

WHAT MAKES A CLIENT LOVE THEIR CREATIVE DIRECTOR?

TRUST. Clients love for their Creative Directors to listen to those issues that keep them up at night. The Creative Director who can feel their pain is the Creative Director who can earn their trust. It's not about the work. It's about the business. Does their Creative Director understand the challenges of the client's business imperatives? Does their Creative Director know the difference between a Complex Systems Business Model and a Volume-Operations Business Model? And the customer mindset that is particular to each? Clients care more about these issues than they do about the coolness of their Creative Director's haircut. Or whether they have Beyonce's digits on their speed dial.

Harry Webber has taken his clients to the billion dollar mark in sales and the Clio Hall of Fame.

Clients that trust Harry Webber:

Coca-Cola
Diet Coke
Pepsico USA
Dr Pepper
KFC
McDonald's
Denny's
Shakey's
Chase Manhattan
Sun Microsystems
Johnson & Johnson
Digital Equipment
Ziff-Davis
John Wiley & Sons
Walt Disney Co.
Paramount
Warner Bros.
Turner Home Ent.
General Foods
Acura
Ford Motor Co.
Chevrolet Div.
Calif. Lottery
eTrade Group
AT&T
United Airlines
AAAA
L'Hermitage Hotels
PowerBar
Safeguard Soap



Harry Webber and Nancy Hill, CEO of the American Association of Advertising Agencies in NYC meet on the development of a new business model to assure the future of advertising.



Harry Webber and the mighty Temptations for KFC in Hollywood.



Harry Webber and Mike Becker landed in the Clio Hall of Fame for "Stuck on Band-Aid Brand," America's longest running advertising campaign. And John Travolta's first paying job.

WHAT DOES A CLIENT NEED MOST FROM THEIR CREATIVE DIRECTOR?

INSIGHT. Clients have more data than they can handle. CRM, ERP, Web Trends, Sterling Data Sync, Omniture SiteCatalyst, ISP Behavioral Profiling, Catalina Checkout Direct, the data stream is endless. Business optimization demands these numbers be turned into actionable tactics. The Client depends upon her Creative Director to help her turn stats into strategy. The latest editing tricks from Mike Heldman are good to know. But what the Client needs to know is whether a trend indicates a full charge or a strategic withdrawal.

Harry Webber has worked on brands from Acura to Ziff-Davis in every medium on every platform in every time zone on the planet.

WHAT DOES A CLIENT DEPEND UPON THEIR CREATIVE DIRECTOR TO CREATE?

RESULTS. Clients depend upon their Creative Directors to help them move the needle. Did the ad pull? Did the spot

blow up the call center? Did the web banner click through record success metrics? Are brand preference scores heading for the bank or the tank? The Client can't depend upon gut reaction alone to bet the farm. Not with CMO shelf life being measured in months, not years. His Creative Directors better know their stuff. Everything

from customer intimacy to dynamic content. Clients expect Creative Directors to drive the value-creation engine. That's what keeps their business on track.

Harry Webber has created results at Y&R, WRG, Leo Burnett, McCann, Case & Krone, MarchFIRST, DDB Needham and Genex. Now he's ready create results for you. Visit HarryWebber.com