

# FSU AD CLUB

November 7-11

NYC 2017



# TIPS

## Trip Checklist

- Buy a MetroCard Tuesday (\$31 for a 7-day unlimited pass)
- Print/download this packet
- Research Agencies
- Driver's License** & FSU ID
- Walking Shoes
- Resumes + padfolio
- Cash
- Portable charger
- FSU Ad Club Spotify Playlist
- Check the weather
- FSU Ad Club: NYC 2017 FB page
- Fill out registration & NDA's for some agencies

## Exec Contacts

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

## OOTD IDEAS

### Girls

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

### Guys

Nice Slacks  
Dress Shoes  
Button Downs  
Shirts  
Ties  
Sport Coats  
Blazers  
Belt

**NO** jeans (not even black)  
**NO** hats

**Check In: 4pm**  
**Check Out: 12pm**  
**212.869.3600**  
**ROW NYC 700 8th Ave**  
**New York, NY 10036**

**DAY 1:** Travel Day

**DAY 2:** Agency Day

**DAY 3:** Agency Day

**DAY 4:** Media Day

**DAY 5:** Travel Day

## DO'S

- Get a 7-day transit pass
- Bring resumes and a padfolio
- Wear comfortable walking shoes
- Research and ask interesting questions at agencies
- Check the weather
- Carry cash
- Explore NYC with other ppl in your free time
- Take horizontal vids to be featured in travel video
- Tag @fsuadclub in your pics

## DONT'S

- Damage your hotel room
- Explore alone
- Get arrested (we won't bail you out)
- Ask questions about pay or their age at agencies
- Go to sleep in agencies
- Go on your phone in agencies
- Show up late (you won't come in)
- Change your heels near agency or in agency lobby
- Hand out resumes if they do not ask

Check for updates on **FSU Ad Club: NYC 2017**

Tag **@fsuadclub** (twitter & insta) and **#bigADppl17**

Take horizontal videos and send them to **advclubfsu@gmail.com**

# LINGO

## **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

# ROOMIES

## Room 1

Melanie Anthony  
Kerri Cotter  
Cristina Silvester  
Christina Rao

## Room 2

Elizabeth Barrett  
Victoria Villanti  
Livia Davey  
Megan Barry

## Room 3

Samantha Beall  
Kaitlyn Bludeau  
Emma Labbe  
Cassie Nicolace

## Room 4

Victoria Blanco  
Gabriela Cuevas  
Alexa Janeiro  
Kelly Rico

## Room 5

Rachel Boyle  
Alana Kniskern  
Alison Leavitt  
Margaux Cutler

## Room 6

Ruth Carrion  
Samantha Nuñez  
Frances Hanson  
Angie Govantes

## Room 7

Brando Caveiro  
Julian Paredes  
Antonio Ortiz  
Ashton Palmer

## Room 8

Serena Cecere  
Kathryn Hatfield  
Emily Gibson  
Dana Arbogast

## Room 9

Melis Cifcili  
Stephanie Karsten  
Daniela Mazuera  
Sohee Yu

## Room 10

Janelle Davis  
Jess Kane  
Hanna Foster  
Maria Woodrow

## Room 11

Alejandro Estrada  
Sebastian Molina  
Maxim Yodzis

## Room 12

Miguel Faria  
Chris Mahon  
Sergio Giacomán-Soto  
Joseph Ng

## Room 13

Sabrina Fields  
Alexis Poveda  
Maria Estevez

## Room 14

Vanessa Foquinos  
Natalie Schulte  
Emily Kucala  
Grace Green

## Room 15

Jazmine Francis-Nobrega  
Samantha Motyl  
Jenna Vigre  
Grace Fewell

## Room 16

Casey Friel  
Sara Jonas  
Erica Maltz  
Sophia Giannone

## Room 17

Sabrina Ghayeb  
Cheyenne Milligan  
Tayler Ronco  
Addlyn Teague

## Room 18

Andrea Terres  
Lyndsey Kaplan  
Jessica Tehan  
Samantha Zitka

**ROW**  
· nyc ·

Check In: 4pm  
Check Out: 12pm  
212.869.3600  
700 8th Ave  
New York, NY 10036

WEDNESDAY, NOV 8

Bring you driver's license!!!

# GROUP I

Fran Hanson  
Chris Mahon  
Melanie Anthony  
Brando Caveiro  
Maria Estevez  
Grace Fewell  
Casey Friel  
Alexa Janeiro  
Sara Jonas  
Lyndsey Kaplan  
Emma Labbe  
Erica Maltz  
Sarah Molquentin  
Samantha Motyl  
Samantha Nuñez  
Ashton Palmer  
Alexis Poveda  
Kelly Rico  
Tayler Ronco  
Cristina Silvester  
Addlyn Teague  
Jessica Tehan  
Andrea Terres  
Jenna Vigre  
Maria Woodrow

## SAATCHI & SAATCHI

375 Hudson St # 1  
New York, NY 10014

**Services:** Full service integrated communications network

**Instagram:** @saatchiny

**Twitter:** @SaatchiNewYork

**Fun Facts:** Began as a start-up in London in 1970. They have 130 offices in 70 countries.

**Some Clients:** Addidas, YouTube, Google



75 Varick St  
New York, NY 10013

**Services:** Full service media agency and provide complete brand strategy

**Instagram:** @horizonmediainc

**Twitter:** @HorizonMedia

**Fun Facts:** Largest privately held media services agency in the world. No. 13 in Large Company Category for Fortune's Best Workplaces in New York

**Some Clients:** Geico, Corona Extra, History Channel

## MEET IN LOBBY @ 8:50AM

Leave by 9AM

Hotel → Saatchi & Saatchi (approx. 20 min.) **1** or **E**  
10AM-12PM

Lunch break (arrive 20 minutes early to agency)

Saatchi & Saatchi → Horizon Media (approx. 5 min.) **1**  
2PM-4PM

**WEDNESDAY, NOV 8**

**GROUP 2**

**Bring you driver's license  
and a printed copy of your  
NDA for 72&Sunny!!!**

**Alison Leavitt**  
**Sergio Giacomon Soto**

Dana Arbogast  
Elizabeth Barrett  
Alana Kniskern  
Megan Barry  
Livia Davey  
Janelle Davis  
Alejandro Estrada  
Melis Cifcili  
Julian Paredes  
Rachel Boyle  
Sophia Giannone  
Angie Govantes  
Grace Green  
Stephanie karsten  
Emily Kucala  
Brianna Biancardi  
Daniela mazuera  
Kirsten Grace  
Antonio Ortiz  
Natalie Schulte  
Gabriela Cuevas  
Sabrina Fields  
Vanessa Foinquinos  
Emily Gibson  
Christina Rao  
Victoria Villanti

**BIG SPACESHIP®**

55 Washington St, 5th floor  
Brooklyn, NY 11201

**Services:** Growth Strategy, Analytics, Brand Intelligence, Digital Design & Development, Product R&D, Content & Production, Paid & Influencer Media  
**Instagram:** @bigspaceship

**Twitter:** @bigspaceship

**Fun Facts:** Harvard Business School Case Study- build team to match businesses and sit by project, not department. Shorty Award's 2015 Best Mid-sized Agency of the Year.

**Some Clients:** Samsung, BMW, YouTube

**72andSunny**

55 Water Street, 6th floor  
Brooklyn, NY 11201

**Services:** Global Marketing, Advertising, and Design

**Instagram:** @72andsunny\_

**Twitter:** @72andSunny

**Fun Facts:** 5 locations- Amsterdam, LA, NYC, Singapore, Sydney. No. 5 on Ad Age's 2016 Agency A-List.

**Some Clients:** Samsung, Smirnoff, XFINITY

**MEET IN LOBBY @ 8:40AM**

Leave by 8:50AM

Hotel → Big Spaceship (approx. 30 min.) **A** or **C**  
10AM-12PM

Lunch Break (arrive 30 minutes early to agency)

Big Spaceship → 72&Sunny (approx. 3 min.)   
3PM-4PM

**WEDNESDAY, NOV 8**

**GROUP 3**

**Bring your driver's license  
and a printed copy of your  
NDA for Droga5!!!**

Margaux Cutler  
Maxim Yodzis  
Sohee Yu  
Sabrina Beall  
Ruth Carrion  
Serena Cecere  
Jazmine Francis-Nobrega  
Kerri Cotter  
Cheyenne Milligan  
Miguel Faria  
Kaitlyn Bludau  
Kathryn Hatfield  
Jess Kane  
Hannah Foster  
Sebastian Molina  
Sabrina Ghrayeb  
Joseph Ng  
Cassandra Nicolace  
Victoria Blanco  
Samantha Zitka  
Victoria Rosselli  
Jacqueline Cruz

## **VAYNERMEDIA**

10 Hudson Yards  
New York, NY 10001

**Services:** Modern video production, media planning & distribution, influencer marketing, Google & Alexa voice services

**Instagram:** @VaynerMedia

**Twitter:** @VaynerMedia

**Fun Facts:** Cofounded by the serial entrepreneur/investor Gary Vaynerchuk (replied to ad clubber's Grace Green's tweet). Created the Adam Driver Budweiser ad for the Folds of Honor Foundation (Creative Direction by FSU alumni, Ritesh Gupta).

**Some Clients:** Sweedish Fish, Budweiser, TBS, 20th Century Fox

droga

120 Wall Street  
New York, New York 10005

**Services:** Research, Branded Content, Branded Strategy, Media Planning, Brand Design & Identity, Experiential Marketing, Production Studio, etc.

**Instagram:** @droga5

**Twitter:** @droga5

**Fun Facts:** Cannes Lions 2017 Independent Agency of the Year. 7 Gold Cannes Lions in 2017.

**Some Clients:** ESPN, Under Armour, Pizza Hut

## **MEET IN LOBBY @ 8:35AM**

Leave by 8:45AM

Hotel → VaynerMedia (approx. 14 min.) **7**

9:30AM-11:30AM

Lunch Break (arrive 20 minutes early to agency)

VaynerMedia → Droga5 (approx. 35 min.) **A**

2PM-4PM

THURSDAY, NOV 9

Bring you driver's license!!!

# GROUP 1

Frances Hanson  
Maxim Yodzis  
Alana Kniskern  
Ruth Carrion  
Jazmine Francis-Nobrega  
Kerri Cotter  
Janelle Davis  
Alejandro Estrada  
Grace Fewell  
Kaitlyn Bludau  
Casey Friel  
Melis Cifcili  
Julian Paredes  
Rachel Boyle  
Angie Govantes  
Jess Kane  
Sebastian Molina  
Sarah Molkentin  
Joseph Ng  
Cassandra Nicolace  
Samantha Motyl  
Samantha Nuñez  
Kirsten Grace  
Antonio Ortiz  
Vanessa Foinquinos  
Addlyn Teague  
Emily Gibson

## TBWA

488 Madison Ave #6  
New York, NY 10022

**Services:** Branding Services, Promotional Marketing, Relationship Marketing

**Instagram:** @tbwachiatny

**Twitter:** @TBWACHiatNY

**Fun Facts:** Ranked among the top 10 global agencies at an international level for decades. Trademarked as the Disruption Company since May of 1992.

**Some Clients:** McDonalds, Addidas, Netflix, Apple

## DEUTSCH

330 West 34th Street  
New York, NY 10001

**Services:** Account Mgmt, Analytics, Creative, Digital, Experiential, Strategy, UX, Tech, Social, Production, Etc

**Instagram:** @deutschinc

**Twitter:** @DeutschInc

**Fun Facts:** Not Germany or the bank. They are responsible for the "Verizon Guy" switching to Sprint.

**Some Clients:** Sprint, IKEA, Taco Bell

## MEET IN LOBBY @ 9:55AM

Leave by 10:05AM

Hotel → TBWA (approx. 12 min.) **E**  
11AM-1PM

Lunch Break (arrive 20 minutes early to agency)

TBWA → Deutsch (approx. 13 min.) **E**  
2PM-4PM

Let's get social!



Hotel → 123 Burger Shot Beer  
9PM-12PM (approx. 13 min.)

**E** or **C** or



THURSDAY, NOV 9

Bring you driver's license!!!

# GROUP 2

Sergio Giacomán Soto

Alison Leavitt

Melanie Anthony

Megan Barry

Brando Caveiro

Serena Cecere

Livia Davey

Cheyenne Milligan

Alexa Janeiro

Kathryn Hatfield

Hannah Foster

Sabrina Ghayeb

Emma Labbe

Brianna Biancardi

Victoria Blanco

Ashton Palmer

Natalie Schulte

Kelly Rico

Gabriela Cuevas

Cristina Silvester

Jacqueline Cruz

Andrea Terres

Christina Rao

## CODE AND THEORY

575 Broadway, 5th Floor

New York, NY, 10012

**Services:** Digital Agency

**Instagram:** @codeandtheory

**Twitter:** @codeandtheory

**Fun Facts:** Resonsible for the campaign promoting the return of Burger King's Chicken Fries. Employs 375 ppl in 5 offices around the world.

**Some Clients:** Maybelline, Burger King, NBC



32 Ave of the Americas 6th floor

New York, NY 10013

**Services:** Media, Creative, Experience Design, Social, Strategy, Analytics, Programmatic, Production, etc.

**Instagram:** @360i

**Twitter:** @360i

**Fun Facts:** 7 straight years of recognition in Ad Age's Agency A-List issue. 18x Cannes Lions.

**Some Clients:** Toyota, Canon, Absolut

## MEET IN LOBBY @ 8:10AM

Leave by 8:20AM

Hotel → Code & Theory (approx. 20 minutes) **R** or **W**

10AM-12PM

Lunch Break (arrive 20 minutes early to agency)

Code & Theory → 360i (approx. 8 minutes) **R** or **W**

2PM-4PM

Let's get social!



Hotel → 123 Burger Shot Beer  
9PM-12PM (approx. 13 min.)

**E** or **C** or

THURSDAY, NOV 9

Bring you driver's license!!!

# GROUP 3

Margaux Cutler  
Christopher Mahon

Dana Arbogast  
Elizabeth Barrett  
Sohee Yu

Sabrina Beall  
Maria Estevez

Miguel Faria  
Sophia Giannone  
Grace Green

Stephanie karsten  
Sara Jonas

Emily Kucala  
Lyndsey Kaplan  
Erica Maltz

Daniela Mazuera  
Samantha Zitka

Alexis Poveda  
Victoria Rosselli  
Sabrina Fields

Taylor Ronco  
Jessica Tehan  
Jenna Vigre

Maria Woodrow  
Victoria Villanti

## ☺☺☺ JACK MORTON

909 3rd Ave, 11th floor  
New York, NY 10022

**Services:** Events, Digital, Social, Content Marketing, Sponsorship Marketing, Broadcast Design, etc.

**Instagram:** @jackmorton

**Twitter:** @jackmorton

**Fun Facts:** Created the first-ever all-female football pregame show with CoverGirl. C&IT's Top 50 Agencies #1 Agency.

**Some Clients:** Samsung, Chevrolet, Google, Heineken

## STINKDIGITAL

20 Jay St Ste 404  
Brooklyn, NY 11201

**Services:** Apps/Products, Out of Home, Experiential, Websites, Content, VR/360

**Instagram:** @stinkstudios

**Twitter:** @stinkstudios

**Fun Facts:** First project won a Cannes Grand Prix and since then they've won over 42 Cannes.

**Some Clients:** Addidas, YouTube, Google

## MEET IN LOBBY @ 9:25AM

Leave by 9:35AM

Hotel → Jack Morton (approx. 12 minutes) **E**  
10:30AM-12PM

Lunch Break (arrive 20 minutes early to agency)

Jack Morton → Stink Digital (approx. 38 minutes) **M F** or **F**  
2PM-4PM

Let's get social!



Hotel → 123 Burger Shot Beer  
9PM-12PM (approx. 13 min.)

**E** or **C** or **人**

**FRIDAY, NOV 10**

# GROUPS

**Bring you driver's license!!!  
(FB ppl do pre-registration  
form that was sent by  
email from FB)**

## **Bloomberg**

Sergio Giacomano Soto  
Melanie Anthony  
Jazmine Francis-Nobrega  
Cheyenne Milligan  
Melis Cifcili  
Julian Paredes  
Samantha Zitka  
Kelly Rico  
Gabriela Cuevas  
Cristina Silvester  
Jacqueline Cruz  
Christina Rao

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Instagram: @bloomberg  
Twitter: @bloomberg,  
@bbgmedia

## **Buzzfeed**

Maxim Yodzis  
Alana Kniskern  
Sohee Yu  
Maria Estevez  
Kaitlyn Bludau  
Rachel Boyle  
Alexa Janeiro  
Hannah Foster  
Sabrina Ghayeb  
Lyndsey Kaplan  
Emma Labbe  
Brianna Biancardi  
Daniela mazuera  
Victoria Blanco  
Kirsten Grace  
Alexis Poveda  
Sabrina Fields  
Tayler Ronco  
Jessica Tehan  
Emily Gibson

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Instagram: @buzzfeed  
Twitter: @BuzzFeed

## **Facebook**

Alison Leavitt  
Margaux Cutler  
Megan Barry  
Serena Cecere  
Kerri Cotter  
Livia Davey  
Alejandro Estrada  
Grace Fewell  
Miguel Faria  
Sophia Giannone  
Angie Govantes  
Grace Green  
Kathryn Hatfield  
Jess Kane  
Sara Jonas  
Emily Kucala  
Erica Maltz  
Sarah Molkentint  
Joseph Ng  
Samantha Nuñez  
Ashton Palmer  
Victoria Rosselli  
Natalie Schulte  
Vanessa Foinquinos  
Addlyn Teague  
Andrea Terres  
Maria Woodrow

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Instagram: @facebook  
Twitter: @facebook

## **NYT**

Frances Hanson  
Christopher Mahon  
Dana Arbogast  
Elizabeth Barrett  
Sabrina Beall  
Ruth Carrion  
Brando Caveiro  
Janelle Davis  
Casey Friel  
Stephanie karsten  
Sebastian Molina  
Cassandra Nicolace  
Samantha Motyl  
Antonio Ortiz  
Jenna Vigre  
Victoria Villanti

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Instagram: @nytimes  
Twitter: @nytimes

Fill out pre-registration  
that was sent to your  
email or you can't go!

**MEET IN LOBBY**  
**@ 9:40AM**

Hotel leave by 9:50  
↳ Bloomberg **R**  
(approx. 17 min.)

**MEET IN LOBBY**  
**@ 9:10AM**

Hotel leave by 9:20AM  
↳ Buzzfeed **N**  
(approx. 20 min.)

**MEET IN LOBBY**  
**@ 9:00AM**

Hotel leave at 9:10  
↳ Facebook **N** or **R**  
(approx. 20 min.)

**MEET IN LOBBY**  
**@ 9:00AM**

Hotel leave at 9:10  
↳ New York Times **A**  
(approx. 4 min.)