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CREATIVES UNDER THE MAGNET



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Speeding the Render, Talent vs. Traits

CHICAGO SUNDANCE CONNECTION
Steve James discusses 'The Interrupters'



CRAFT

Under



SCREEN'S TOP 30

by *Andrew Schneider*

We searched high and low for Screen Magazine's Top Creatives Under 30 for 2011, literally. They're in the plains states, in the Commonwealth of Virginia and high in the Rocky Mountains. What they all have in common: they do great work.

OK, they have a little more in common than that. We found that this year's batch of talent was full of energy, creativity (that's a shock, right?), and, perhaps most importantly, they're all friendly.

Energy: There's one on the search for America's best cupcake, forced to go to spinning classes to handle the burden of the search. There's another who's training to run an ultramarathon – we've been known to drive much shorter distances.

Creativity: There's one who pushed her creative powers to shine the spotlight on a stigmatized disease, making waves while still in her internship. There's another who won't stop creating and that includes wool socks and the odd decorative object.

And they're friendly. These are the kind of creatives who can paint a vivid picture and inspire the warmth of coworkers and clients at the same time. They are Screen's Top Creatives Under 30.



Allison Miller, 26
Art Director, Draftfcb Chicago

Allison Miller's work has been employed on a variety of work for major clients, including Dow Chemical Company, Diners Club International, State Farm, SC Johnson, and Blue Cross and Blue Shield of Florida. She has also contributed her keen sense of design to several successful new business pitches for the agency.

"I think this is a really exciting time in this industry," Miller says. "I don't think any of us know what the future of technology and interactivity holds, or what any of us will be making - or how we will be approaching our jobs - in five or 10 years. I'm excited by that; I want to be one of the innovators."

In 2009, Allison was integral in ushering in the global rebranding for Diners Club International. Her work is currently running in Brazil, Colombia, Denmark, Austria, Finland, Norway, South Africa, China, Japan and North America.

Allison is also working on a campaign for The Dow Chemical Company, which will launch in the summer of 2011 and continue through the 2012 London Olympic games. It will celebrate the people and products of Dow, while heralding Dow as an official Olympic sponsor of the 2012 games.

She's praised within the agency for outstanding execution and design skills, meeting and exceeding expectations for elegance and craft.

Her supervisor, Kurt Fries, SVP Creative Director says: "Allison is one of the best young art directors I know. Her design skills are superb and the level of detail and focus she brings to the execution is refreshing. She is confident, mature and I trust her instincts completely. Allison has shown a desire, commitment and dedication to always learn and advance her craft."

Miller's aspiration for the future is simple.

"I want to do great work," she says. "I want to develop smart, original ideas, and have a skilled eye and fresh approach to any project. I want to contribute something to this industry - something that's remembered and impacts culture in a profound way."



Amanda Grandel, 29
Art Director, Proximity Chicago

Amanda Grandel came to Proximity Chicago in 2009, where she made an immediate impact with her keen eye and multi-disciplinary instincts.

She created the Art Institute of Chicago's ongoing awareness campaign, "The Art of the Visit." The campaign taps into the idea that each visitor sees the Art Institute in

a different way, and each trip or visit is, itself, a work of art. With every new exhibit, this idea is brought to life with captivating, unique imagery and ambient experiences. Amanda's work has received recognition from The One Show, Luerzer's Archive, ADDY's and Print Magazine's Design Annual.

She launched her career in 2003 at Cleveland agency, Marcus

Thomas, where her client roster included Nesquik, Ovaltine, Troybilt and the local public radio station. While there, she helped create Nesquik's tongue-in-cheek LactoseTolerance.org word-of-mouth campaign.

Amanda graduated from Kent State University in 2003 with a degree in Visual Communication Design and Advertising. She is currently the State Director for Ohio's Odyssey of the Mind program, a worldwide creative problem-solving initiative for children in kindergarten through college. A program she first experienced as a participant in the second grade; she's been a passionate supporter ever since. Amanda's also an avid follower of the Avett Brothers and recently attended her 33rd show.

Proximity Chicago's Creative Director Jonathan Linder says that Amanda's eye for design infuses her life.

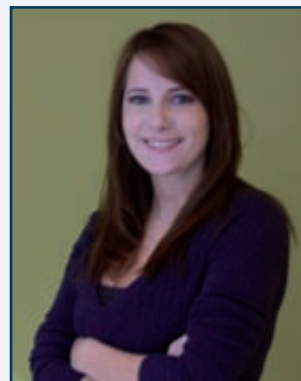
"Amanda has a keen eye," he says. "It's apparent not only in her art direction, fashion sense, or Dwell-worthy apartment, but in her ability to spot a great idea and bring it to life. Amanda's ideas consistently defy the common perceptions of a digital advertising firm; interactive experiences that don't just live online, creative concepts that actually solve business challenges, and executions that effortlessly flow between today's multitude of marketing channels."

"She's been a great collaborator, team member and friend," Linder said. "At least until I just told her I always thought she was way over 30."

Grandel's plans for the future are close to those from her present.

"To spend time doing things I love," she says, "which are currently: feeding my social media obsession, designing and conceptualizing great work and eating out every day, although I still deny being a 'foodie.'"

"Oh, and one day I'd like to own a Great Doodle (Great Dane mixed with a Poodle)."



Mariana Perin, 27
Associate Producer, Euro RSCG Chicago

You might have seen Perin's work for Western Union. It was one of her first projects for Euro RSCG Chicago. In a small-budget batch of viral videos for the client, The "Want Cash?" videos showed people on the streets of Chicago refusing to accept free cash from a total stranger despite his desperation to just give it away.

Since it is illegal to film people without their knowledge, Mariana and her team had to think of an innovative solution to capture people in the moment. The solution? Keep the cameras in plain sight - it turned out people in Chicago really just don't pay attention to their surroundings. In the end, three days of hilarious natural reactions were captured even though the cameras were in plain view. The video clearly demonstrated Western Union's tag line that the service is, "The better way to give the gift of cash." The viral videos reached their goal of 100,000 hits and received a Gold CAM award in Digital Media.

The campaign was praised by the global client as some of the best creative that had been achieved in a decade.

Her supervisor, Monica Wilkins, head of Production for Euro RSCG Chicago says: "Mariana Perin has proven herself to be a natural producer. She is calm under pressure and always seeking creative solutions, which elevate the work. Mentoring her has been one of

the most rewarding components of my job. Her latest contribution to Euro RSCG's work is the Blockbuster TV spots that had much positive response and given people a reason to talk about Blockbuster again."

Born in Buenos Aires, Argentina, Perin grew up in metro-Detroit and graduated from Oakland University in 2005 with a BA in Communication and a minor in Film Aesthetic and History with a concentration in TV Production. Mariana moved to Chicago in 2005 to work on marketing videos for the University of Illinois-Chicago and, as a side project, produced and directed *Nude Hippo: Your Chicago Show* (a show on local TV station channel 25), which was picked up by NBC5 for web content.

In 2007, her work as producer on the show culminated in a local Emmy nod for Outstanding Achievement in Entertainment Programming and her marketing videos for UIC garnered two Telly awards in Editing and Graphics.

Perin says she has big aspirations.

"My plans for the future are to get to the point where I'm producing huge budgets with amazing special effects that take me on location all over the world," Perin says. "But, I know that at the end of the day, one can achieve all one wants, but if it's horrible to cross that finish line - what's the point? Which brings me to my aspiration for the future, as a whole, which is to be happy...to be one of those producers who makes it a better project to work on and I think that's what would ultimately make me...happy," Perin says.



Jackie DeJesu, 24 **Art Director, Energy BBDO**

With Jackie DeJesu, if one is good, two is better.

"When she walks into a room, she says 'Hi, Hi,'" says Gwen Rutledge, Creative Director at Energy BBDO. "Where one 'Hi' is good enough, Jackie DeJesu will give you two."

su will give you two."

She joined Energy BBDO in 2010 and, in the short time since, has worked on the vast majority of the agency's top-tier accounts, including 5 gum, Altoids, Orbit, Aleve, One-A-Day and Illinois Lottery. Her colleagues recently recognized DeJesu for her boundless enthusiasm and creativity by granting her one of the agency's "Energy Awards."

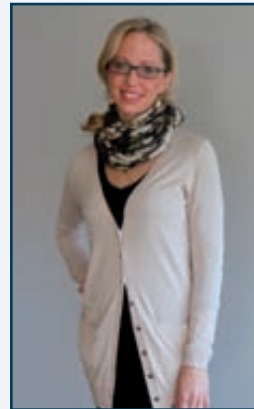
DeJesu cut her advertising teeth with an internship at Dimassimo Goldstein (now DIGO Brands) while studying at University at Buffalo. She managed to make waves from the start by launching one-in-five, a public awareness campaign for herpes that garnered a flurry of regional media attention. She placed large red dots on every fifth step leading to the Student Union, every fifth tile on one of the campus' landmark buildings, every fifth seat in the lecture halls, etc. It was the first of her projects that showcased a typically private subject matter in a way that the viewer wouldn't recognize immediately, which has become a common theme in her personal work.

After graduating in 2008 with a degree in Advertising Art Direction and concentration in Graphic Design, she went to TheMissionNYC to bolster her portfolio with more big idea campaigns. She then landed gigs with Hill Holiday and Jack Morton, working on the Verizon account for both shops.

"After spending 90 seconds with her, you'll know why she's a rising star among her peers," says Rutledge, who is also DeJesu's supervisor. "As an art director, she doesn't just shine, she sparkles. She'll

design and conceptualize her way through any challenge that's put in front of her. She's got such a tenacious grip on doing great work that she never, ever, ever has to surrender to that corrupt, wily thing called compromise. But she won't ever be labeled a snotty-nosed brat. There's not an ounce of entitlement in her, either. Jackie is determination and grit laced with passion, energy and a few splashes of poise and grace. Her ideas have the same passion. They sparkle like she does."

In her free time, DeJesu enjoys singing Broadway show tunes at the top of her lungs and continuing her search for the most delicious cupcake in America, going to spin classes to burn off the unfortunate side effects of that search. What higher aspiration is there in this world?



Jessica Shank, 28 **Senior Copywriter, The Martin Agency**

Jessica Shank is a craft person. She spent most of her childhood making things from patchwork quilts and papier-mâché piñatas to mock commercials. She was drawn to advertising because she thought it would be a place where her disparate interests would be strengths, and they have been. So far, the copywriter for The Martin Agency has picked up honors from, among others, Cannes, The One Club Interactive, The Clios, D&AD and FWA.

A bicyclist, Shank thoroughly enjoys riding her new yellow cruiser around Richmond, Virginia, while dreaming up work for GEICO, Comcast, Walmart and PBS. Her most recent work includes a TV campaign for GEICO and anthem TV for Walmart.

Shank earned a degree in Journalism from the University of Colorado and began copywriting at TDA Advertising and Design in Boulder. She did most of her brainstorming on bike rides along Boulder Creek for a client roster that included Chipotle, Crocs and Thule.

From there, she headed to Goodby, Silverstein and Partners, where she found herself forced to do most of her brainstorming from a seated position, as the San Francisco hills are far too steep for one-speeds. In addition to creating integrated campaigns for Comcast, Haagen-Dazs, Tostitos and Frito-Lay Dips, Jess helped create several award-winning campaigns for the California Milk Processor Board's got milk? brand including Get the Glass, White Gold, and brand site, gotmilk.com.

Vanessa Fortier, SVP/Creative Director says she has the "distinct honor" of being Shank's supervisor.

"Being a writer myself, I marvel at her ability to string words together in utterly fresh and interesting ways," Fortier says. "She is a script extraordinaire. She can harness the essence and emotion of a Thanksgiving meal, move you to tears one minute, have you cracking up over a talking Easter Peep the next. Fiercely articulate and intelligent, I hang on her every word. And so do clients."

During a major client presentation, Fortier noticed something special.

"I could swear she took the client's breath away," she says. "Not just with her work, but with her ability to discuss it and persuade them into buying it with her thought-provoking words. But just saying Jessica has a brilliant way with words is selling her short; she is one of the kindest, most considerate people I've ever met. A true beauty inside and out."

While Shank says her specific goals for the future aren't perfectly

clear, she has some ideas – she plans to keep making things, for one – here: jesslikestomakestuff.com.

"My goal is to stay interested," she says. "Interested in the place I live. Interested in the people around me. And probably most of all, interested in the stuff I make. I figure, if I'm bored by my own ideas, chances are, other people will be too."

There's a nuts-and-bolts goal too.

"I'd like to get better at completing and submitting my expense reports," she says. "They are my absolute least favorite part of my job. It's not that I don't like getting money, and especially my own returned to me, it just makes me twitchy to have to organize all those boring details into boring boxes in Excel. Hence, why I became a copywriter."



Daniela Montanez, 29
Senior Art Director, The Martin Agency

Daniela Montanez has brought her bold style and friendly attitude to major accounts at The Martin Agency since she joined up.

Most recently, she shot a LivingSocial pre-kick Super Bowl spot as well as developing/producing a TV campaign for LivingSocial to air during the Academy Awards, not to mention working on Martin's first campaign for Comcast.

She began her career in New York City at Foote Cone & Belding doing work for Diet Coke, Milkbone, Oreo and ONDCP. She also worked on Toyota, Vodafone and Johnson & Johnson during a brief stint in South Africa.

At The Martin Agency, she's worked on accounts such as GEICO, Walmart, PBS, American Cancer Society, LivingSocial and Comcast.

She also spent time last summer in Santiago, Chile with the Kummel Exchange program through McCann-Erickson working on L'Oreal, Ripley, Gillette and Dentyne.

Two of her supervisors cited her great, outgoing attitude as key to her style.

"Daniela makes friends instantly," says Nancy Hannon, SVP/Group Creative Director. "That girl is open to anything, anybody, any idea. Of course, that's what makes her work so surprising, bold and amazing...Daniela nailed our Dove/Walmart co-equity assignment with a spot that celebrates our differences. Real beauty for everyone. The spot takes the song 'Do Your Ears Hang Low' and celebrates individual beauty."

Her new work on Comcast is great too, says Hannon, who calls herself Daniela's "fan."

"She's nailing client insights with an amazing visual perspective," she said.

Joe Alexander, SVP/Group Creative Director, says she's a joy to work with.

"When I think about Daniela, 'joy' is the perfect all-inclusive adjective. There's joy in the ideas she presents, the way she presents them and how they spread from the agency to the client," he says. "It's not a fake, schmaltzy, frivolous joy. It's a genuine, funny, sincere, infectious joy. It's impossible not to like this person. And the work. She's

amazingly talented and tireless. In a short period of time, she has become one of our go-to people, no matter what the assignment. In sports, they say draft picks have a huge 'up-side.' That's Daniela. I can see her leading a creative department one day. Wherever it is, there will be a lot of joy going around."

Looking forward, Montanez says she's very interested in global marketing.

"Everyday I spend at least 20 minutes lost on travelzoo looking at random flights," she says. "This habit constantly reminds me of my goal to spend more time overseas. I find global marketing very interesting, and would love to spend more time someplace experiencing culture, trends, design and branding."

Then there are the aspirations outside of work.

"I also fantasize about getting a Masters Degree in Art Therapy, so I take psychology classes on the side," she says. "One day, I would like to use my skill sets to join my younger sister (who lives in South Africa) in opening an orphanage."



Dain Larson, 28
Senior Designer, OLSON

Dain Larson has been contributing to the OLSON's success since March 2008. He currently works on award-winning brands such as BAUER and Fifth Third Bank, and has brand experience with Lee Jeans and many other blue-chip clients.

What distinguishes him is his unbridled passion for his craft: his New Year's resolution: make something creative every day for a year.

Dain earned his BFA from the University of Wisconsin-Madison and currently resides in St. Louis Park, MN, with his wife, Rachel. The two love adventure and have even summited Mount Kilimanjaro together. Next on their list? Mount Rainier, this summer.

Prior to joining OLSON's team, Dain worked for Atomic Playpen and ELEVEN. His work has contributed to several Effie awards, and has been recognized for sheer creativity everywhere from the prestigious Minneapolis Show to Applied Arts.

More recently, Dain has helped BAUER become the number one hockey brand in the world with work that consistently wins the respect of his peers in industry shows and annuals and that flexes every part of his portfolio – from branded online content, to TV, iPhone apps, in-store signage and product displays.

Dain has also assisted in the creation of Fifth Third Bank's Student Banking campaign, which encourages students to dive into the world of banking and build lifelong lessons about financial smarts—all while having a ton of fun. This high-octane initiative was brought to life through a microsite hosting hilarious videos, a comical online interactive video game tracking life's expenses, signage within the gaming experience in any number of Xbox Live games, and many more deliverables.

"Dain defines what it means to be a next-generation creative," says Bob Brihn, Group Creative Director. "He's digitally-based, but touches every holistic tactic from print and TV to mobile and social media; he's a hybrid designer who executes flawlessly; he's a talent who helps us fortify the bridge between creative concept and technology. Dain has played a central role on Bauer Hockey, and his out-

sized contributions have led to recognition in every major show from Applied Arts to the Effies. "

Looking forward, Larson hopes to continue pushing the envelope on interactive media.

"To continue taking interactive to the next level," he says of his goals, "while paying close attention to the craft of the work."



Andy Pearson, 26 **Interactive Associate Creative** **Director, CP+B**

Andy Pearson joined CP+B in 2008 before he'd even graduated from the Creative Circus. Since then, he's risen from interactive copywriter to interactive associate creative director (IACD), helping to lead some of the agency's award-winning interactive and clients such as American Express OPEN and Gap. Currently, he splits all of his 24 hours between Old Navy, Baby Carrots and Windows Phone.

Pearson most recently led the interactive launch of CP+B's Baby Carrot "Eat 'Em Like Junk Food" campaign, including babycarrots.com, a website built into the side of a giant, side-scrolling baby carrot and Xtreme Xrunch Kart, the world's first ever iPhone game powered by crunching carrots. Previously, Andy helped discover the newest Old Navy SuperModelquin through Old Navy Super Search, brought personalized cheers for the holiday masses with Gap Cheer Factory and helped launch American Express OPEN's community for small business owners, OPEN Forum.

His colleagues say that when this Boulder transplant does have a spare moment, he can usually be found doing stereotypically-Boulder things such as trail-running barefoot, driving a Wrangler, drinking craft beers, and just being a vegetarian.

As IACD of the current Baby Carrots, "Eat 'Em Like Junk Food," campaign for client Bolthouse Farms, Andy helped turn a total media spend of less than \$500,000 into more than \$10.3 million in earned media, sparking a new cultural conversation around healthy snacking. Though the campaign launched in September 2010 in only two test markets -- Syracuse, NY and Cincinnati, Ohio -- its many integrated facets including billboards, new packaging and in store signage, the website babycarrots.com, baby carrot junk food vending machines, and the first-ever crunch powered mobile game "Xtreme Xrunch Kart", have been covered by publications including the Associated Press, USA Today, CNN, Fox News, Washington Post and the front page of the New York Times. The campaign also appeared on segments of Chelsea Lately and Saturday Night Live Weekend Update. The campaign's TV spots were also featured on TBS Funniest Commercials 2010.

"Andy Pearson started at CP+B in 2008 and has quickly moved up the ranks," says Rob Reilly, CP+B's Worldwide Chief Creative Officer. "Why? He has endless energy, a never-say-die attitude and a mature creative mind, despite his young age."

"He impressed us from the start with crafty writing on the launch of Amex OPEN Forum and then with Gap's Cheer Factory, which won gold at the OBIEs and Kelly's," Reilly says. "He's since risen to the challenges of an IACD with ease. As one of leads on the Baby Carrots interactive campaign, he helped develop many of the elements of one of last year's most talked about case studies."

For himself, Pearson there isn't any higher aspiration than working hard and producing great work.

"I've been incredibly honored and humbled to be able to do the work that I'm doing now," he says.

On a personal level, he's using his time in Boulder to train for something else: an ultramarathon. That's 50 miles, people. He'll run his first in July.

"I don't know what it says about the fact that I run up a mountain before I come to work," he says. "I'm kind of extreme in anything I do. If I'm going to run, I'm going to see how far I can run. If I'm going to put hot sauce on pizza, I'm going to see how much hot sauce I can put on it. That's just the way I'm wired"



Nathaniel Cooper, 29 **Senior Designer, Bernstein Rein**

When his bosses are looking for a designer with refinement and attention to detail, they pick Nathaniel Cooper.

He is an award-winning designer who knows branding. He's created brands from their infancy to the re-branding of multi-million dollar institutions. He believes that a brand is much more than just a logo, it's communicated through every point of contact someone has with the brand. Nathaniel brings a curious mind and undaunted spirit to every project he

approaches. He thinks before he acts and his work is always strikingly original, on target, and professionally crafted.

His brand experience includes Walmart, Commerce Bank, Ruby Tuesday, Bayer Animal Health, Beauty Brands, UMKC, Kauffman Center for the Performing Arts, National Hurricane Museum & Science Center, Advertising Icon Museum, Kansas City Repertory Theatre, Julian Restaurant, Christopher Elbow Chocolates, Glacé Artisan Ice Cream, and Nebraska Book Company.

"My passion is to grow and create great brands that are memorable," Cooper says. "And cultivate consumer following."

His work has been rewarded locally, regionally and nationally, with AIGA Awards and multiple Addy Award Golds on the local, regional, and national levels including regional best of show. His work has appeared in Communication Arts, Communication Arts Design Annual, Print's Regional Design Annual, HOW Magazine, major design blogs such as Graphic Exchange, DesignWorkLife, The Dieline, Lovely Package, along with multiple books on design.

"From evolving old brands, giving them new life to inventing new brands, Nathaniel has secured a level of mastery that always surprises and impresses our clients," says Group Creative Director Krista Masilionis, Cooper's supervisor. "He's proactive and will deliver beyond what the client has asked for, giving them what they need to be unique and memorable in today's market. He never stops at just a logo design. Instead, he looks for ways to extend the brand and communicate it in delightful ways at multiple, and often unexpected, touchpoints."

She also likes his versatility.

"What I also admire about Nathaniel is that he's a very versatile designer who can speak many different visual languages, from restaurants to collegiate athletics, from beauty retailers to financial services," she says. "Nathaniel is a star. A hidden gem that resides within the walls of Bernstein Rein."