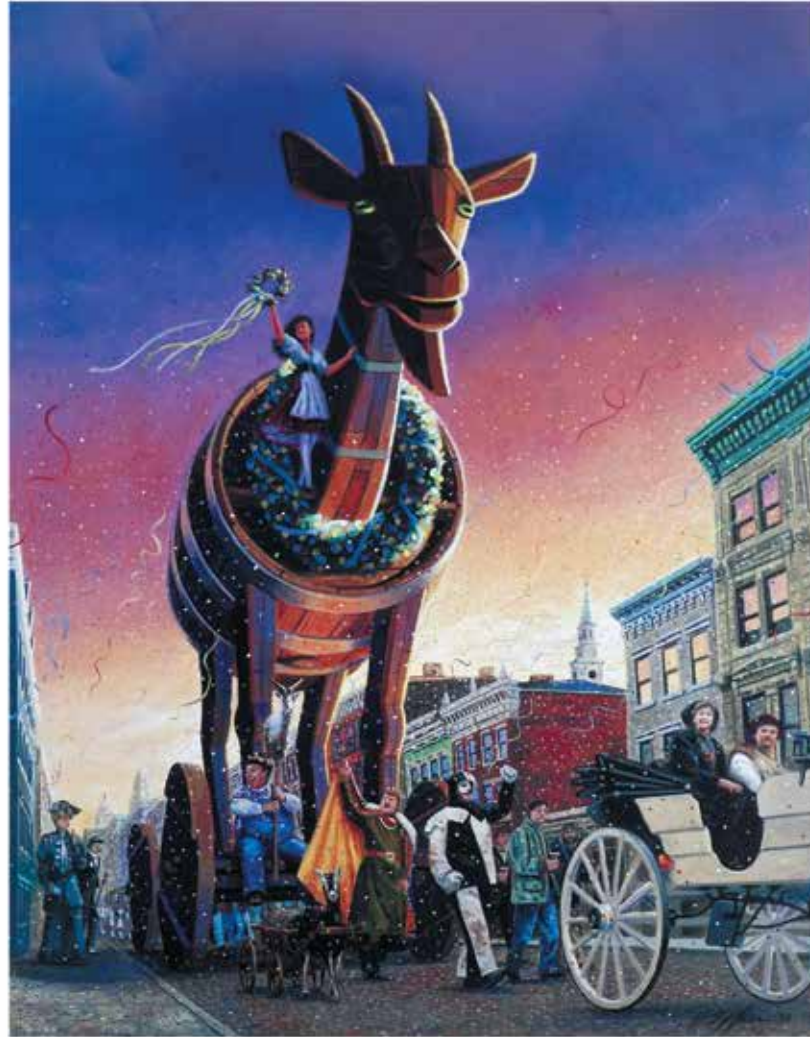


I am a Scooterist and unapologetic.



The STORY I'm a scooterist and unapologetic.





BOCKFEST 2000

A Renaissance Celebration of Bock Beer, Bockwurst & the Coming of Spring.
Friday, March 10th - Saturday, March 11th - Kitchell Parade, Friday 6pm

• BarrelHouse Brewing Co. • Arnold's Bar & Grill • Carol's on Main • Banana Joe's • The Lab • Race & Nix Day Cafe • Cellblock Nighthub • Japps • Westminster's •
• Rhythm & Blues Cafe • Jefferson Hall • Jump Cafe & Bar • The Overton • Courtyard Cafe • Hubby's • Dora's • Bockfest Ball at Main Street Blues • Phony's • P.H. •
• Scout's on 17th • Electra • The Beer on Squamere • The Cabaret • Sausagefest at Grammer's •
• Renaissance Feast Tuesday, March 10th •

• Bock Music Fest Live! 8:30 Sunday Morning • Philippus Church 10:15 am Service • Old St. Mary's Church 11:00 am German Mass •

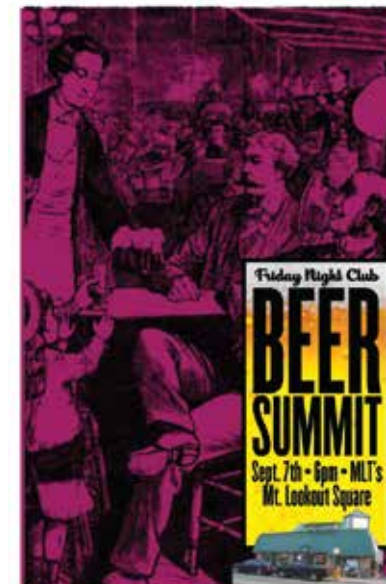
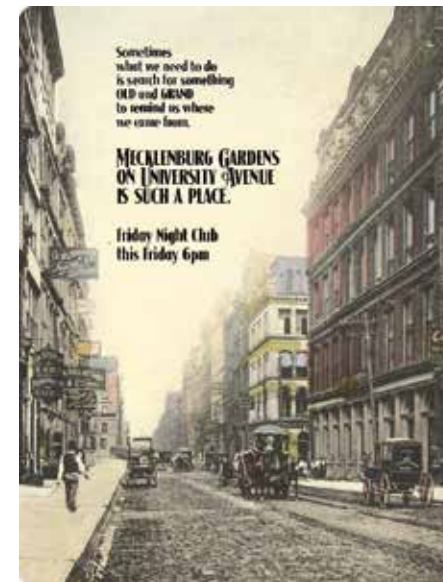


The STORY

There's nothing like being in on the initial meeting to plan a new annual Cincinnati festival. BockFest was a crazy idea for celebrating Moerlein's seasonal Bock Beer and the coming of spring. It's been going on over 29 years on Main St., OTR. It features a parade with goats and beef floats ending at a Bockfest hall for the blessing of the beer and brats and general merriment. I've worked on the poster with local artist Jim Effler, since day one. It has taken on a life of it's own of late with the advent of Cincinnati's craft beer revival and the rebirth of Moerlein's Brewery. It's something to be experienced-a true Cincinnati tradition. This is my favorite of all the posters, Jim painted the big goat and Mike Cromer of the BarrelHouse ending up making one that marches proudly every year. I'm in this poster.

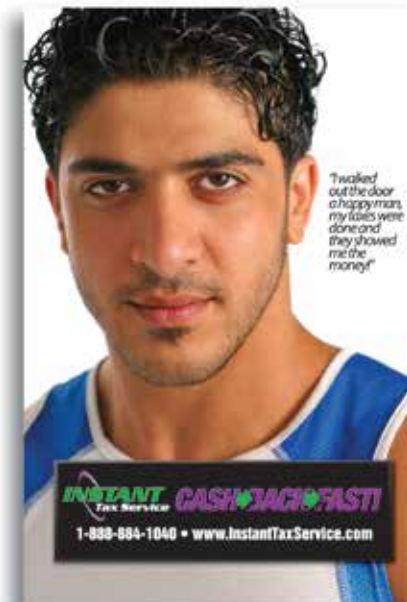
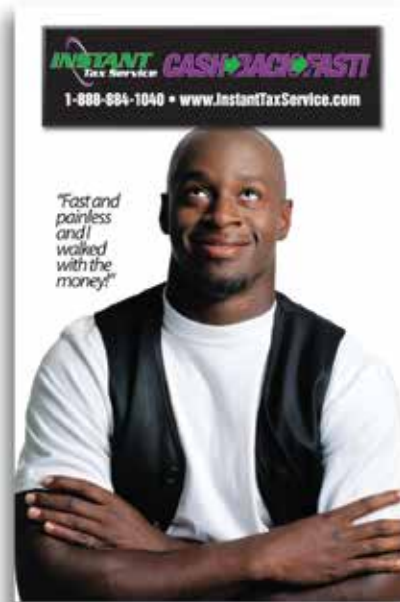


KEIDEL



The STORY

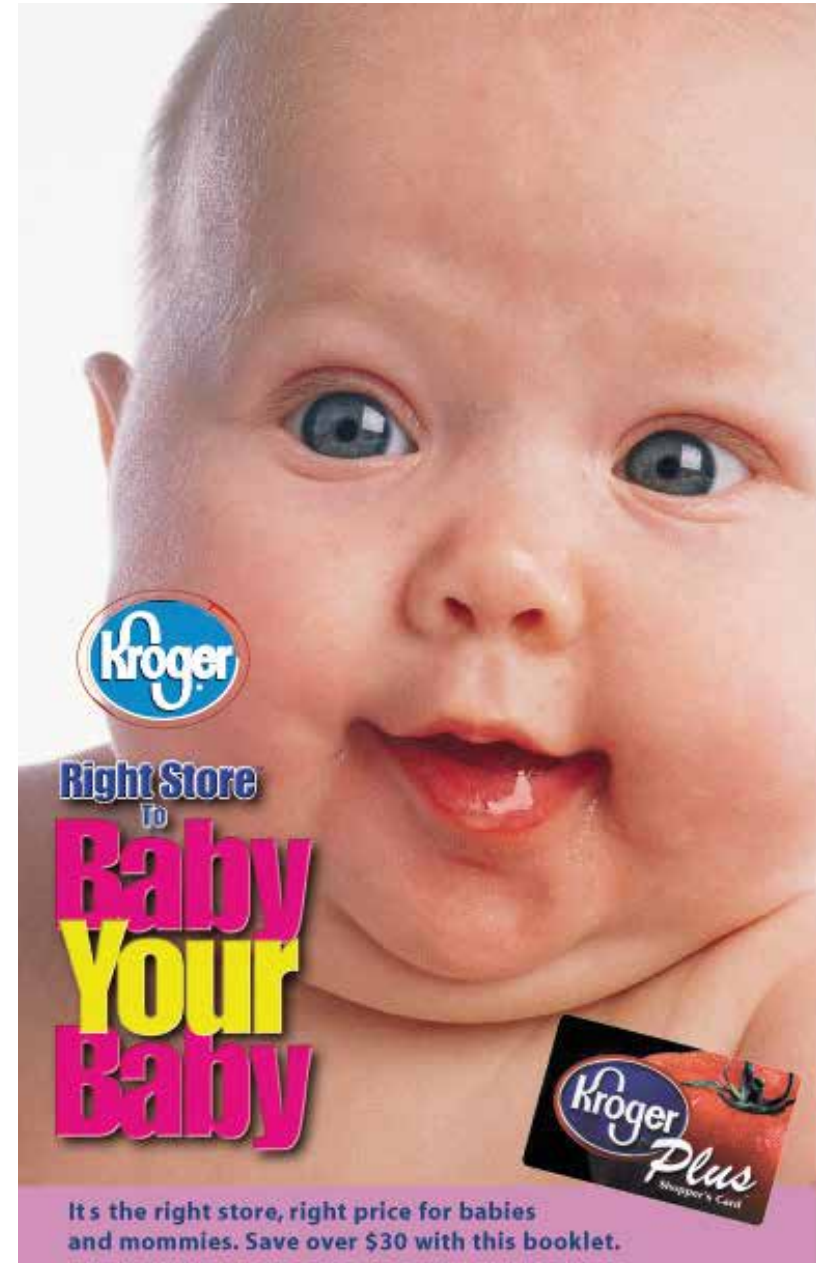
The Friday Night Club started 20 or so years ago at pre-pro meeting in a bowling alley in Newport, KY. It was a grass roots effort before social media was even a dream. Our quest was to find local bars around Cincinnati and try to get as many creatives to have a cold one with us. The ad on the left was an Enquirer promo where each agency got a full page ad to sell Cincinnati, we used the bars of the FNC for our ad. Many of these bars have this poster proudly hanging in the bar. I took a hiatus for 14 years to raise a couple kids, we started it up again, last year. I kinda fizzled, today's creatives don't do happy hours. We sent post cards as our medium, then emails and then FB.



The STORY Instant Tax Service was a franchiser client out of Dayton, I worked their account for 5 years to great success. It was a complete 360° campaign of all facets of the media concentrated on the 8 week tax cycle. The client was put out of business by the Feds but the advertising worked great, year after year.



The STORY This was one of those projects that come alone that are bigger than big. It was a huge end zone banner featuring current UC athletes. I made a special fund raising book to raise funds for the UC Athletic Village which is still being completed with a new Nippert Stadium.



The STORY

This campaign, done as a collaboration with MatchPoint Marketing, was a coupon brand promotion for all this Baby at Kroger Stores. Huge in-store displays and shelf violators worked to support a multi-million piece direct mail campaign. Print works well.



Cover



Reveal Spread 1



Product Inserts
fit in pocket on the inside.



Reveal Spread 2

The STORY This one of those boring bank jobs, they wanted a pocket folder with tabbed product sheets. I designed a 6"x 6" self contained hand out that worked like a charm. Moral of the story, never, ever not present a different solution after you present the expected.



Simply Amazing
Building Futures. One bid at a time!



Excellence in education.
Beautiful!

Building Futures. *One bid at a time!*

Fourth Annual Silent Auction for Kilgour School

Friday, Nov. 19th • 7:00 - 12:00
The Redmoor in Mt. Lookout Square



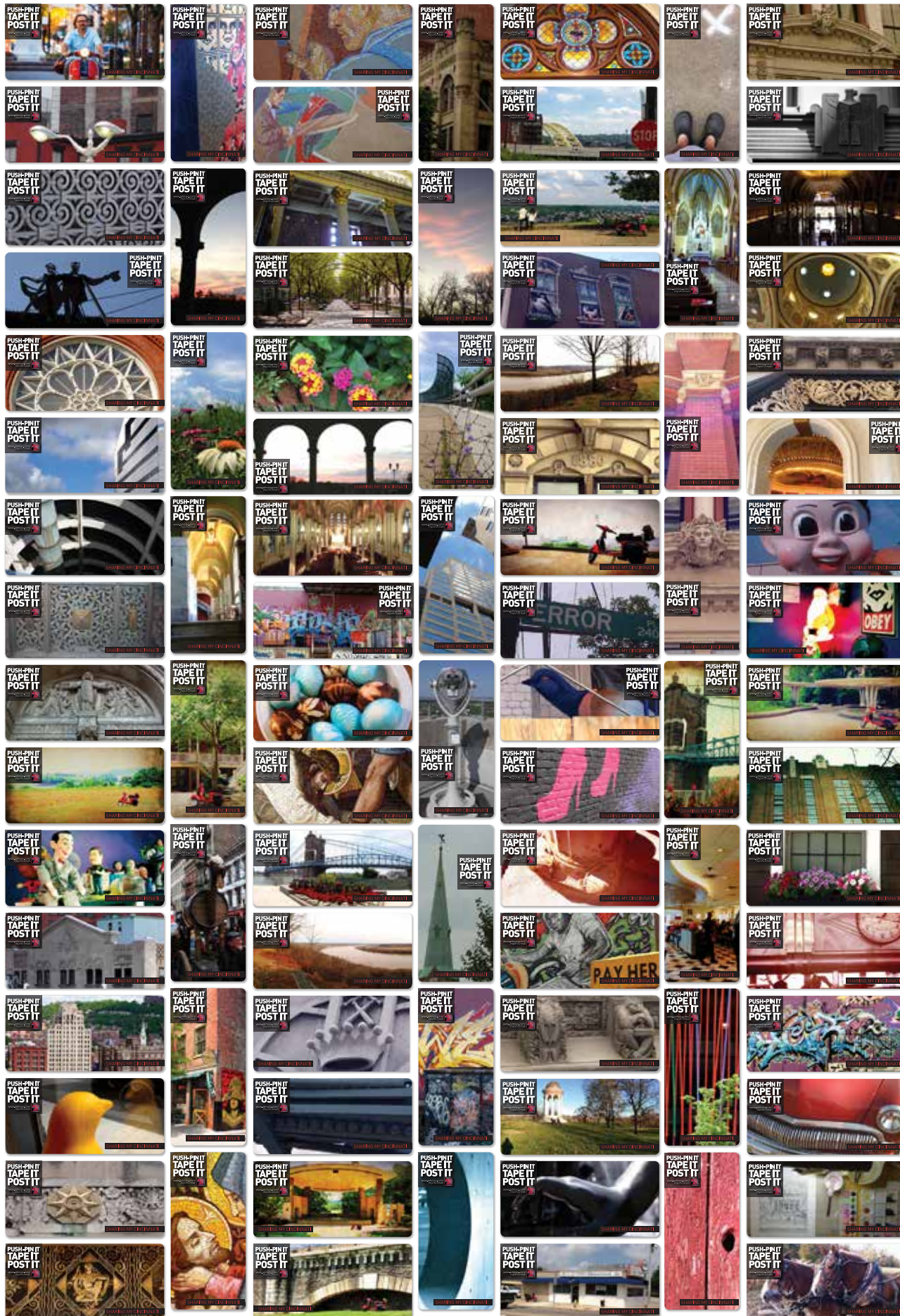
Presenting Sponsor:
STATMAN | HARRIS | & EYRICH | LLC
ATTORNEYS AT LAW



The STORY

My kids elementary school happens to be the top of the Cincinnati Public School district. Not by chance but by the hard work of the parents and teachers that make it great. Having creative skills has its pluses and minuses, for 8 years I poured my work into the school. I like to think it helped.





The STORY

This is an ongoing art project that I developed last year. I created 97 small pieces of Cincinnati-atta from pictures from my creative walk-about. Most pix were shot with my iphone except for some pro shots of me.

I printed and signed each piece and over the course of a couple of days, posted them everywhere downtown.

My point was to share my beautiful city with the folks on the street, downtown. My hopes were that people would discover them by chance and take them, visit my site and comment.

Sadly, the Cincinnati Street Ambassadors (you know, the folks on the streets cleaning up the butts and trash) took most of them down within an hour of my posting.

I'm planning a slightly bigger version and a show in an alley TBD.

**PUSH-PIN IT
TAPE IT
POST IT**

[www.admojo.com/
mycincinnati](http://www.admojo.com/mycincinnati)



PACKAGING





The STORY

I met a tobacco manufacturer while working on a Kentuckians Against Taxes campaign. He gave me an opportunity to do several lines of little cigars and cigarettes. This Red Buck packaging garnered a few Addys and led to other work from Tantus Tobacco, Russel Springs, KY. It's a big hit down south.



The STORY

Berley Cigarettes was another line I did for Tantus Tobacco. An interesting story about the design, the owner liked to hang out with me while I worked, I did this design by mistake, it created a moire pattern(something I try to avoid). He loved it. We went with it, printers hated me.



The STORY Bruin Pale Ale from Hudepohl Schoenling Brewery was 10 years before it's time. It was delicious, well balanced, easy to drink.





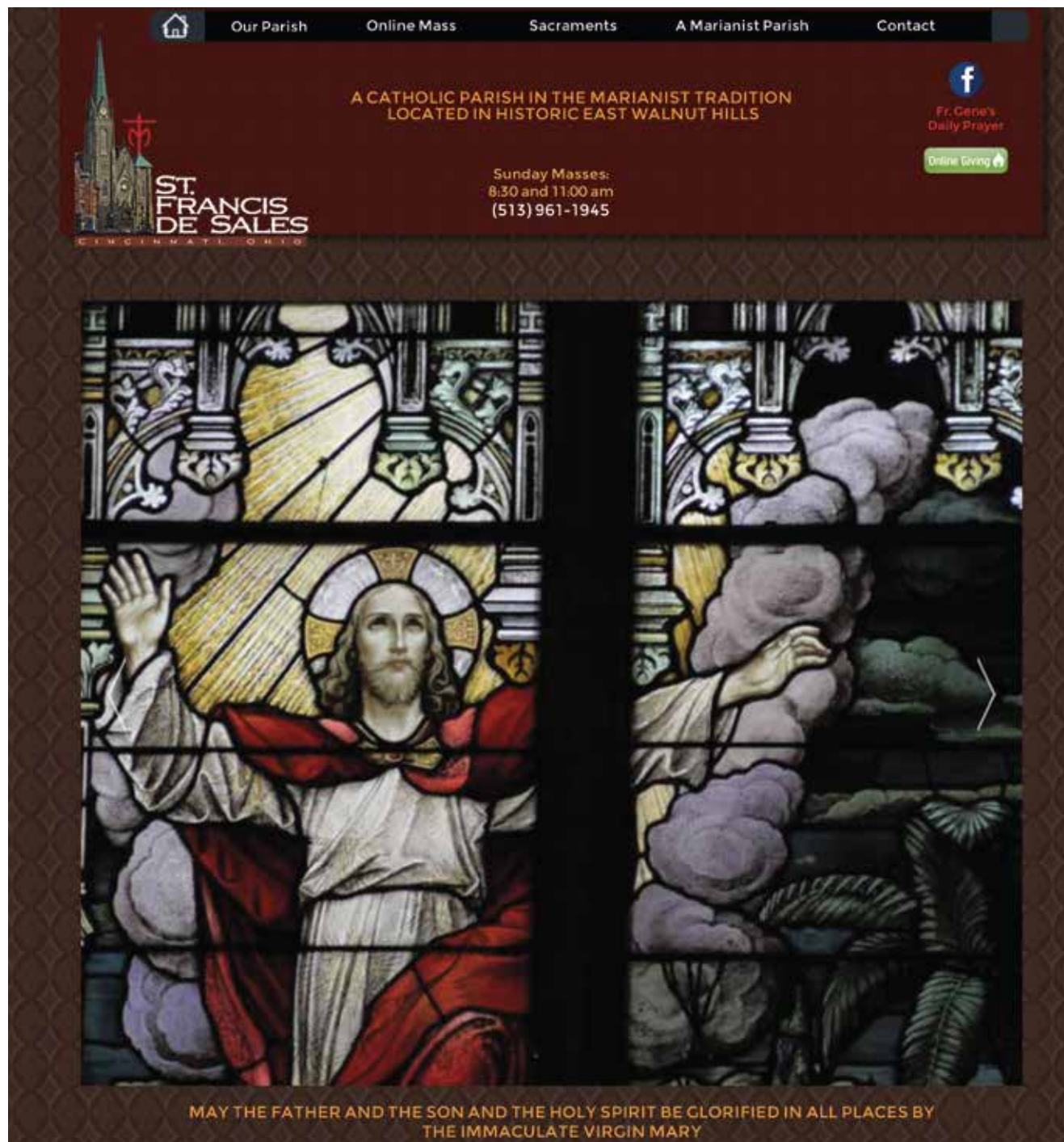
The STORY This Little Kings campaign was ground breaker. The client, Hudepohl Schoenling wanted to help save the grizzly. They asked if we could come up with a campaign. Hell yes. Ads, packaging, collateral, pop, wearables and a wonderful headline from Bo Woodiwiss, Life is meant to be wild!



The STORY Moerlein's Bock Beer was the brew that started Bockfest. It was an old recipe made craft style before that was popular. Randall Montgomery did the original design, I made the packaging and collateral materials.

DIGITAL

 KEIDEL



The STORY

After 35 years of being faithless, I was call back to church. I went to over 10 local parishes and decided on St Francis de Sales in Walnut Hill. Like always, I get involved, I'm the Communications chair on the parish council. I re-branded and reworked their website. <http://www.stfrancisds.com>

[Home](#)
[About Us](#)
[Schützenmeister](#)
[Food & Drinks](#)
[Entertainment](#)
[Contact Us](#)

Celebrating our 150th Anniversary

Cincinnati's Original German Fest - Tradition Seit 1866

[f](#)
[K](#)
[i](#)
[t](#)

SCHÜTZENFEST

July 15, 16 & 17, 2016

Schützenfest, translated as the Marksman's Festival, is a traditional German fest dating back to medieval times. It celebrates a marksman saving a young child's life from a vicious eagle attack. Schützenfest was brought to Cincinnati in 1866 by German immigrants.

We continue this tradition each year with the shooting of a hand-carved eagle, perched high on a pole. The marksman that shoots the last piece of the eagle is crowned "Schützen König", or Shooting King, for the year.

Come celebrate with us and enjoy the Gemütlichkeit!

[2016 Schützenfest Pictures](#)



The STORY

I've got a German name but Italian blood. When asked to do work for the wunderbar Kolping Society, I jumped at the chance. Jim Effler did a great illustration and I took it from there.



Historic Space, Future-Focused Place



SIGN UP FOR THE SHP NEWSLETTER

© 2019 SHP

The STORY I was fortunate to work with Envoi Design, Wordsworth and SHP Leading Design on this website. It's a very deep search site showing off SHPs leading in education architecture.



The Cincinnati Horticultural Society

CHS EVENTS

[CINCY FLOWER SHOW](#)

[LADIES DAY](#)

[SECRET GARDEN TOUR](#)



GRAND
GARDEN
TOUR

[HOME](#) [ABOUT](#) [RECOGNITION](#) [GARDENING](#) [CHILDREN'S EVENTS](#) [SUPPORT](#) [CONTACT](#) [SHOP](#)

HOME

MORE INFORMATION

Upcoming Event

10th Annual Ladies Day

Kenwood Country Club

Thursday, April 27, 2017

2016 Legacy Circle

We are extremely grateful for the support and trust of our 2016 Legacy Circle Contributors. The Cincinnati Flower Show would not be possible without their passion for the city and benefits the Show offers to its residents and visitors.

[The 2016 Legacy Circle Contributors](#)

If you are interested in hearing more about



The STORY

I'm on the board of the Cincinnati Horticulture Society(I just can't say no). I did all the branding, for two years of flower shows plus worked on their site.



KEIDEL

Welcome To Willie's Sports Cafe

[Home](#)
[About](#)
[Menu](#)
[Contact](#)
[Jobs](#)

ORDER 2-GO
ONLINE!



One of Cincinnati's Original Sports Cafe,
dishing up pub grub & brews with nightly
food & drink specials.



Willie's Western Hills • 6380 Glenway Ave, Cincinnati, OH 45211 • (513) 922-3377

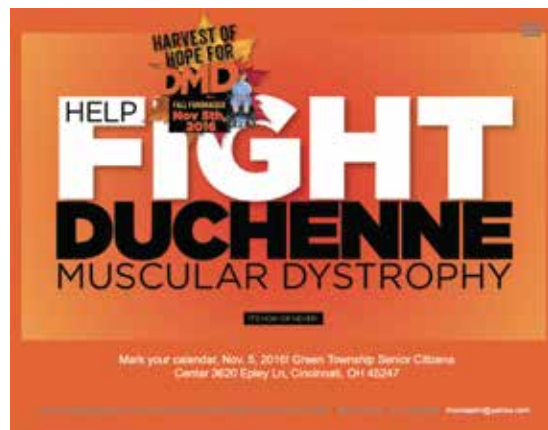
The STORY A new client Willie's Sports Cafe needed a website. They ended up with a website, re-branded logo, photography, social media campaign. The works.





The STORY Alta Mere is a franchise based automotive outfitter specializing in window tint and after market add-ons. It's part of the Moran Family of Brands. I refreshed their logo and developed their franchisee website. It's in development now with another programmer.





WE NEED YOU TO
**STEP UP TO
THE PLATE!**

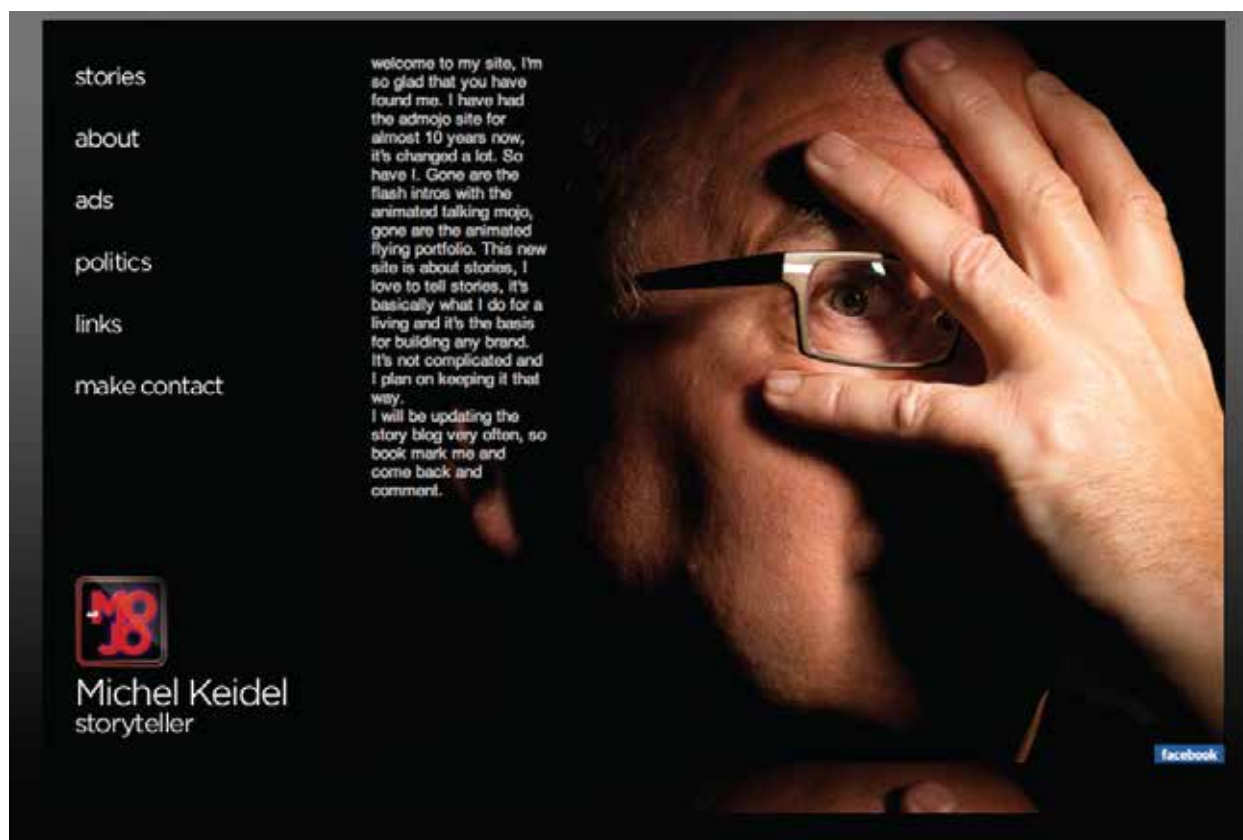
< Home Give The Boys PPMD The Story >

We got involved with PPMD when we said that we would help these two boys, Grant & Tony, and their families with their fund raising events. What we didn't know from the start is that these are the most courageous people we would ever know.

The STORY

Over the years, I've done lots of charity work but my work for Duchenne Muscular Dystrophy is the cause I am most proud of. My photographer buddy, Al Lang, asked for my help to create an awareness campaign for two young men with DM. This disease will kill them both, it's just a matter of when. Their stories made our lives richer. You will find the whole story at www.helpfightduchenne.com





My STORY

Please visit my current web site www.admojo.com to see my TV reel and Archive Reel(if you have time). I've spent my whole career working on complete campaigns for some the best brands in Cincinnati. I still believe in a multi-media approach. TV is still king, nothing delivers results better than a well told story with the right media buy and all the social tools to support it. My site is also home to my blog-more stories. I'm all about stories but that's another story.



Speak With a Franchise Representative Today
1-800-581-8468

[CORPORATE PROFILE](#)
[OUR BRANDS](#)



[FRANCHISE OPPORTUNITIES](#)
[EXPRESS REQUEST](#)



Not only a family of brands...

A Lifestyle Opportunity








Start Exploring

 **Jumpstart Blog**

 **Jump Start**

[Franchise industry grows at a rapid rate in 2014](#) May 12, 2014

[Handling taxes effectively is good for business growth](#) May 12, 2014





 **Join a Growing Industry**

The automotive aftermarket is a \$300 billion a year industry. With the average age of vehicles increasing and more miles being driven, now is the time to start your own business.

[GET STARTED](#)

 **View Our Success Stories**

Our franchisees come from a variety of backgrounds and work experiences. We are proud of the success our franchisees have achieved over the years.

[READ MORE](#)

Take Your First Step!

Fill out our Express Request Form for more information and E-Tour



[click here](#)

Click to Read More About Franchise Opportunities

Home | [About Us](#) | [Franchise Opportunities](#) | [Fleet Login](#) | [Contact Us](#)









2012 Copyright, All Rights Reserved Moran Family of Brands | [Privacy Policy](#) | [Disclosure](#)

The STORY

I got this client from an old AE friend of mine that moved away and called me out of the blue. I'm glad she did. The Moran Family of Brands was more than a website project, it was a complete brand overhaul.

Kao

Americas, Europe, Middle East, & Africa Regions

[Kao Worldwide](#)

Enriching lives, in harmony with nature.

[Home](#)

[Corporate Social Responsibility](#)

[Innovation](#)

[Careers](#)

[News Room](#)

Jergens.

GOLDWELL

Bioré

JOHN FRIEDA.
LONDON PARIS NEW YORK

Curel

KMS
california

MOLTON
BROWN
LONDON

GUHL

ban



JOHN FRIEDA.
LONDON PARIS NEW YORK

JOHN FRIEDA® Expect Perfect.™

Kao is a leading global manufacturer of premium beauty care brands that are recognized around the world for their innovation and quality.

In the American and European regions, Kao beauty care includes premium mass hair care brands such as John Frieda® and Guhl®, professional hair care brands such as Goldwell® and KMS California®, premium skin care brands such as Jergens® and Curel® body lotions, Ban® antiperspirants and Bioré® facial care and prestige brands such as Molton Brown, a specialist retailer of prestige cosmetics.

[The Kao Way](#)

[Our History](#)

[Locations](#)

[Contact Us](#)

[CAREER OPPORTUNITIES](#)

[KAO GROUP NEWS](#)

[ABOUT KAO GROUP](#)

Copyright © 1994-2014 Kao Corporation All rights reserved | [Legal Statement](#) | [Privacy Policy](#) | [Sitemap](#) | [Patents](#)

KAO Group

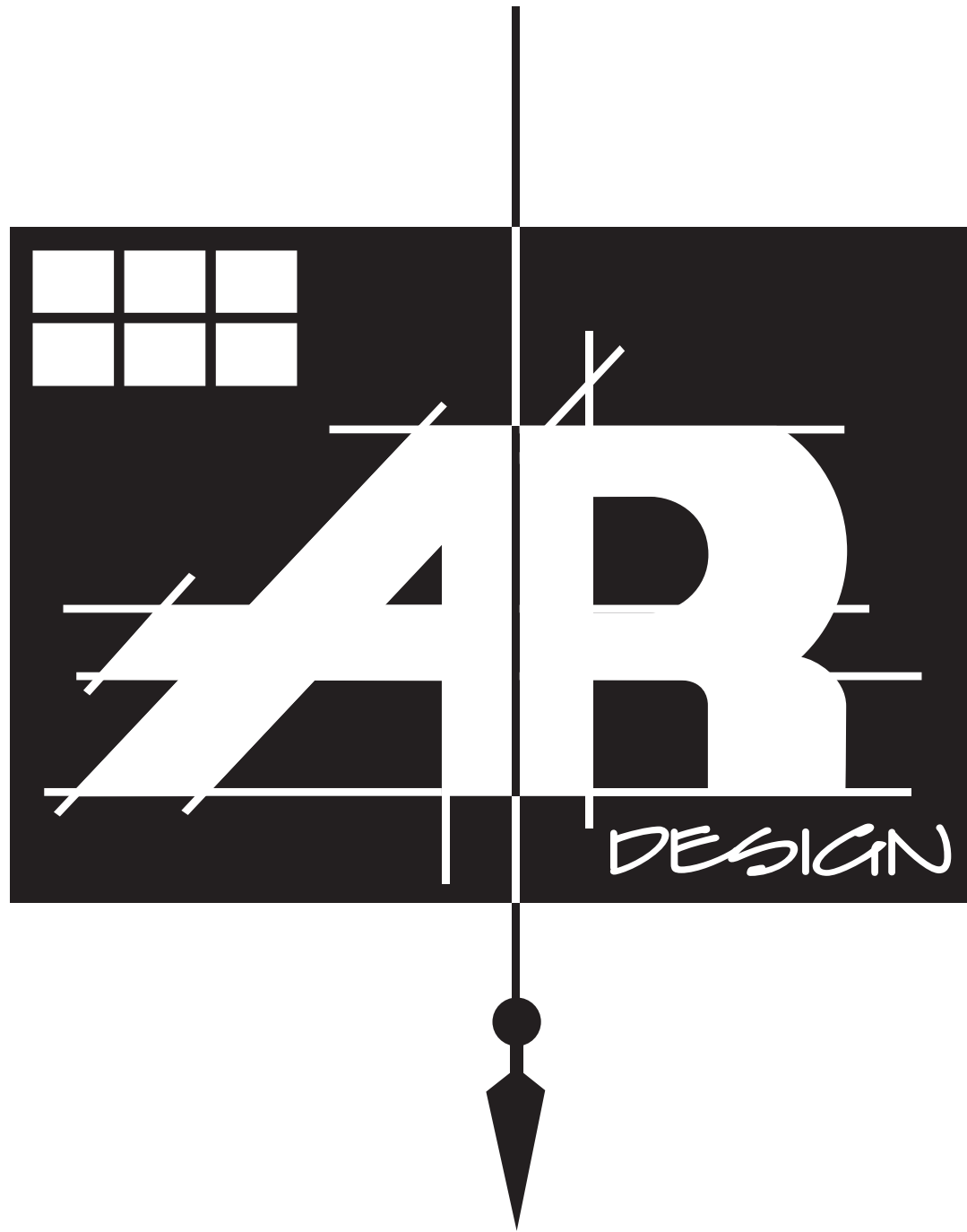
The STORY

I had the pleasure to develop and design the KAO Brands website. It was a bit like herding cats as all brands had their particular needs and standards and the Japanese Corporate had a stake as well. www.kaobrand.com



LOGOS

 KEIDEL



The STORY

AR DESIGN is a premiere historic window replicator, They are the top of the top in their industry. This hand inked logo came from an architect , cleaned it up a little, added the windows. I do a calendar for them every year.





The STORY The Beer Story Movie fell into my lap when a producer asked me for some Bockfest creative. I did their site, tee shirts and other fun stuff.



C I N C I N N A T I



FLOWER SHOW

APRIL 15-19, 2015 | YEATMAN'S COVE

The STORY Flower Show Logo was a joy to do, the illustration is from a Russian artist I found on istock before it was ruined by Getty.





CROW'S NEST

PRICE HILL

The STORY An iconic westside bar. Cold Hudy Delight on tap and a great fish sammie.



DADS GONE NUTS



The STORY

This is one of those blood sucking school projects. The Kilgour Dad's invaded Walnut Hills when our kids moved there. Instead of taking over the Athletic Supporters, we started our own group, we were not affiliated with the school so we could do what we wanted. We grilled burgers at the games with Grill Team Six, gave the school tons of support and money. We even bought a couple of Gators and golf carts so banged up students could get to class in the trailers



KEIDEL



The STORY Guardian Savings Bank was growing, they needed a re-branding. We delivered big time.





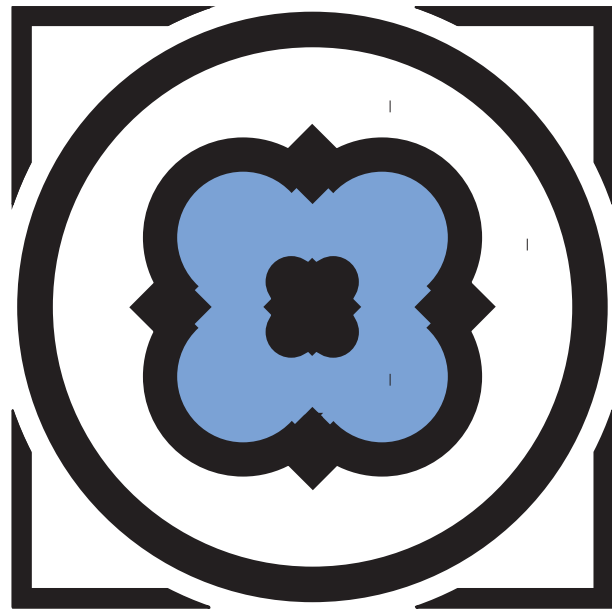
The STORY For Al Lang's jerky business





The STORY I have scars from this branding gig. On a committee of moms from the school, I went through dozens of horses. We settled on this KY hybrid.





MIRAMAR

SERVICES, INC.

The STORY When the family members of the Scripps corp finally sold off the business they needed a foundation to take care of family business. The logo mark is from the fountain of the family compound in CA





The STORY Walnut Hills HS, the top high school in the state and horrible branding. A crazy looking eagle and this Notre Dame rip off logo. I fixed one of the two.



MORAN

FAMILY OF BRANDS

The STORY This franchiser client from Chicago had many automotive after market franchises. This was the umbrella brand of the parent company



SHLOMME'S

The STORY For a Jewish Baker



The STORY

Glier's, the geotta kings of Norther Kentucky, asked for a logo refresh. I had my letter-form specialist, Don Marsh, do a custom logotype and crest. I had to scramble because we had the incorrect kind of knight's helmet. I presented some killer ads on the table you put your deer on for processing. This job is never boring.