

# **DEBRA BERNARD** ACD/ ART DIRECTOR

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Associate Creative Director with a strong background in building kid, package goods and healthcare brands. Experienced in all media and production with expertise in animation. Strong emphasis on strategic positioning, problem solving and results.

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## **OGILVY & MATHER, LOS ANGELES 1994-2010 ACD/AD**

Nature Made Vitamins, Post, Kraft, Mattel, Disney, Los Angeles Public Library

### **NATURE MADE VITAMINS AND SUPPLEMENTS**

- Created the new "Vitamin Vision" TV and digital campaign, YTD sales rose 30%.
- Developed an award winning SAM-e campaign in TV, print and digital (Mood Quiz).

### **POST CEREALS**

- Grew the Pebbles franchise into the second largest Post brand with the long running "Tricks" campaign.
- Produced a 10 year Mom directed Pebbles print campaign resulting in a 124% payback annually.
- Revived the Oreo O's brand with the successful Marshmallow Cream Team TV/print campaign
- Opened new business with TV and Print campaign for Cupcake Pebbles.
- Created Pebbles promotions, premiums, new products, product improvements, videos and website games.

### **MATTEL**

- Rebranded Fashion Polly Pocket elevating it to the second most valued brand in the Mattel portfolio.
- Introduced the Mattel Little Mommy Babydoll franchise to moms, with the highest testing spot in Mattel history, insuring it's evergreen brand status in the large doll portfolio.
- Awarded Golden Marbles, Effies.

## **KIDVERTISERS NYC 1989-1994 PARTNER/ACD**

Playskool, Nickelodeon, Nick Jr, Fruit of the Loom Baby, Hasbro, Parker Brothers.

### **PLAYSKOOL**

- Award-winning parent directed print campaign for Playskool took the brand from relative obscurity to the best liked and most remembered by moms across all categories.

### **NICK JR**

- Launched Nick Jr to the public and the trade with an interactive print campaign.

## **KORNHAUSER & CALENE NYC SrVP/AD**

Accounts: Playskool, Woolite, Black Flag, Arm & Hammer

## **JWALTER THOMPSON NYC VP/AD**

Kodak, Burger King, Reynolds Aluminum, Lever Bros., Nestea, Daewoo, Mink International, WA Taylor, American Red Cross, Nestle

## **LOS ANGELES MAGAZINE, CA, JR ART DIRECTOR**

## **HANNA BARBERA, CA, ASSISTANT ANIMATOR**

## **EDUCATION**

Art Center College of Design

UCLA