

25 TWENTY somethings

By DAN LIPPE

BIG IDEAS, CRYSTALLIZING in an ever-growing world of media, stream from the minds of today's twentysomethings.

Take Euro RSCG Worldwide's Ryan Berger (below), whose specialty is "buzz."

Or Jennifer Davisson, whose clients at talent agency The Firm include Leonardo DiCaprio and Kate Hudson.

For the aspiring Steve Jobs or Donny Deutsch of the next generation, "I don't think you can teach it as much as make [students] aware of the media possibilities. ... It's not so much teaching them as giving them a palette to go do this. ... [The solution is not] just a visual with a

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Sam Swartz, 27

PepsiCo Beverages & Foods

DON'T BE SURPRISED if Life cereal does something with a blimp. That's because Sam Swartz of PepsiCo Beverages & Foods "has a thing" for blimps. He campaigned to use them for Aquafina's first major promotion in 2003.

In reality, two people on the ground did the spotting of winners for that sweepstakes, but "we wanted to cast this impression that blimps were doing the spotting," says Mr. Swartz, 27, opining that airships provided an uncluttered environment and a "sexy aspect."

Now as assistant brand manager on Life, he's working to evolve the "Life is full of surprises" campaign. Mary Dillon, VP-marketing, U.S. Foods, for PepsiCo Beverages & Foods, says, "It's surprising how much strategic ability and intuition Sam has about advertising in particular. In this stage of somebody's career, most people don't have that."

Blimp or no blimp. —KATE MACARTHUR



Scott Witt, 28

MediaVest's Coca-Cola City

SCOTT WITT'S PARENTS were a bit perplexed when their 16-year-old plastered his walls with Absolut vodka ads. But today, it all makes sense.

"It wasn't about the alcohol but the intrigue of the message," he says. "They figured out a way to... interweave [their products] through the very fabric of life in a way no other advertiser has done."

Now 28, Mr. Witt is digital group director for Coca-Cola City, a dedicated unit in Publicis Groupe's MediaVest, New York, responsible for another iconic brand's entrance into cutting-edge media. He joined MediaVest and Coca-Cola City in March.

Mr. Witt's efforts "will command future strategies of what brands will employ down the road," says Laura Desmond, MediaVest CEO, "and we want him to lead that charge."

—DAISY WHITNEY

Ideas

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cute head, but solving problems strategically with a big idea," says veteran adman Rick Boyko, now managing director of Virginia Commonwealth University's Ad-center. The school each spring graduates about 60 potential luminaries of the ad world.

Mr. Boyko, while getting students to expand their thinking to non-traditional approaches, also believes conventional media will continue to be the dominant platform for advertising.

And plenty of young adults still pursue fame and fortune in that realm. Just look at CBS account exec Adrienne DeSanto.

"Clients are demanding as many different ideas across as many different media as possible," Mr. Boyko says.

Twentysomethings are cool with that. They exhibit the interest and versatility to flourish in all mass media, an attribute evident in a survey that youth consultancy Blue Fusion recently conducted on this age demo (go to bfusion.com to see its "Twentysomethings Report").

"They can multitask and know how to interface with these media," Mr. Boyko says. "All of that is so foreign to somebody 35 years old."

So whether it's Mr. Berger linking up mature brand Polaroid with rap group OutKast, or Ms. Davisson shepherding Mr. DiCaprio into anime via his own production company, or Ms. DeSanto setting her sights on selling prime-time avails for a top broadcast network, look for these—and the other 22 young stars profiled in this Special Report—to rise all across the media landscape. ■



Craig Karmazin, 29

Good Karma Broadcasting

IT'S NOT OFTEN that a 2:30 a.m. epiphany leads to something worthwhile once the sun comes up. Yet for Craig Karmazin and a group of college friends, it turned into the creation of Wisconsin-based Good Karma Broadcasting.

Backed by the emotional support and advice of father and media mogul Mel Karmazin, Craig purchased his first radio station at the tender age of 22. Now 29, the Good Karma president-CEO recently closed the deal for its eighth station.

"It's all about integrity and honesty and treating people fairly both in business and out," Mr. Karmazin says.

Plus a lot of hard work. Co-workers say Mr. Karmazin has done everything from selling advertising for his stations to co-hosting "The Steve & Craig Show" on sports talker WTLX-FM in Madison, Wis.

—TRICIA DESPRES



Mariana McQuattie, 29

Procter & Gamble Co.

A YOUNG BRAND MANAGER from Venezuela stepped in when Procter & Gamble Co.'s feminine-care leadership in Latin America came under siege.

Mariana McQuattie launched value-price Naturella in 2002, using an approach so different it barely cannibalized share of the pricier Always brand. Naturella captured 15% of the Mexican market within months.

Naturella, among P&G's first brands to spring from a developing market, uses chamomile, a popular folk remedy in Mexico. It broke with category tradition by using bold packaging, and ads from Amazon Advertising, San Francisco, that tapped newly urbanized women's back-to-nature yearnings.

"I've been able to do really well relatively fast," says Ms. McQuattie, 29, who's now handling the Always brand in Latin America.

—JACK NEFF



Jennifer Davisson, 28

The Firm

JOHN RIDLEY, a prolific writer, director, novelist and radio commentator, was somewhat shocked to learn his manager at Los Angeles talent agency The Firm hasn't hit her 30s yet. Jennifer Davisson, with whom he's been working for nearly four years, just turned 28.

"She's far too young to be handling my career," Mr. Ridley says in jest.

Ms. Davisson has what Mr. Ridley calls "24-hour enthusiasm," coupled with maturity beyond her years and a keen ability to navigate Hollywood's omnipresent egos.

Ms. Davisson treats clients like budding brands, scouring for opportunities outside their core interests and looking to position them as multifaceted, highly marketable franchises. "These people are creators, not just actors, writers or directors," she says. "So I say, 'Let's see what they can create.'"

—T.L. STANLEY



Ryan Berger, 27

Euro RSCG Worldwide

GROWING UP, muses Ryan Berger, strategic trendspotter and buzz marketer, "my dinner was provided for me because of the 30-second commercial."

His father, Ron Berger, is CEO of the New York and San Francisco offices of Havas' Euro RSCG Worldwide, but Ryan spends his time rooting out the celebrities, athletes and others who might help build the brands handled by the New York office of Euro.

"What I do—buzz marketing—is not at all about" traditional TV, says the 27-year-old Mr. Berger, who adds that his work is "24 hours a day watching what people do."

Euro's trend guru, Marian Salzman, recognized Ryan Berger's potential early on and says he's "intuitively one of the best strategists. He can take an observation and turn it into something for a client."

—LISA SANDERS



Sorenne Gottlieb, 26

Wieden & Kennedy

CREATIVE DIRECTOR Hal Curtis likens working on the Nike account at Wieden & Kennedy to playing for the Yankees.

"When you win the World Series," he says, "you've simply done what was expected of you. If you don't, no matter how close you came, you've failed."

These would be intimidating standards for any young creative, but 26-year-old Sorenne Gottlieb played to win right from her first assignment at the Portland, Ore., agency. The art director created "Revolution," a Nike poster introducing the newest fleet of NBA stars, posing in statuesque perfection. The effort more than lived up to the legacy of the brand.

"She has a point of view," says Mr. Curtis. "Sometimes you'll see young creatives struggling for a clear vision, but she knows what she wants and works to realize that."

—TIFFANY MEYERS



Patrick Elasiak, 26

Mass Appeal

AS A TEEN, Patrick Elasiak loved graffiti but was frustrated that no magazine existed to chronicle the artwork or the lifestyle.

So, along with pal Adrian Moeller, he embarked on a most un-adolescent undertaking, creating *Mass Appeal*, a magazine celebrating this hipper-than-thou urban culture. Eight years after its debut, *Mass Appeal* is on the verge of becoming a pre-eminent urban-lifestyle brand. It has spawned a clothing line, an outdoor media division and a small creative agency.

Up next for 26-year-old Mr. Elasiak, who holds the title of publisher: the inevitable circulation audit from MRI and a jump in frequency from six to eight issues per year. He also cops to having met with executives from Viacom's Spike TV about a cable venture.

—LARRY DOBROW



Andrea Slodowicz, 27

Tapestry

ANDREA SLODOWICZ lives the multicultural life in and outside of work.

Earlier this year, she was promoted to associate media director at Starcom MediaVest Group's Tapestry unit and relocated from Chicago to Manhattan. She oversees Hispanic media planning for a dozen-plus Kraft Foods brands.

On the personal side, this multilingual native of Buenos Aires can boast an exotic Latino-European heritage and is a budding playwright.

"As a media planner, I'm deeply involved in the numbers surrounding media buys, but there is always a story line underlying the marketing, and that's where the power lies," the 27-year-old says.

Tapestry CEO Monica Gadsby notes that Ms. Slodowicz often creates her own media tools, including an annual "Insider's Guide to Hispanic Television." —KATE FITZGERALD



Tiffany Kosel, 28

Crispin Porter & Bogusky

WHEN MIAMI AGENCY Crispin Porter & Bogusky hired Tiffany Kosel, some had doubts that a young art director fresh out of school could keep up with her new partner, Scott Linnen, VP-associate creative director. "But after a few days of seeing her work get approved," says Mr. Linnen, "suddenly no one was second-guessing."

Today, the two are so close they sign their name "Scottiffany."

Ms. Kosel's client roster at MDC-backed Crispin is as high profile as it gets. In less than a year, she's worked on solutions for Ikea, Virgin Atlantic Airways and BMW Mini Cooper. She's also collected two One Show pencils for work on the American Legacy Foundation.

This kind of productivity leaves little room for non-essentials—like sleep. "I'm good with 5 hours," says the 28-year-old, "and when I'm not sleeping, I'm working." —TIFFANY MEYERS



Eric Yoch, 29

Unilever

MARKETING HAS BEEN in Eric Yoch's blood since, as a third grader, he starred in a Wendy's commercial. Once the spot aired, Mr. Yoch was sure he'd see lines snaking around the local stores in response to his redheaded charm. "My parents had to explain, that's not quite how advertising works," he says.

Now 29, Mr. Yoch has learned plenty about how advertising works. As global brand development manager for Dove shampoos and conditioners, he's a rare under-30 brand manager in package goods, developing the global new-product pipeline for a \$2.5 billion Unilever brand that's one of the industry's biggest success stories of recent years.

"As we focus on larger global brands, the logical extension is to also work on big new global [product] mixes," Mr. Yoch says, "and that's what I lead the development of." —JACK NEFF

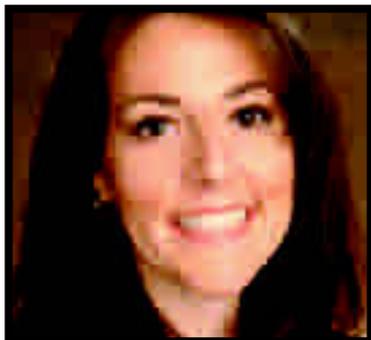
CLASS OF '03 ALUMNI NEWS

Special Reports revisited some of 2003's Twentysomethings "alumni" to find out what the last 12 months have brought.

DULARI AMIN, now senior project manager at Renegade Marketing Group, helped bring in India's largest retail bank as a new client. The 25-year-old Ms. Amin came to the U.S. eight years ago from India, and for ICICI Bank, Renegade will target first- and second-generation Asian Indians in the U.S.

SHAMEKA BROWN BARBOSA, VP-senior copywriter at Foote Cone & Belding Worldwide, New York, presented two spots in the winning pitch for the \$200 million KFC account. In May, the 28-year-old was among 12 participants in the Clios' first Young Creative Portfolio Workshop in Miami.

TODD CARPENTER, now 27, was promoted last October from copy supervisor to group copy supervisor at Grey Healthcare. See **ALUMNI** on Page S-4



Adrienne DeSanto, 29

CBS

ADRIENNE DESANTO believes CBS is the network that offers the best training opportunities in the TV industry, and she's taking advantage of every one of them.

The 29-year-old daytime account exec describes the Viacom-owned network as an environment where she's constantly pushed to learn as much as she can. If there's something she doesn't know, Ms. DeSanto says, she'll just tap a VP for advice.

In her current post, most of Ms. DeSanto's colleagues are in their 30s and 40s. She negotiated as part of the upfront process for daytime dayparts, but has her sights set on prime time.

"Adrienne has a great attitude," says Jo Ann Ross, president of sales. "She really likes to roll up her sleeves and contribute—she's going to be a star." —CLAIRE ATKINSON



Kara Peterson, 29

Fallon Worldwide

KARA PETERSON let her fingers do the walking right into an ad career.

With a double major in economics and communications, she was mulling over a job offer from an insurance company and realized that, instead, "I wanted to do something fun."

So Ms. Peterson "literally opened up the Yellow Pages" in search of places where she could exercise her creative side. Publicis Groupe's Fallon Worldwide, Minneapolis, gave her a shot as an intern, and a few months later hired her as an assistant account exec.

Last fall, she was promoted to account director and started working on the much-anticipated launch of Ted, United Airlines' discount carrier.

Ms. Peterson, 29, likes being an account person because "you have the opportunity to touch every part of the process." —JAMES B. ARNDORFER



Dave Bolger, 27

MediaCom

MEDIA PLANNING IS sometimes derided as not creative, but that description is challenged by Dave Bolger of Grey Global Group's MediaCom in New York.

Mr. Bolger sees his job as more than just allocating parts of a media budget to each discipline. It's also ensuring that the media bought will reach the right audience.

Most of all, according to the 27-year-old brand media manager, it requires the ability to recognize the interplay of one media form with another. Mr. Bolger applied that skill recently with a media plan that linked Dyson vacuum cleaners to the final episodes of NBC's "Friends," with facets ranging from traditional ads to product placement.

He says "the things that work best come from ideas, as opposed to looking at gross rating points." —LISA SANDERS

Word
play

BLACK LIGHT

Baby Grand

Jumbo shrimp

Entertainment business

Serious fun

AdAge SPECIAL REPORT TWENTYSOMETHINGS

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Group. Two imminent global campaigns in which he's been involved support osteoporosis drug Actonel and a new contact lens from CibaVision.

KAREN CUNNINGHAM in May left the job of management supervisor at Kaplan Thaler Group, New York, for the same title at TBWA/Chiat/Day, Playa del Rey, Calif. At Kaplan Thaler, the 30-year-old helped craft a placement deal for the Aflac duck in the upcoming Jim Carrey movie inspired by Lemony Snicket.

BRIAN FEIT in January left E-Magine Entertainment and formed BMF Media. The BMF president, now 26, says his company specializes in "out-of-the-box strategic marketing" that includes linking consumer brands with emerging recording artists.

JAMIE FRIEDMAN switched jobs this summer from sales development manager at *Town & Country* to entertainment director See ALUMNI on Page S-5



Robert Juster, 27

G4techTV

FOR AS LONG AS Robert Juster can remember, he's played videogames, and for an equal amount of time, as a Gen Y male, he's been in the crosshairs of the American marketing machinery.

Now, as manager-strategic programming and media marketing at Comcast's G4techTV cable network, Mr. Juster melds those two worlds for brand partners without offending his comrades of the joystick generation.

"He has one foot in gaming and the other in marketing, so he can apply gaming insights to business needs," says Rishi Daing, marketing manager for Pepsi-Cola Co.'s Mountain Dew.

"Each generation grows up more wary of advertising than the previous one," says Mr. Juster, 27. "The key is to find a way of doing it without making people feel like they're being marketed to." **-T.L. STANLEY**



Julie Cordua, 28

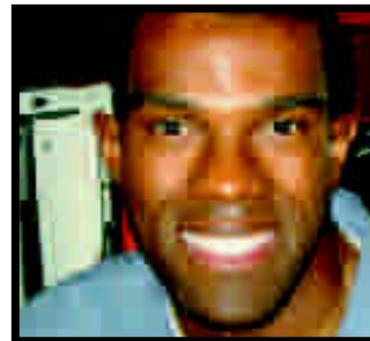
Motorola

JULIE CORDUA IS finishing her master's degree, planning a wedding and, oh yes, tackling a new job in the Personal Communications Sector of Motorola. At 28, she's one of the youngest directors at the \$27 billion communications tech company.

"It's very unusual," says Leslie Dance, VP-general manager of Motorola PCS global marketing, and Ms. Cordua's former boss. "But she deserves it. ... she's impressing people" in her new job.

Being marketing director-global portfolio planning is a big change from Ms. Cordua's former post as VP-global consumer PR. Her new division ponders what kind of products consumers will want two or three years down the road.

"The most important thing you can do in marketing is get your product right," Ms. Cordua says. "All [the ads and PR] in the world are not going to fix that." **-BETH SNYDER BULIK**



Tony Cregler, 29

Arnold Worldwide

IT'S NOT JUST anybody who can talk numbers to creative types.

But Tony Cregler is used to crossing over. Initially interested in finance, he ended up in marketing. Once in advertising, he migrated from the account side to planning, and from package foods to automobiles.

The 29-year-old senior brand planner at Havas' Arnold Worldwide, Boston, works on Volkswagen of America. He helped develop positioning on the Touareg SUV by identifying cultural contexts, economic factors and consumer wants. Mr. Cregler says his job lets him "keep a pulse on what is going on in the minds of consumers," which is vital so that "we don't end up talking to ourselves."

"He's brainy and creative at the same time," says Fran Kelly, president-chief operating officer. **-HILLARY CHURA**



Courtney Jane Acuff, 27

Starcom MediaVest Group IP

WHEN COURTNEY JANE Acuff proposed Starcom MediaVest Group's first-ever proprietary consumer-centric study of wireless non-voice features and functions, SMG's digital experts knew they had someone special on their hands.

"No one was asking the consumer what they wanted," Ms. Acuff says.

Starcom MediaVest Group IP named Ms. Acuff manager-mobile marketing, and she has become the resident expert on wireless and mobile messaging at Publicis Groupe-owned SMG IP, Chicago. Clients such as Walt Disney World, Coca-Cola Co. and the U.S. Army have sought the 27-year-old's insight into the wireless world.

"Her personality and skill set literally take age out of the equation," says Jeff Marshall, senior VP-managing director at SMG IP. "Her thinking is way ahead of its time." **-TRICIA DESPRES**



Kristin Reilly, 29

Details and Vitals

AFTER THREE YEARS in promotions at *Harper's Bazaar* and *Vogue*, Kristin Reilly was primed for something new. So when William Wackermann, then VP-publisher of *Details*, asked her in 2000 to be fashion manager for Fairchild Publications' relaunch of the magazine, she said yes.

She had no ad sales experience, but Ms. Reilly says her promotions background helped because fashion ad sales are "very marketing-driven." She beat her sales goals each year, got four promotions and is playing a major role in the launch of *Details'* shopping-themed spinoff, *Vitals*.

"She's unflappable," says Chris Mitchell, VP-publisher of both titles. "She was under enormous pressure to sell" ads in both magazines simultaneously.

Next stop for the 29-year-old Ms. Reilly: *Details'* international fashion director is heading to *Vitals* full time as fashion director. **-JENNA SCHNUER**



Lucas Mast, 29

American Thunder

LUCAS MAST WENT into a meeting with Wal-Mart executives last November armed with only a crude prototype of *American Thunder*, his idea for a lifestyle magazine geared to Nascar devotees. Fifteen minutes later, he left with a 1,800-store commitment.

So goes the success story of this lawyer turned telecom wonk turned magazine founder and editor in chief. Three issues later, *American Thunder* says it's shipping 200,000 copies to newsstands and 165,000 to subscribers.

"He located a niche and filled it in a fun, intelligent way," says Marianne Goldstein, executive director-editorial for United Feature Syndicate.

Mr. Mast at 29 now finds himself wrangling with magazine executives twice his age for ad dollars. "At first, I was selling the idea and not the product," he says. "It's just a matter of honing in on those advertisers." **-LARRY DOBROW**

Numbers game

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in-store impressions per month¹

50,000,000
active members

5,000,000 +
monthly direct mail

\$75,660
mean household income²

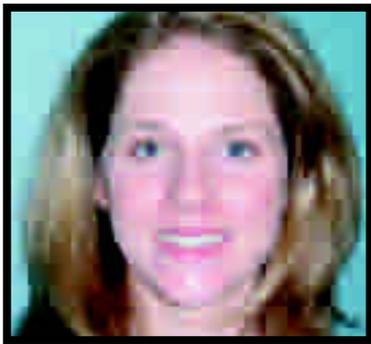
97%
direct mail open rate³

#1
incentive supplier 3 years running⁴



1. & 3. Based on Blockbuster transaction data for 2003. This transaction data was adjusted by average shopping group size from the Nielsen Media Research March/August 2003 Blockbuster TV Intercept Studies. 2. MRI 2003 Doublebase, base of adults 18+. 4. Incentive Magazine, May 2003.

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Kally Workman, 28

Philips Consumer Electronics North America

AT ONE TIME, Kally Workman dreamed of working for Nascar. Just something about the possibility of promoting all those big personalities.

Now? She's happily promoting a big brand in electronics as corporate communications manager for Philips Consumer Electronics North America.

"I don't think public relations can drive business on its own, but there's a lot you can do in PR that you can't do in advertising," says Ms. Workman, 28.

She touts the concept of "holistic" campaigns that supplement advertising with tactics such as Web sites and consumer education.

"I can't tell you how strongly I feel about Kally," says Katrina Blauvelt, director-corporate communications, adding that "she's constantly functioning at a higher level." —JENNA SCHNUER



Maya Reti, 26

McCaffery Ratner Gottlieb & Lane

MAYA RETI DIDN'T start out in advertising. But after six months in clinical psychology, the Phi Beta Kappa from the University of Arkansas "found I was taking too much home," so she sought other options.

Advertising beckoned because it combines creativity and problem-solving skills. Ms. Reti ended up in New York as a creative group assistant at McCaffery Ratner Gottlieb & Lane. The 26-year-old is today a full account exec.

Strategy and positioning are a passion. For Barbara K Enterprises, Ms. Reti and her team shifted the focus of the women's tool kits away from an empowerment theme ("potentially too liberal") and toward independence.

Ms. Reti says that when writing a creative brief, instead of a broad target audience, "I try to develop a specific person. That's where my psychology background comes in." —LISA SANDERS

MAKING GRADE IN CLASS & OUT

Roberto Lastra, 27

Goodby, Silverstein & Partners

ROBERTO LASTRA'S CAREER track has taken him from the soccer fields of Mexico to the creative department of Goodby, Silverstein & Co., with a pit stop at the Miami Ad School.

Mr. Lastra, 27, landed a copywriter slot at the San Francisco agency after getting his master's degree from the ad school in 2003. Before that, he abandoned college to spend two years playing pro soccer in Mexico.

He sees the importance of an ad education at a time when bottom-line-oriented agencies are cutting back their training programs. "People don't have time to teach you" on the job, Mr. Lastra says.

To stay on the cutting edge, the Miami Ad School has partnered with hot shop Crispin Porter & Bogusky, including a name change to CP&B Miami Ad School.

The main challenge facing these fledgling adfolk "is to stay hungry and keep inventing," says Pippa Seichrist, president and co-founder of the school. "The answers keep changing. It's not like calculus. Embrace change." —DAN LIPPE



Lyle Yetman, 27

2004 graduate of VCU's Adcenter

IT DOESN'T GET MUCH better than this. Lyle Yetman graduated for Virginia Commonwealth University's Adcenter this spring, and a couple weeks ago was heading off with his girlfriend, another Adcenter grad, to California and his first agency job.

Mr. Yetman, 27, will begin his ad career as a junior copywriter at Butler, Shine & Stern, Sausalito, working on the Converse account. "I got a job much faster than I expected," he says.

The Adcenter master's program, under Managing Director Rick Boyko, has put greater emphasis on non-traditional advertising. "Our mission statement is to get them to think of ideas to stretch past conventional media into any medium," says Mr. Boyko, formerly a top creative at Ogilvy & Mather.

Out in the real world, the "consumer is going to get smarter and smarter," Mr. Yetman says. "And it's going to be tougher and tougher to get them to notice. ... It's going to be challenging for everyone, but it's exciting." —DAN LIPPE



Kathy Puangkham, 21

Senior at University of Illinois

WHAT KATHY PUANGKHAM did on her summer vacation: worked in the U.S.' No. 2 ad market for the No. 2 agency holding company.

Ms. Puangkham this week wraps up her summer internship in the Chicago office of WPP Group's Y&R Advertising. She'll then begin her senior year at the University of Illinois at Urbana-Champaign.

Ms. Puangkham started college in graphic design, then switched to marketing and now finds that advertising combines the best of both those fields. "It completely clicked," says the 21-year-old, who adds she'll probably end up on the planning side.

Patrick Vargas, one of her professors, says the department of advertising approaches its subject in a broad cultural context and gets people to think critically.

"But beyond the scope of education," he says, "students who not just are the most able but the hardest workers will be the ones driving the industry."

Future twentysomething ad makers like Kathy Puangkham. —DAN LIPPE



JOHN BOEHM

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at *Vanity Fair*. She'll also handle automotive in the Southeast region. With this new job, "I will have called on every single category," says Ms. Friedman, now 28.

JENNIFER MILLER left Young & Rubicam's Brand Buzz in April to take the same title, associate creative director, at Digitas, New York. Ms. Miller, now 28, is overseeing a new credit card that American Express Co. will launch in October.

BLAKE MYCOSKIE was chairman of Reality Central when he was profiled last year, and now the 27-year-old is chief operating officer of RTV Media, which will debut the all-reality TV cable channel in January. Mr. Mycoskie, in what he calls a "major coup," recruited cable veteran Kay Koplovitz to take the chairman's title.

STACY THOMAS, as a strategic planner at the Martin Agency, spent much of the year helping the Richmond, Va., shop snare the \$30 million Quizno's account. "From what I understand, planning was a big focus of theirs," says Ms. Thomas, now 28.

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