

AUGUST, 1968.

TERRENCE J. O'MALLEY  
Vice President  
Creative Director  
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**BUSINESS EXPERIENCE:**

After graduation from College worked at MacLaren's Advertising Ltd. on General Motors, Chevrolet, Oldsmobile, Chev. truck, Corviar, Cadillac, F-85.

Then at Young & Rubicam Ltd. working on the following accounts: Bramalea Realty, Ethyl Corp (Trade & National), Goodyear Tires, (Farm, truck and trade, (Bird's Eye Goods, Resdan, Anacin, Dristan, Arrow Shirts, Robin Hood, etc.

At Foster Advertising Ltd. he worked on the following accounts: General Motors, (Pontiac, Buick, Acadian Division), O'Keefe, Telegram, Ronson, CHCH-TV, Ontario Hydro, Ralston-Purina, Canadian Pittsburgh Industries, Colgate Palmolive, etc.

At Vickers & Benson Ltd. Ford, Canadian Oil, Jergens, Pet Milk, Miles Laboratories, Imperial Life, Seven-Up, Department of National Defence, Department of National Revenue, Carling Breweries, CHCH-TV, Versafood Services, B-A Oil, The Jockey Club, All Canada Insurance, NTV.

**EDUCATION:**

St. Catharines Collegiate Institute -  
Senior Matriculation, Standing - 2nd in class of 85.

Harvard University, Cambridge, Mass., Class of 1958.  
Degree: Honours B.A. - Major: English Lit. Top 10%  
of over 1100 students.

University of Toronto - graduate study in English.

AWARDS:

1961: Bramalea campaign, selected as one of the 17 outstanding campaigns by ACA and Marketing.

1962: Top Print campaign Robin Hood Cake Mixes. Top TV. Anacin film and Robin Hood Traditional Cake Mix.

1963: Acadian Pony commercial - best in video tape class TV Festival.

1964: O'Keefe Blended Ale - top beverage commercial in North America.

1965: Canadian Oil TV - RATEC award as one of five top Canadian commercials. Chubb-Mosler and Taylor print advertisements - Outstanding print campaign... Marketing, Harry Rosen Men's Wear.

1966: Marketing, Radio award, 7-Up. Ford Meteor commercial - TV Bureau. Toronto Art Director's Medal..Centennial Commission...Art Director's Award.. Lightning Fastener, Best in Apparel Category...American TV Festival. Department of National Defence, Best Series - International TV Film Festival N.Y.

1967: Carling Red Cap, Silver Medal...Series of TV Film Festival N.Y. Fedders Air Conditioners, Best in Category, Canadian Radio Festival (1965 and 1967). Radio Festival 1967, Best in Category - 7-UP. Certificate of 1967, Imperial Life (RADIO)..Best Insurance radio commercial in North America, St. Louis Festival. Radio Festival, Consumer Certificate of Merit - 7-UP.

1968: Coq d'Or Awards (French) - Lightning Graphics TV. Chicago Film Festival (TV) - Carling Red Cap (Presidents Address). Ford Motor Company - The Models, at International TV Film Festival. Carling Red Cap (Presidents Address), Silver Medal Series. Marketing Awards 1968; Outstanding Campaigns - Construction Safety Association (TV). Carling Red Cap. Notable Award: LePage's. Honorable Mention: Dominion 7-Up (Radio) and Lightning Fastener (Print) Andy Awards: Construction Safety (Print), finalist at N.Y. Art Directors. CSAO (TV) finalist category (first foreign campaign.

*Carling Red Cap. Bronze Medal. Series - International TV Film - New York NY*

. Held the Harvard Club of Buffalo Scholarship attained through competition with students throughout Western New York.

. Member of The Harvard Club of Toronto, Pi Eta Club, Harvard Varsity Club, Harvard Alumni Association, Business Man's Club, Y.M.C.A., National PR Committee of Y.M.C.A.

. Three Varsity Letters in Hockey. Two Eastern Championships. Twice National Finalists. Junior Varsity Baseball Letter.