



こんなに、リラックスしちゃっていいのかしら。

BILLOAKLEY

chief creative officer / global creative director

executive director ADTHING



2014 Judge

BILLOAKLEY

I've always felt like the youngest in the room.

The youngest of three really, really competitive brothers.

The first freshman captain of Youngstown State University Soccer.

First agency job at 19.

Youngest SVP in the DMB&B global network at 26.

CD of one of the "12 ads that changed Super Bowl marketing" (Ad Age) at 28.

GCD of world's largest airline at 32, and Global CD of the world's largest corporation at 35.

Throughout my life and career, I've been thrown in the deep end early. And I think it was a distinct advantage.

I was naive enough to be simple. And simple enough to believe in this business we really only need to do two things:

1. Find a truth. (A simple one that a real person, not a marketer, will give a damn about.)
2. Present it as beautifully as you possibly can.

Truth. And Beauty.

The two most difficult things in advertising. Heck, in life. It's shockingly hard to stay that simple: that naive.

But if you're brave enough to do that, people who don't care about ads, might actually feel something about yours.

Over 100 awards worldwide, judge for last year's CA Advertising Annual, and just led our agency to Ad Age's Best Places to Work for the second time in a row.

Oh, and the oldest player on a 3v3 National Championship soccer team.

So, that really, really competitive thing I got from my brothers... still there.



2016-present *Executive Director*
ADTHING at the **University of Utah**
 The ad agency staffed by students. Run by pros.
 Professor / Lecturer
 David Eccles School of Business

1991-2016 *Chief Creative Officer / Global Creative Director / Managing Director*
TM Advertising / McCann Worldgroup 1991-2016
 Dallas TX
 American Airlines
Global creative lead overseeing work from 23 McCann offices worldwide
 ExxonMobil / Esso *Global creative lead with DLKW/London*
 Universal Orlando
 Discover Network
 Bank of America / Nationsbank
 Bausch + Lomb *Global creative lead*
 EDS / HP *Global creative lead with McCann Worldgroup*
 Paris Las Vegas / Bally's & Flamingo Las Vegas
 citi/AAdvantage credit card
 Bell Helicopter
 BT Global Services
 oneworld *global airline alliance*

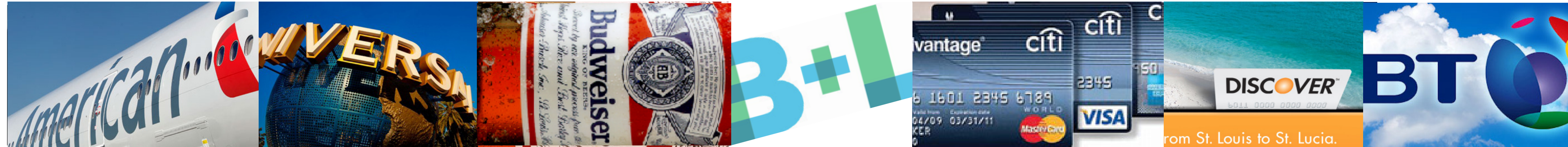
1983-1990 *Creative Director*
DMB&B
 St. Louis MO
 Budweiser/Anheuser-Busch
 Southwestern Bell Corporation
 Michelob Light

1990-1991 *Other agency gigs:*
Hutcheson Schutze / BBDO
 Atlanta GA
Creative Director

1982-1983 **Hesselbart & Mitten**
 Cleveland OH
Art Director

1981-1982 **Society of St Paul Monastery**
Art Director while in college
God knows creative people need help

Education **Youngstown State University**
 Youngstown, Ohio
 BFA 1982, Manga Cum Laude
 Varsity Soccer, four year captain



select brand experience

Travel / Tourism

- American Airlines (corporate/global)
- Universal Orlando
- Oneworld (global airline alliance)
- Citi AAdvantage travel rewards credit card
- Paris/Las Vegas casino and resort
- Bally's/Las Vegas and Flamingo/Las Vegas
- Texas Tourism (global-- believe it or not)
- La Quinta Inns & Suites
- Japan Airlines

Financial

- Bank of America
- Nationsbank
- Discover Card Network
- Pulse (payment systems)
- NCNB
- Centran Bank Corporation
- American Airlines Credit Union

Consumer Goods

- Budweiser
- Michelob Light
- Bausch + Lomb
- Community Coffee
- Captain D's (fast food seafood restaurants)
- Long John Silver's (same kind of restaurants)
- Bennigan's restaurants
- Paramount Parks
- Southwestern Bell Corporation
- GTE retail stores
- Banquet Frozen Foods
- Light & Elegant Frozen Entrees

Corporate Reputation

- ExxonMobil / Esso
- Anheuser-Busch Corporation
- Statoil (Norwegian energy company)

Technology / B2B

- HP / EDS Electronic Data Systems (global)
- BT global systems (British Telecom)
- Discover Card Network
- Nortel Networks (global)
- Bell Helicopter
- Dell
- Bell South Mobility
- General Electric International
- BF Goodrich Chemical Group

Other

- American Advertising Federation
- March of Dimes
- Best Friends Animal Society
- MADD – Mothers Against Drunk Driving
- WFAA-TV ABC affiliate



over 100 honors globally including

- One of “12 Ads That Changed Super Bowl Marketing” (Ad Age)
- Cannes Lions
- Communication Arts
- CA Advertising Annual Judge, 2104
- One Show
- Ad Age Best Places To Work (2 times in a row)
- National Effie’s
- National Effie’s Judge 2012
- D&AD (London)
- Archive Magazine
- Campaign Magazine (UK) Advertising Awards
- Adweek Creative All-Star and Most Valuable Player
- London International Advertising Awards
- Nikkei Advertising Grand Prix (Japan)
- Clio
- New York Art Director’s Club
- National Addy’s
- Ad Age 100 Best
- Advertising Club of NY ANDY Awards
- NY Advertising Festival World Medals

other stuff

- Board of Directors: Utah Zoological Society 2015
- PBS Advisory Board: KUED-TV 2015
- Youngstown State University: BFA and Mechanical Engineering (long story)
- Varsity soccer four-year captain

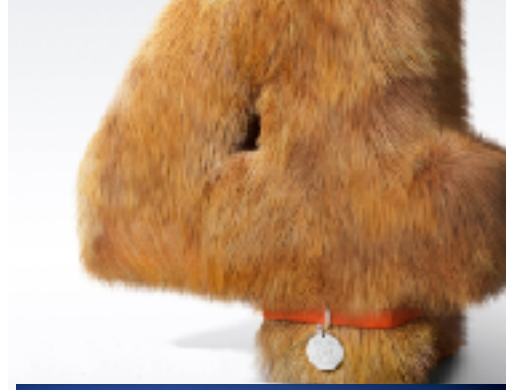
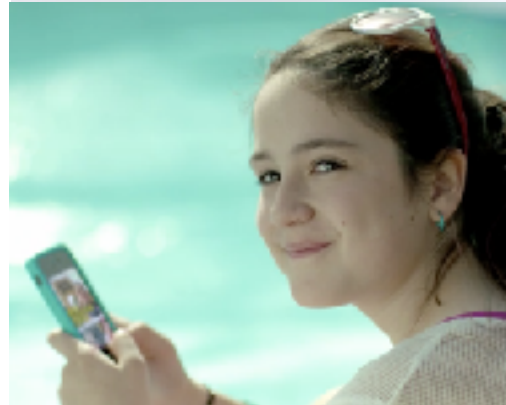
fun stuff

- Still an avid (some say obsessive) soccer player
- 3v3 National Champions
- US Soccer Association coaching license
- US Soccer Federation Referee

important stuff

- One amazing wife
- Two non-stop boys
- Grown daughter and son that still drive me nuts
- Two dogs, two cats, one bearded dragon (don’t ask)





BILLOAKLEY

The role of a “Creative”

(What I try to instill in every creative person.)

As an ad agency we make something. That something we make, in the end, comes from you.

It's a daunting thing to think about. Filled with responsibility. And accountability.

Take it seriously. Very seriously. Everyone's efforts in the agency, and at the client, will manifest, and result, in your work.

Treat it that way. Know the client's business before you get to work. Leave your preconceived notions at the door.

Know your own craft. Study it. Stay up on it. Know the very best work in the world.

Share it with those around you. Be an ultimate student of our business.

What you make is... what we are.

And that's why everyone in our agency should feel they are creative.

Be an evangelist for creative thinking. Show everyone in the agency they can make our product better.

Invite their world into yours. Ideas spark from everywhere. Anywhere. Don't convince people. Invite them in.

Because as we all know on the creative side: we're in one of the toughest, but at the end of the day, coolest industries in the world.

Let's make sure everyone at our agency feels the same way.

Be proud of what you do.

Make us proud of you.

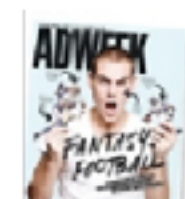
ADWEEK


Recycling Can Designs

A retrospective of memorable Coke and Pepsi packaging


Minding His Own Business

Josh Tyrangiel has made Businessweek a must read


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Bill Oakley On The Spot By Richard Williamson

October 24 2005

Advertising & Branding

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As a group chief for TM Advertising, Bill Oakley says he brings both sides of his brain to an assignment: the side that studied engineering looks at the client's business needs, while the artistic side develops the emotional pitch. His most recent work is the new American Airlines' "We know why you fly" spots, which broke in September. Oakley, 45, who worked on Anheuser-Busch at D'Arcy Masius Benton & Bowles in St. Louis before joining TM in 1990, is an avid soccer fan who has been known to take overnight trips to Liverpool to see a match. He's not sure which side of the brain that involves.

Q. How did you get into advertising?

A. I earned a bachelor's in fine arts and engineering from Youngstown State University in Ohio. At my first job at an agency in Youngstown, I was really just a guy who was good with a T-square and a knife. Then, I moved to Hesselbart & Mitten in Cleveland, which had clients like Owens Corning. The first ad I did there won a national Addy. It was a help-wanted ad for the agency that read, "We need writers and art directors." "Writers" was misspelled and "Art directors" ran off the page. It was the first ad I had done that won an award. So I thought, maybe I really can do this.

When you launched the American Airlines campaign last year, the industry seemed to be making a comeback from Sept. 11. Now, Northwest and Delta are in bankruptcy. Does it make sense to try to build a brand in such a crisis atmosphere?

The volatility of the airline industry has led to paralysis at times, when thinking about long-term marketing. Economically, the airlines have been bleeding for years. Emotionally, they've been bleeding for years. We always thought our first goal was to find ways to stop that bleeding. I think the decision a year ago when we launched the campaign was, "It's time to move on and act like a significant brand again."

Advertisement

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The tagline for American Airlines is "We know why you fly." Why do you fly— particularly to London?

No one will ever understand the immense weirdness of a European soccer fan who lives in Dallas. If you were targeting me in an ad, there would be a target of, like, two of us. Why do I fly? To be at a professional soccer match in Liverpool and the very next day be at my son's youth soccer game here in Dallas.

Aside from your current work, what spots are you most proud of?

I don't want to go back to Genie garage door opener or a little spermazoid running around on a screen. We all have those skeletons in our closets. There was an American ad in 1992 that is still recalled in focus groups, which is one of the best things anyone can say about your work. It was a commercial called "Important," about a mechanic who talks about why he comes to work every day. At the end, he sees the people going on the plane that he's been working on all night. And I think the reason it worked is that we didn't make any of it up. It was immensely true.

Now that you're a seasoned veteran, what do you like most about your profession?

I can't imagine another business that allows you to work with so many different industries. You get to work within those industries at the highest levels. I've worked in 20 industries in my life. That's pretty cool.

Name the last ad that made you think, "I wish I had done that."

There are two. The first is the Toyota Tacoma truck home-video ads. This one shows the truck surviving a meteor. So wonderfully done. Not just the effects, which are flawless, better than anything from Hollywood. But no over-think of cabin space, towing-capacity crap. Just simple, macho, truck-buying genius. (And my teenage daughter loves it ... how "Texas" is that?) The other is a new high-school football ad from (who else) Nike that is a celebration of a colorful old coach. It's a documentary style that tracks the week after a loss. Wonderful celebration of what it means to play team sports ... along with the real benefit of youth participation in them. Honorable, humbling stuff from Nike ... again. But, I am the target.

What do you think is the most overrated campaign?

iPod. I know it's entertaining. And successful. And cool. And works wonders internationally. But it's just more art direction than message to me. But then, I've bought five in two years, and I bought the black Nano the day it was announced, so, what do I know?

What's the smartest business decision you've ever made?

Quickly leaving my dumbass.

And what was the dumbest?

After a decade, finally deciding to leave the really big agency thing to go do the really small agency in Atlanta [Hutchason Shutze]. Four months later, it was bought by Omnicom and merged into BBDO.

What is your dream assignment?

Marketing for The English Premier League or Liverpool Football Club in the U.K. Don't ask ... it's pretty sick.

What's on your nightstand?

Stacks of soccer magazines from Europe. I told you I was sick.

Name one person you're dying to work with.

I don't like to work that much.



BILLOAKLEY

view personal work at billoakley.info

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view University of Utah ADTHING

work at adthing.utah.edu