

Allen Bukoff, PhD

Resume for My Advertising and Media Strategy Work

1465 Fairfax ■ Birmingham, MI 48009 ■ 248.842.1233 ■ allen@allenbukoff.com

I began my career in advertising in marketing research. The search for more productive and efficient ways to uncover consumer and brand insights led me to explore more creative ways to approach strategy development. From this I developed an approach to uncovering consumer and brand insights that uses the best of both logic/research and intuition/creativity. I turned this into a consulting practice and have been helping ad agencies, media agencies, and marketers develop more creative and successful advertising strategies ever since. If you want to have better strategies than your competitors, you need to think better and differently than your competitors. I'll show you how.

PROFESSIONAL EXPERIENCE IN ADVERTISING AND MEDIA STRATEGY

- 8/95 - Present** **AllenBukoff.com, President.** A full-time international consulting practice helping advertising agencies, media agencies, and major marketers develop more creative brands and more creative media and advertising strategies.
- 7/05 - 7/08** **Consultant for Creative Strategy Development, Cervceria Cuauhtemoc Moctezuma (Monterrey, Mexico).** Helped Marketing Department of 10th largest brewery in the world design and implement a more creative advertising strategy development process through more than a dozen projects. Designed processes to help them uncover more creative consumer and brand insights. Helped them create a comprehensive new approach to how consumers, brands, and media interact. Changed their process and priorities for evaluating advertising ideas. Conducted innovation workshops on advertising strategy, media planning, and new product ideas.
- 10/07 - 3/08** **Strategy Consultant, Initiative Media (Interpublic Group).** Assisted Worldwide Director, Communication Planning and global planning team in creating Initiative's new communication strategy development process. Designed a set of innovative processes and exercises for uncovering consumer, brand, and media insights within this process. Created document that provided foundation for key elements of the new strategy process in current theories and research in neuroscience, cognitive psychology, and sociology. Actively participated in Latin American regional implementation of the new strategy development process and in subsequent presentations to clients.
- 8/03 - present** **Freelance Creative Strategy workshops.** Created and led strategy development workshops exploring *Monster Creativity*, *The Do-It-Yourself Life*, *The Culture of Eating*, *The New Face of Luxury*, and *Human Networks* with various advertising and media agencies including MacLaren-McCann (Toronto), Initiative (NY) and the annual conference of the US Account Planning Group.
- 3/98 - 7/03** **Consultant, Global Pulse Coordinator, McCann WorldGroup.** Launched and managed an internet-based global consumer insight network helping more than 100 offices in 77 countries turn consumer insights and ideas into advertising strategy on a local, regional, and global scale. Authored or coauthored global reports on creativity, food, and sports. Conducted regional strategy development and training workshops.
- 9/95 - 2/98** **Strategy Development Consultant, DMB&B (now Leo Burnett).** Provided training sessions in innovative advertising strategy development at regional and local agency level throughout the DMB&B global network. Trained more than 500 people in 20 countries. Also served as *Regional Planning Director for DMB&B Latin America.*
- 5/89 - 8/95** **D'Arcy Masius Benton & Bowles (now Leo Burnett).**
Vice President. Divided time between two offices serving as both **Associate Director of Strategy Planning**, New York, and **Creative Catalyst at Large**, Michigan. Prior to that, **Group Research Supervisor.** Designed and conducted marketing and consumer research.

EDUCATION

- 8/84** **Ph.D., Psychology.** Kent State University, Kent, Ohio.
5/76 **M.A., Psychology.** Kent State University, Kent, Ohio.
5/73 **B.S., Psychology.** University of Iowa, Iowa City, Iowa.

BRANDS I've worked on as advertising planner or creative strategy consultant.

Advertising Research Foundation, Allegra, Arby's, Bayer, Boeing, CARE, Consumers Energy, Coca-Cola, Detroit Renaissance Foundation, Delphi Automotive, Discovery Channel, Eli Lilly, Ford, FTD, FIFA WorldCup, General Motors (Buick, Cadillac, Cadillac Dealers Association, General Motors Corporate, General Motors Parts, GMC Truck, Oldsmobile, Pontiac, Pontiac Dealers Association, Saturn), Hasbro Toy Group, Home Depot, iCall, International Olympic Committee, Kraft General Foods (Cool Whip, Crystal Light), LEGO, Levi's Dockers, Merck (Singulair & Gardasil), Microsoft, Miller Light, Nescafe, Oakwood Hospital, Office of National Drug Control Policy, Phillips Interactive, Pillsbury (One Step Cookie), Proctor & Gamble (Always, Ariel, Charmin, Crest, ThermaCare), Quaker Oats (Rice Cakes, Chewy Granola Bar), Revere Cookware, Rocky River Grill House, Tyco Toys (Matchbox, View-Master), UMBRO, Volkswagen, Western Union, AT&T (in Asia Pacific), Cervceria Cuauhtemoc Moctezuma (Tecate, Sol, Carta Blanca, Dos Equis, Indio; Coors Light in Mexico), COMCEL (Columbia), Grana y Montero (in Peru), Interbanc (in Peru), Jacob (in Canada), Mars (M&Ms and Whiskas in Mexico), Movistar (in Mexico), Sprint/Telemex (in Mexico), Unilever (Axe, Omo Sol, Pond's Age Miracle in Latin America)