



Chicago

March 29 - April 1



Roomies

Room 1

Alison Leavitt
Malorie Snitil
Candace Farrell
Addlyn Teague

Room 2

Bryce Goodson
Miguel Faria
Sergio Giacomon Soto
Chris Mahon

Room 3

Rosalyn Wilsey
Courtney Vega Simoncelli
Nicole Catalano
Sally Edenfield

Room 4

Blair Davis
Anne Marie Connor
Frances Hanson
Sam Nunez

Room 5

Margaux Cutler
Annika Norris
Andrea Guevara
Natalie-Kate Bravo

Room 6

Brooklyn Carey
Maxim Yodzis





Art Director

Formulates concepts and executes layout designs for artwork and copy to be presented by visual communications media such as magazines, books, newspapers, television, posters and packaging

Copywriter

Responsible for writing materials used in direct mail, print or broadcast media; produces bold, strategic, persuasive messages in all media for our clients

Account Planner

Ensures that all strategic initiatives “work” by contributing to the strategic process through brief generation; research design, implementation and analysis; intelligence support, etc.

Director of Analytics

This position will provide behavioral insights and innovative solutions that will inform design teams within the agency and ad clients

Director of Marketing

To build strong and lasting agency/client relationships. To lead and strengthen the agency's client teams in the competitive performance of building clients' business

Media Buyer

Responsible for the negotiation and placement of all media for existing clients and new business, in addition to making special recommendations to be presented to the client and key account management personnel

Media Planner

Evaluate, recommend, and plan media opportunities for assigned accounts

Director of Social Media

Develop and help execute innovative social media marketing programs for clients that effectively “break through the noise” and connect with participants by delivering value

Project Manager

You will be expected to have the right people in the right place at the right time to allow the agency to produce great creative work- on time, on budget, and as efficiently as possible

UI/UX Designer

Translates creative work using knowledge and experience of customers and users that ensure the highest quality user interface, user experience for all digital assignments

Tips

**remember Chicago is an hour behind*

Trip Checklist

- Print this packet
- Transit Pass
- Download Transit App
- Research Agencies
- Driver's License + FSU ID
- Walking Shoes
- Resumes + padfolio
- Cash
- Umbrella/rain jacket
- Portable Charger
- FSU Ad Club Spotify Playlist

OOTD Ideas

GIRLS

Pencil Skirts
Dress Pants
Dresses
(reasonable length)
Heels/Nice Flats
Blouses
(no cleavage/shoulders)
Blazers

GUYS

Nice Slacks
Dress Shoes
Button Down
Shirts
Ties
Sport Coats
NO Hats

NO JEANS

Exec Contacts

Maxim Yodzis 813.778.4496
Fran Hanson 813.541.5142
Chris Mahon 772.713.6641
Margaux Cutler 954.326.3865
Sergio Soto 850.766.3347
Alison Leavitt 772.696.2322

DO'S

- Get a transit pass
- Bring resumes and a padfolio
- Wear comfortable walking shoes
- Carry an umbrella and/or rain jacket
- Ask interesting questions at agencies
- Explore Chicago in your free time
- Take videos to be featured in travel video

DONT'S




- Damage your hotel room
- Get arrested (we won't bail you out)
- Explore alone
- Ask questions about pay at agencies
- Show up late
- Change your heels in agency lobby
- Hand out resumes if they did not ask

Social

March 31, 9pm-12am

Hotel → **Hubbard Inn (10 mins)**

110 West Hubbard Street Chicago, IL 60654

-  Head east on W Washington St toward N State St
- Take left onto N State St
-  Get on at Lake
- Red Line:** Howard
- Get off on Grand
-  Head west on W Grand Ave toward N Dearborn St/N Dearborn Parkway
- Turn left on N Clark St
- Turn right onto W Hubbard St
- Destination on right

Hotel

The Alise Chicago

1 West Washington Street Chicago, IL 60602
(312)940-7997

Check In: 4pm

Check out: 12pm

Ad Club Social Media

Instagram: fsuadclub

Twitter: FSUAdClub

#CHICADGO

Agencies



Services: Digital, Media (strategy, planning, buying), Analytics, Multi-cultural, Promotions, Public Relations

Instagram: @cramerkrasselt

Twitter: @cramerkrasselt

Awards: Creative Media Award in Audio Category for 2016 BIC Soleil Awareness Campaign, 2016 OBIE Hall of Fame Award

Some Clients: Nikon, Porsche, Ore-Ida, BIC, Heinz, Benjamin Moore, Corona Extra

Ogilvy & Mather

Services: Creative, Digital, Marketing, Public Relations, Media, Crisis and Issues Management, Strategic Planning, Brand Identity

Instagram: @ogilvychicago

Twitter: @ogilvychicago

Awards: Cannes Lions Network of the Year, 2012-2015; Most Effective Agency Network by the Effies Global Index, Adweek's Global Agency of the Year, 2012-2013; 4 Cannes Lions for the Museum of Feelings, including the Gold Lion

Some Clients: Huggies, Paper Mate, Jimmy Dean, Suave, Black Hawks Chicago, Dove, Corona Light, Modelo



Services: Strategy, Creative, Brand, Technological Services (mobile, web, retail, print, video, broadcast)

Instagram: @weare50k

Twitter: @50000ft

Awards: Added to Inc. 5000 list in 2015 an annual list of the fastest-growing privately held companies in the US

Some Clients: SONY, McDonalds, Mastercard, BMW, Harley-Davidson, Under Armour, Wilson



Services: digital communications and direct marketing services- strategy, social media, branding, development, design, advertising

Instagram: @digitaslb

Twitter: @digitas

Awards: 30+ Awards and "Best in Category" at 2016 Chicago Addys; 2016 Short Awards- Best Mobile Campaign, Best Social Media Tool, Best Real Time Response, Best in Technology; 5 CIMA Awards, 2015

Some Clients: Whirlpool, Buick, Plume, American Express, Dunkin Donuts, Ebay, Maytag, Taco Bell

Day 1

Leave Lobby @ 9:30am

Digitas LBI 10am-12pm

180 N LaSalle Drive #1100
Chicago, IL 60601

Hotel → Digitas LBI

4 min (0.2 mi)



Head west on W Washington St toward N Dearborn St

4 min (0.2 mi)

Turn right onto N LaSalle Dr

Destination will be on left



Total Time: 8 min. (0.4 mi)

Cramer-Krasselt 2pm-4pm

225 N Michigan Avenue
Chicago, IL 60601

Digitas LBI → C-K

(89 ft)



Head north on N LaSalle Dr toward Lake St

(0.4 mi)

Turn right onto Lake St

(364 ft)

Turn left onto N Garland

(351 ft)

Turn right onto Lower East South Water St

(115 ft)

Turn right onto Lower Beaubien Ct

Destination will be on right



Total Time: 11 min. (0.5 mi)

*Social @ Hubbard Inn
on Friday*

Day 2

Leave Lobby @ 9:10 am

50,000 ft (50K) 10am-12pm

1700 W Irving Park Road Suite 110
Chicago, Illinois 60613

Hotel → 50K

4 min (0.2 mi)



Head east on W Washington St toward N State St

Turn left onto N State St

Turn right onto E Randolph St

26 min (14 stops)



Randolph/Wabash

Brown Line: Kimball

Get off at Irving Park

3 min (0.2 mi)



Head east on W Irving Park Rd toward N Ravenswood Ave

Destination will be on left



Total Time: 33 min.

Ogilvy & Mather 2pm-4pm

350 N Orleans St
Chicago, IL 60654

50K → Ogilvy & Mather

4 min (0.2 mi)



Head west on W Irving Park Rd Towrd N Hermitage Ave

22 min (11 stops)



Irving Park

Brown Line: Loop

Get off at Merchandise Mart

3 min (0.2 mi)



Head west on Kinzie St

Turn left onto N Orleans St

Destination will be on right



Total Time: 28 min.