

JAN REHDER

Creative Director/Art

FREELANCE Creative Director 2015

Currently I'm creating memorable campaigns to help launch brands, revitalize old ones and win new business. With extensive experience in TV, print, digital and branding I've created concepts that are built on consumer insights for clients as diverse as ExxonMobil, Unilever, Gillette, and Northstar. I have a special focus on OTC, DTC and health awareness working for pharma clients, including Pfizer, Sanofi-Aventis, GSK and Chattem.

FERRARA & COMPANY Creative Director 2011-2015

ALLEGRA - Instrumental in the pitch, win, launch and continued brand building of this Chattem account. Created the "Before & After" campaign that has successfully aligned and built the entire brand family - Allegra Base, Allegra-D, Childrens and Topical.

ALLEGRA GELCAPS - Created and launched the "How Fast/How Strong" campaign and helped integrate it across all media.

PAMPRIN - Revitalized this Chattem brand with the energetic and unique "There's No Stopping You" campaign targeted at young adult women.

NEW JERSEY LOTTERY - Helped pitch and win this account. Instrumental in the creation and launch of the "Anything Can Happen in Jersey" campaign. It's reshaped the brand, connecting NJ pride and ownership with a compelling message. A visually impactful look and spirit that is executed in a 360 fully integrated campaign.

OTHER ACCOUNTS - Pitched and won OraQuick (In-home HIV Test), Vitafusion, Nasacort

McCANN ERICKSON HUMANCARE VP Creative Director 2003-2011

ARICEPT - Created the award winning, emotional "Real Stories" campaign.

DETROL - Established the ladies room icon "Doris" as supportive advisor and friend of women suffering from OAB. Totally integrated campaign helped make Detrol the brand leader.

ALLEGRA - Created the iconic allergy villains, "Ragweed and Pollen" who were repeatedly foiled by Allegra's long-lasting efficacy. Brand became #1 in the marketplace.

OTHER ACCOUNTS - Coreg (GSK), Zolmitriptan (Novartis), Viagra (Pfizer), Cervarix (GSK)

PRIOR EXPERIENCE:

McCANN ERICKSON/NY VP Creative Director

GILLETTE - Created TV and print global campaigns for razors, Oral B and Satin Care shave cream that connected internationally and locally in markets as varied as the USA, India, China, Malaysia and SA.

EXXON MOBIL - Part of the team that launched this branding campaign. It helped solidify Mobil 1's pre-eminent position in the minds of people who care about their cars. Increased sales significantly and the support of dealers worldwide.

BLACK & DECKER - launched various products including "The Snake Light".

UNILEVER - Introduced Fabio in the role of both Tarzan and a Statue, firmly establishing him as the brand icon for the "I Can't Believe It's Not Butter" brand.

OTHER ACCOUNTS - Lufthansa, Coca Cola Classic and Cherry Coke

AC&R SVP Creative Director

FOOT LOCKER - Created the award winning "Get it Right for Your Body" campaign.

OTHER ACCOUNTS - Lady Foot Locker, Kinney Shoes, La Yogurt, Matchbox.

PERSONAL University of Bridgeport School of Visual Arts, NY

I'm a life long New Yorker, living in Brooklyn and married to an ad guy. We have a son, a dog and a very eclectic extended family. Whenever I can, I'm out riding horses.

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