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Frank Grady is an award-winning copywriter who has worked for five of the New York's largest advertising agencies.

He started in advertising by writing radio commercials for a used car business he and several friends started while in college. The commercials ran on WLBH, the largest radio station in Southern Illinois. As fate would have it, the owner of the station liked the commercials so much

he hired Frank to write radio commercials for the radio station, and to host a radio program called, **Rock N' Roll Party**. By the time Frank graduated from college he had decided he liked advertising more than broadcasting and took his reel of over 50 produced radio commercials in search of a job in New York. On his first interview, he landed a job as a copywriter with the New York office of BBDO.

One of the first ads Frank wrote at BBDO was for the United Way, and it now appears on page 274 of the best selling book, **Advertising In America**. The ad shows a little girl sitting forlorn on the mean streets of a New York ghetto, with the headline reading: "She's being punished. She has to go out and play." That ad won dozens of creative awards and helped to earn Frank a reputation for creativity within the New York advertising community.



Since then Frank has worked on national advertising campaigns for nearly every type of account, from technology and healthcare to financial and automotive. Some of those accounts included Nissan Motors, Mazda Motors, Bank of America, Goodyear, AT&T, Disneyland, IBM and Kaiser Permanente. He has held senior creative positions with McCann-Erickson; Foote, Cone & Belding; Saatchi & Saatchi; Wells, Rich & Greene and Grey

Advertising, and was partner and Creative Director of Fortune, Grady and Bartlett, a mid-size Newport Beach advertising agency.

Frank currently runs his own small advertising agency which is based in Carlsbad, California, and works with companies throughout the United States. He specializes in developing marketing strategies that identify a Unique Selling Proposition. One that delivers tangible benefits to the target market. As Frank puts it, "The target market is interested in only one thing, what's in it for me? If your marketing message fails to answer that question then it's a wasted investment."

Let Frank help you get the most out of your marketing investment. Call him today at 760-804-9511, because he has the experience and skills you need to hit your marketing targets.