

Chronological overview of my work in online research, social networking, and web content creation

Using the internet for consumer and brand insight in advertising and media research

1993 - present	Online research. Early adopter and promoter of using the internet for consumer research. Have conducted chat-room surveys (starting with AOL in 1994), bulletin board surveys, email surveys, and web-based research via websites and blogs. I have hosted these surveys on my own server (most recently using SurveyMonkey). I have also used various do-it-yourself commercial online research companies (primarily Insight Express) as well as various online research vendors over the years.
1996 - present	Topics. Have conducted online surveys for advertising and media strategy development on a wide variety of topics including sports, food, educational programs, technology, automotive brands, corporate image, and advertising evaluation for more than a dozen clients and brands—either as an account planner or as a strategy consultant.
2006-2007	Autoextremist research. Created an online research service (Autoextremist Research) that tapped the views of autoindustry professionals, automobile enthusiasts, and automotive consumers. Generated research reports documenting auto industry misperceptions about consumer automotive preferences and consumer misperceptions about hybrid, electric, and fuel-cell technologies.

Internet-based social networking and information projects

professional and commercial community building and marketing

1996-2004	FLUXLIST – co-founded early internet email discussion group devoted to Fluxus art movement. Managed and moderated this international creative community for eight years. This email discussion group is still thriving.
1998-2003	Global Consumer-Pulse Network. Designed, launched and managed an internet-based global consumer insight network for the McCann Worldgroup advertising agency. Email and corporate intranet used to create a global intelligence community of brand planners, consumer researchers and media ethnologists from 100 offices in 77 countries. The intranet and email integrated network became a model for other organizational efforts at McCann and was credited with McCann's winning international ad agency of the year in 2000. <ul style="list-style-type: none"> ● During this time, we developed the use of focussed, chronologically organized websites (now called “blogs”) to create special internal communities and interdisciplinary workgroups around important, newsworthy events—from the World Cup and Olympic games to the outbreak of the SARS virus in Asia in 2003. ● Demonstrated the potential of consumer-shopping blogs to be a marketing and media research tool.
1999-2007	Autoextremist.com. Designed and launched one of the first websites devoted to an ongoing analysis and discussion of the automotive industry and its marketing. Served as the webmaster, chief photographer, and head of research. During this time, Autoextremist.com grew to a weekly audience of more than 50,000—a global cross-section of automotive industry professionals and automotive enthusiasts.

2003-2005	Candy Band – created the blog portal and commercial website for a rock band of four mothers with young children who play hard rock versions of nursery rhymes for kids. Used blog portal to build fan base, sell CDs, and promote band to local and national media. During this time Candy Band performed at Lollapalooza, the Van's Warped Tour, broadcast a studio concert on XM Radio, appeared on The Today Show, and was featured in articles in People, The London Sunday Times, Women's Day, The Wall Street Journal, and USA Today. The Candy Band Blog was honored as "Blog of the Day" on December 1, 2004.
2006-2007	Art Blog (fluxlist.blogspot.com) . As a participant on blog featuring current artwork, I organized various online events and activities to explore social networking and community building—including creating a poster featuring blog participants and facilitating participation in several interactive art projects.
2007	Media project blog . Created a blog to help Initiative Media support an interdisciplinary team charged with implementing a new media strategy development process for their biggest clients in Latin America .
2007-2008	Creativity project blog . Designed and managed a project blog for a Detroit economic development foundation that had organized a consulting team of 30 area entrepreneurs in the creativity and design professions. Blog was used to provide reports, information, discussion and networking between team meetings and provide support for the group's recommendations for developing Detroit's "creative brand."
2007	Beer-marketing innovation blog . As part of ongoing consulting work with a major international brewery, I developed a prototype blog of consumer and industry news, insight and stimulation. Demonstrated how an internal blog could be used to help drive creative innovation within the company by promoting social networking and discussion. The blog is now a centerpiece of the company's internal innovation efforts.

Web design and web content

a partial list of my personal and professional internet design work
(see allenbukoff.com for a more complete list of my websites)

1995	Fluxus Indian Museum . The first website I ever designed—a fictitious online art museum—was selected as " Cool Site of the Day ," the most prestigious internet honor of the early world wide web.
1996	The Bathrooms of Madison County . This website received Honorable Mention in the international Netscape Gold Rush Contest for website design.
2003	Stalking the Wild Breaded Pork Tenderloin . Website devoted to the breaded pork tenderloin sandwich—a regional specialty found in Iowa, Illinois and Indiana. Discussion of this website on community forums on ChowHound.com and Roadfood.com has made this a popular website with foodies.
2006-2007	Designed two innovative websites for the Advertising Research Foundation . Websites creatively presented visionary ideas about the future of advertising and advertising research that were generated by top advertising professionals at special conferences around the U.S. Websites increased the audience for the conferences' work and its impact.
2008	Recent work (workingcreativity.com/recent). A blog of my current artwork and creativity consulting projects. Best and most recent example of my "simple-&-clean" approach to web design.

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