

BRIAN YETWIN'S PORTFOLIO

SKILL SETS AT A GLANCE

Writing

Creative Directing

Pre-Post Video Production

Strategic Thinking and Planning

Content Strategy

OOH

B2B

Experiential

Scalable Creative Campaigns

Talent Management

Brand Storytelling

Team Building

Design

GFX Creative

Guerilla Marketing

Script Writing

Screenplay Consulting

Producing

ALL WORK DEPICTED HERE WAS PRODUCED IN PARTNERSHIP WITH VARIOUS AGENCIES, STUDIOS, AND BRANDS. IN COLLABORATION WITH BRILLIANTLY TALENTED PEOPLE, I SERVED AS THE WRITER, PRODUCER, AND CO-CREATIVE FOR THESE PROJECTS. IN NUMEROUS CASES, I ALSO SERVED AS THE VIDEO DIRECTOR AND ART DIRECTOR.

TRAILERS

NEW LINE NEEDED COPY FOR THE **SEX AND THE CITY MOVIE TRAILER, AND I WAS THRILLED TO JUMP IN AND PROVIDE MESSAGING FOR THE TRAILERS AND KEY ART.**

www.youtube.com/watch?v=y6U8o9Ed0VI

SEX AND THE CITY



WHEN **PARAMOUNT** HIRED A BRILLIANT TRAILER HOUSE
TO CUT THEIR **ANCHORMAN** SPOTS, I JUMPED IN TO WRITE
THE COPY FOR THIS INSTANT CLASSIC.

www.youtube.com/watch?v=NJQ4qEWm9IU



A FATHER IS WITHOUT THE MEANS TO PAY FOR HIS DAUGHTER'S MEDICAL TREATMENT. AS A LAST RESORT, HE ROBS A CASINO. **HEIST IS AN ACTION FILM STARRING ROBERT DENIRO. AS THE TRAILER WRITER AND PRODUCER, I FOCUSED ON STAR POWER AND BIG ACTION.**

<https://www.youtube.com/watch?v=BvJDL8v8ITk>



A SEXY THRILLER FROM ELI ROTH, **KNOCK KNOCK STARS KEANU REEVES AS THE FAMILY MAN WHO FALLS INTO TEMPTATION AS TWO SEDUCTRESSES WREAK HAVOC UPON HIS LIFE. AS THE TRAILER'S WRITER AND PRODUCER, I DELIVERED A SPOT THAT ROTH AND REEVES LOVED.**
http://trailers.apple.com/trailers/lions_gate/knockknock/

from director
ELI ROTH



**KNOCK
KNOCK**

BIBLICAL ARCHAEOLOGIST **DON VERDEAN IS HIRED BY A CHURCH PASTOR TO FIND FAITH-PROMOTING RELICS IN THE HOLY LAND. BUT AFTER A FRUITLESS EXPEDITION HE IS FORCED TO GET CREATIVE IN THIS COMEDY OF FAITH AND FRAUD. I WAS THE STUDIO WRITER AND PRODUCER.**

<https://www.youtube.com/watch?v=7Kf1WAcs6gs>



FROM THE CO-CREATOR OF GLEE AND THE CO-WRITER OF SAW COMES **COOTIES, AN INFECTIOUS HORROR COMEDY STARRING ELIJAH WOOD, RAINN WILSON, AND ALISON PILL. AS THE STUDIO WRITER AND PRODUCER, I FOCUSED ON THE COMEDY AND HORROR ASPECTS OF THIS FUN FILM.**

<https://www.youtube.com/watch?v=S8xQLN181kY>



FROM DIRECTOR PETER BOGDANOVICH, *SHE'S FUNNY THAT WAY* IS A SCREWBALL COMEDY FEATURING THE INTERCONNECTED PERSONAL LIVES OF THE CAST AND CREW OF A BROADWAY PRODUCTION. AS THE STUDIO WRITER AND PRODUCER, THE TRAILER IS A WOODY ALLEN-ESQUE ROMP.
http://trailers.apple.com/trailers/lions_gate/shesfunnythatway/



OWEN
WILSON

**SHE'S
FUNNY
THAT WAY**

A MASSIVE SUCCESS IN ITS NATIVE CHINA, **DRAGON BLADE BRINGS ACTION SPECTACLE ON A GRAND SCALE TO U.S. AUDIENCES. STARRING JACKIE CHAN, ADRIEN BRODY, AND JOHN CUSACK, I WAS THE WRITER AND CO-PRODUCER FOR THE TRAILER THAT APPEALED TO HARDCORE ACTION FANS.**

<https://www.youtube.com/watch?v=lwMlpp8GIAI>



**A FORMER CIA OPERATIVE IS KIDNAPPED BY TERRORISTS.
WHEN HIS SON LEARNS THERE IS NO PLAN FOR HIS FATHER
TO BE SAVED, HE LAUNCHES HIS OWN RESCUE OPERATION.
AS THE STUDIO WRITER AND PRODUCER I POSITIONED
EXTRACTION AS AN ELECTRIFYING DRAMATIC ACTION.
COMING SOON!**



AFTER WITNESSING A MIRACLE, *DAUGHTER OF GD* CENTERS AROUND A YOUNG LATINA WOMAN WHO EXPERIENCES STRANGE THINGS AS A POLICE DETECTIVE SEARCHES FOR THE TRUTH BEHIND HIS PARTNER'S DEATH. I CO-WROTE AND CO-PRODUCED THIS TRAILER. COMING SOON!



**DAUGHTER
OF GOD**

VIDEO

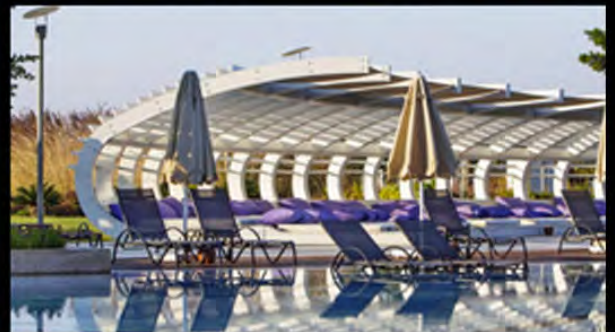
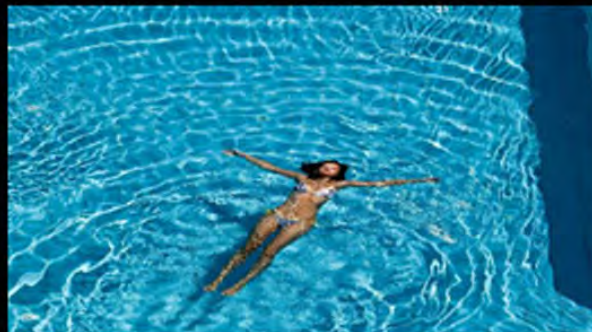
ART.COM WANTED A BRAND OVERHAUL THAT SAID LEADER, PARTICULARLY TO NEXTGEN ART COLLECTORS WHO WANT GREAT ART BUT CAN'T SPRING FOR A PICASSO. THE CAMPAIGN INCLUDED VIDEO, PRINT, AND OOH WHERE I SERVED AS THE WRITER AND CO-CREATIVE.
www.art.com/commercial/



WHEN **HILTON DALAMAN RESORT AND SPA DID A WEBSITE REFRESH, I WAS CHARGED WITH THE CONCEPT, COPY, AND SCRIPTING OF THE VIDEOS. ONCE COMPLETED, THE SITE WAS TRANSLATED INTO FOUR LANGUAGES.**

www.hiltondalaman.com/2013/

www.youtube.com/watch?v=GQVqoBPstUY



**IN PARTNERSHIP WITH TEN KEY BRANDS, I CONTRIBUTED
BY SUCCESSFULLY MARKETING THE **SALESFORCE APPEXC-
HANGE** TO CONSUMERS WITH AN ORIGINAL CONTENT VID-
EO CAMPAIGN. I SERVED AS THE WRITER AND PRODUCER.**

www.youtube.com/watch?v=SG0sWfeSiBE



USING THE POWER OF WIRELESS TECHNOLOGY, CISCO WANTED TO CREATE VIDEOS FOR THEIR LINKSYS ROUTER THAT SHOWED THE POWER OF A CONNECTED SMART HOME. THIS WAS A LARGE MEDIA PROJECT: FROM VIDEO AND WEB TO RETAIL AND PRINT. I SERVED AS THE WRITER AND PRODUCER ACROSS ALL MEDIA.

<http://vimeo.com/48989637>



With Simple Setup, streaming videos has never been easier



Linksys Smart Wi-Fi Routers



FOR LANE BRYANT, I WROTE AND PRODUCED SEASONAL VIDEOS FEATURING FASHION TRENDS, INTERVIEWS, AND STYLE TIPS. THE ORIGINAL CONTENT VIDEOS LIVE ON THE LANE BRYANT WEBSITE AND YOUTUBE CHANNEL.

www.youtube.com/user/lanebryantcurves/videos



**WHEN THE CITY OF ONTARIO ASKED ME TO MAKE A VIDEO
FOR THE **MAKE-A-WISH FOUNDATION** I JUMPED AT THE
OPPORTUNITY. I WROTE, PRODUCED, DIRECTED, AND SHOT
THE SPIDERMAN-THEMED EVENT SPOT.**

www.youtube.com/user/MakeAWishFoundation



KG BIRD IS A BADASS BAND WHO WAS LOOKING FOR A KICK ASS MUSIC VIDEO, AND MY TEAM DELIVERED. I WROTE, PRODUCED, AND EDITED THIS VIDEO IN THREE DAYS - FROM PRE PRODUCTION TO FINAL DELIVERY.

www.youtube.com/watch?v=E9ZDjECj5c0



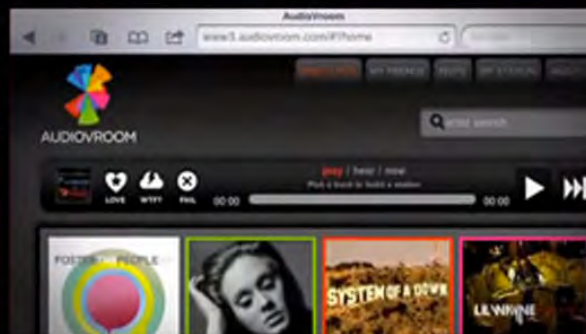
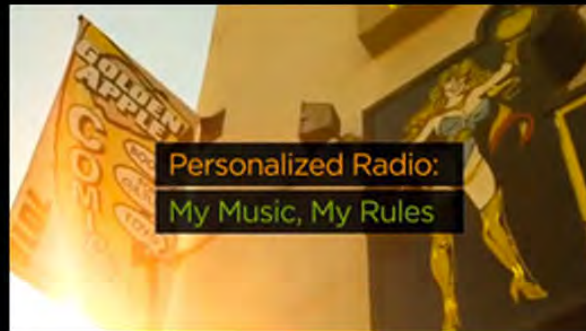
FLIP'S VIDEO CAMPAIGN WAS BUILT AROUND USER-GENERATED CONTENT WRAPPED UP WITH A MOTION GRAPHIC END TAG TO CREATE UNIQUE FIFTEEN SECOND SPOTS THAT CUT THROUGH THE USUAL AD CLUTTER. I SERVED AS THE COPYWRITER.

www.youtube.com/user/theflip/videos



SIX VIDEOS IN TWO DAYS - THAT'S WHAT **AUDIOVROOM NEEDED, AND I DELIVERED. AS THE WRITER AND PRODUCER, I HELPED LAUNCH AUDIOVROOM IN A VERY BIG WAY. WITH SUPPORT FROM FACEBOOK, THIS MUSIC APP WENT GLOBAL.**

www.youtube.com/watch?v=P-hCQ4gNWpE



**DIRECTED AT THE OFT-FORGOTTEN 6-TO 14-YEAR-OLD KID,
I WROTE, PRODUCED, AND SHOT VIDEOS FOR **CURIOUS CHEF**
THAT SPOKE TO YOUNG HOME CHEFS LOOKING FOR QUALI-
TY COOKING TOOLS TO CALL THEIR OWN.**

www.youtube.com/channel/UCLW4ZwZkU4lr6JMR82IT35A



**GFX
VIDEO**

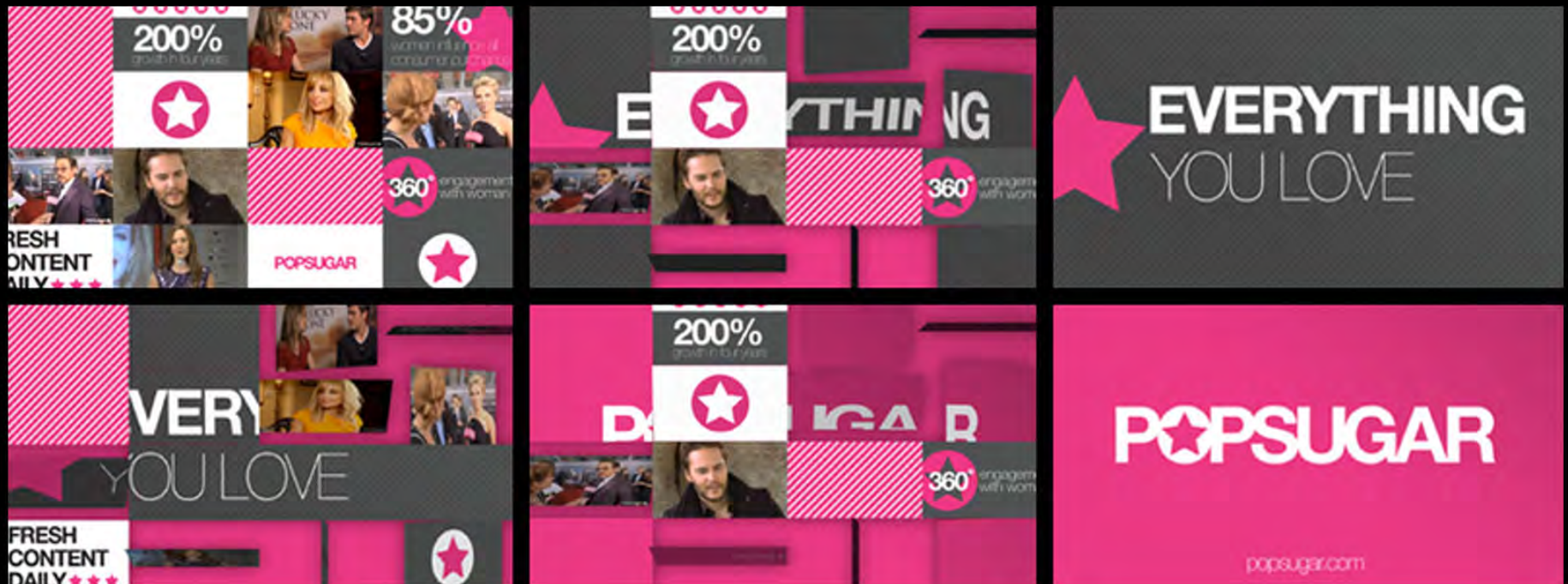
WHEN CISCO GOT INTO THE CONSUMER PRODUCTS SPACE, I HELPED BRING AN ENERGIZED LOOK AND FEEL TO THEIR BRAND WITH AN INFOGRAPHIC VIDEO FOR CES. THIS POWERFUL VIDEO IMMEDIATELY DIFFERENTIATED CISCO FROM THEIR COMPETITION. I WAS THE WRITER AND CO-CREATIVE ON THIS PROJECT.

www.youtube.com/watch?v=itcOlmmQd1o



I PARTICIPATED IN INTRODUCING **POPSUGAR** TO MADISON AVENUE AT THEIR INAUGURAL NEWFRONT EVENT IN NEW YORK. THE DELIVERED MEDIA INCLUDED MOTION GRAPHIC SHORTS, COPY, EVENT PLANNING SUPPORT, PRINT MATERIALS, AND A ROBUST WEBSITE LAUNCH. I SERVED AS THE WRITER, PRODUCER, AND CO-CREATIVE.

www.musthave.popsugar.com/



CARLETON RECOVERY CENTERS TASKED ME WITH PRODUCING AN INFOGRAPHIC VIDEO WITH POWERFUL COPY. CRC UNDERSTANDS THE STRUGGLE THAT PEOPLE FACE WITH ADDICTION. IT WAS IMPORTANT THAT I CRAFTED A MESSAGE TO COMPEL PEOPLE TO SEEK HELP.

www.youtube.com/watch?v=Ql0SbvcNRtY



WORKING IN TANDEM WITH A FANTASTIC MOTION GRAPHICS PARTNER, I WROTE THE COPY FOR AN **AIRBORNE VIDEO THAT GARNERED BIG RESULTS FOR THE BRAND.**

www.youtube.com/watch?v=tH_elWMwnHY



**FOLLOWING THE SUCCESS OF CISCO'S 2011 CES CAMPAIGN,
I WROTE AND PRODUCED AN INFOGRAPHIC VIDEO THAT
MAINTAINED THE VIBE OF THE PREVIOUS CAMPAIGN AND
REMINDED PEOPLE THAT LINKSYS IS A LEADER IN WIRELESS.**

<https://vimeo.com/75821475>

Cisco's video solutions deliver
"better than being there"
experiences

Everywhere



And Linksys

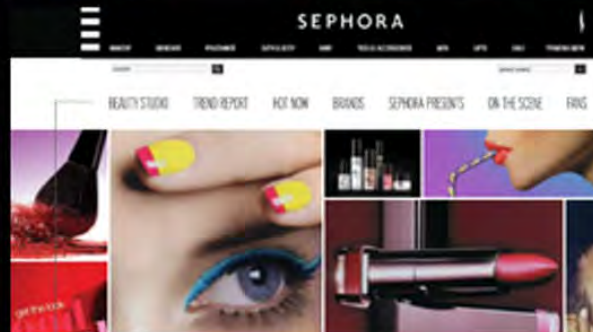
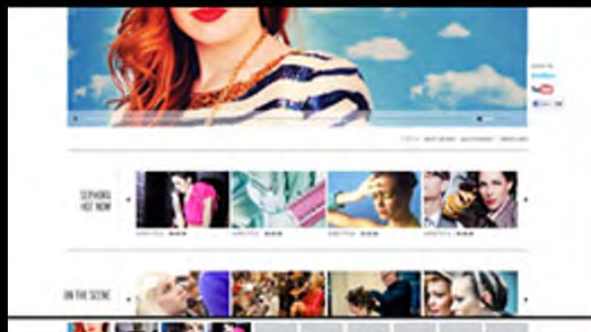
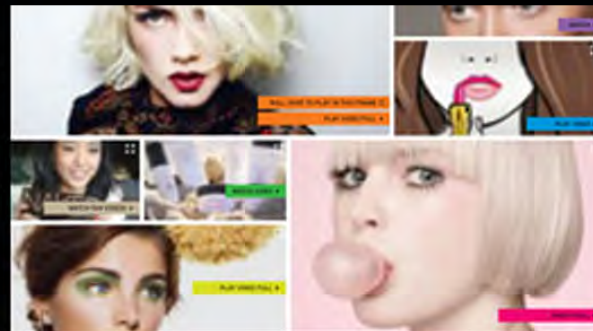
is bringing this power into the home



WEB AND SOCIAL MEDIA

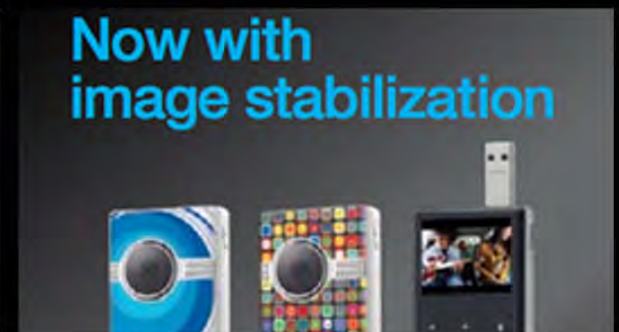
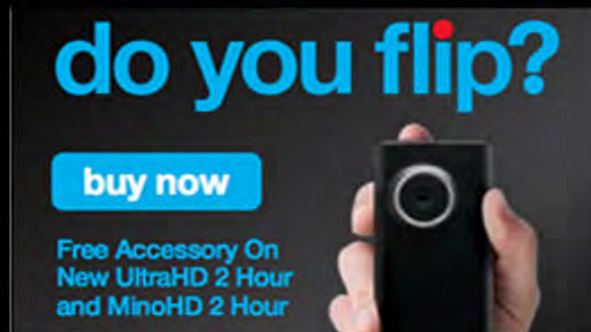
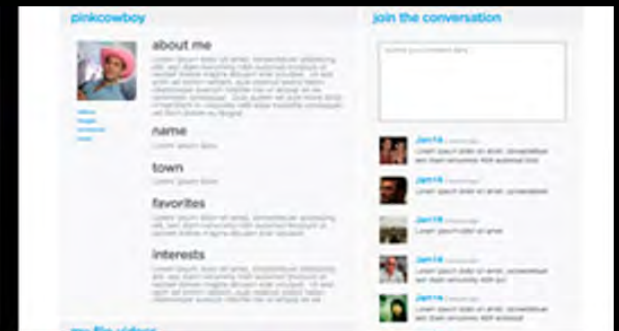
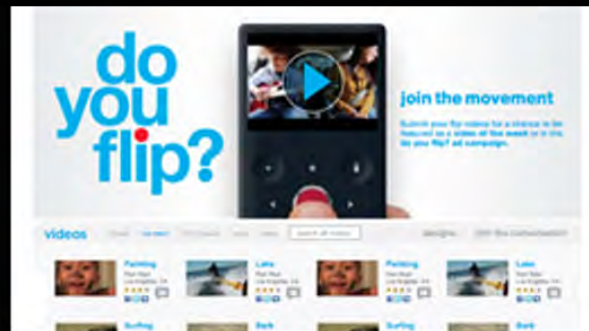
SEPHORA ASKED FOR THE STRATEGIC DESIGN OF AN INNOVATIVE AND SOPHISTICATED VIDEO CHANNEL THAT SHOWCASED HIGH-QUALITY CONTENT ON THEIR WEBSITE THAT SUPPORTED SEPHORA'S BRAND. I WAS THE COPYWRITER AND CO-CREATIVE FOR THIS PROJECT.

www.sephora.com/sephoratv/?icid2=Top_Nav_Inspire_Me_SephoraTV_Image



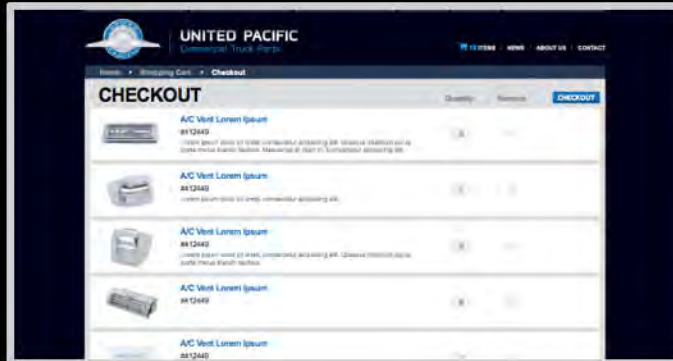
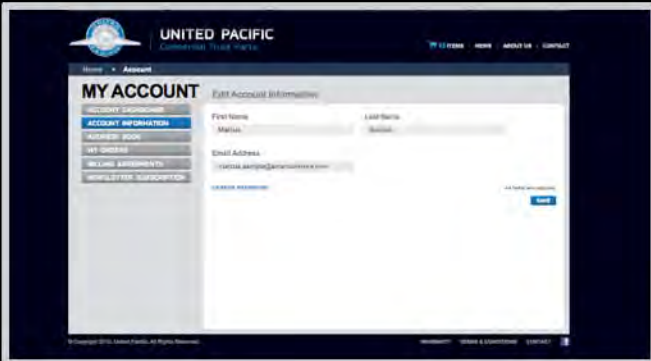
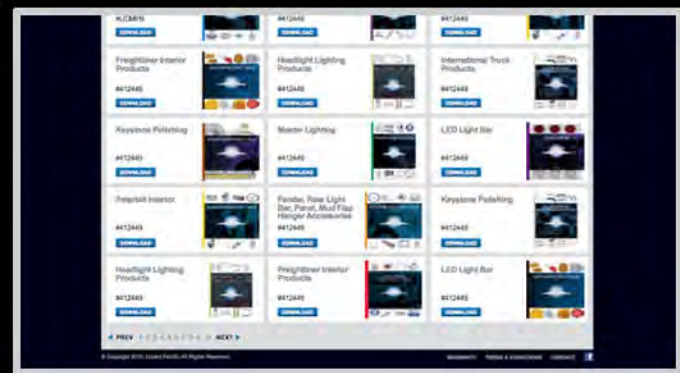
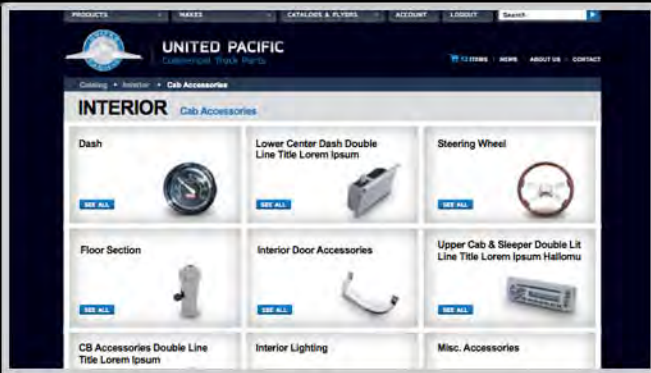
FLIP NEEDED A SOCIAL MEDIA SITE AND A WEB PRESENCE, SO AN UNCONVENTIONAL MEDIA STRATEGY WAS IMPLEMENTED THAT RESULTED IN SOARING BRAND AWARENESS. AS THE WRITER AND CO-CREATIVE, I HELPED FLIP IN DEMOCRATIZING VIDEO.

www.flipvideo.com



WITH MORE THAN 40,000 PRODUCTS ON AN E-COMMERCE SITE, THE FOCUS ON THIS PROJECT WAS ON WELL-ORGANIZED WIRE FRAMES BEFORE DIVING IN TO CREATIVE DESIGN. THE RESULT - UNITED PACIFIC REMAINS THE LEADER IN THEIR INDUSTRY WITH A FUTURE-PROOF WEBSITE.

<http://www.uapac.com/trucks/>



LINKSYS WANTED TO RE-IMAGINE THEIR CONSUMER WEB SITE TO MAKE IT MORE USER FRIENDLY - SOMETHING THAT WOULD CONVEY THE PRODUCT EXPERIENCE. THE CHANGE RESULTED IN A SUBSTANTIAL INCREASE IN SITE TRAFFIC, MORE TIME SPENT BY USERS ON THE SITE AND INCREASED ONLINE SALES. MY ROLE WAS WRITER AND CO-CREATIVE.



**KEY ART
COPY AND
CREATIVE**

**WHEN DISNEY WORLDWIDE NEEDED A BRANDING GUIDE
ENABLING CONSUMERS TO EASILY DISTINGUISH OFFICIAL
DISNEY APPS FROM AN OVERABUNDANCE OF UNOFFICIAL
APPS, I WROTE A MESSAGING BIBLE THAT WOULD BECOME
THE STANDARD AND APPROVED VOICE FOR DISNEY APPS.**



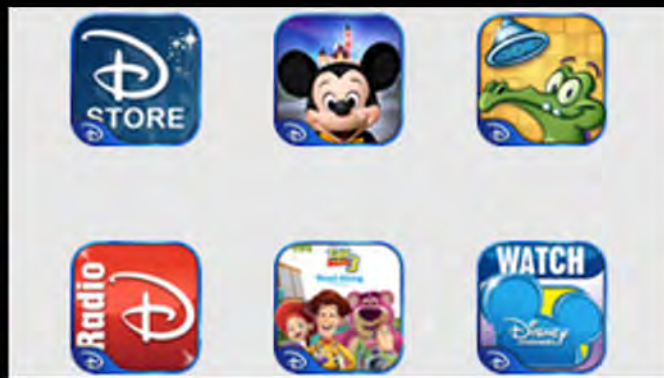
DISNEY: Where's My Water?

A Disney official app with 350 levels of physics-based puzzlers!

EVERY DROP COUNTS IN WHERE'S MY WATER?

- A refreshing puzzler filled with good clean gaming fun!
- A challenging physics-based puzzler
- Vibrant graphics, intuitive controls, and a sensational soundtrack.
- Be clever and keep an eye out for algae, toxic ooze, triggers, and traps.

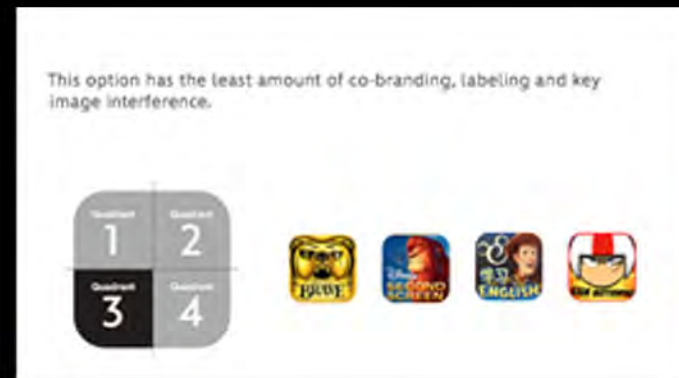
3 STORIES, 3 SEPARATE GAMES AND MORE THAN 350 TOTAL PUZZLES.



DISNEY Where's My Water?

A Disney official app with 350 levels of physics-based puzzlers!

- 3 stories. 3 separate games. More than 350 total puzzles.
- Be clever and keep an eye out for toxic ooze and traps.
- This collection of levels is always growing, and always FREE!
- A refreshing puzzler filled with good clean gaming fun!
- Complete Cranky's Challenge to unlock bonus levels.



This option has the least amount of co-branding, labeling and key image interference.

DISNEY'S Where's My Water?

A Disney official app that's a puzzler, complete with vibrant graphics, intuitive controls, and a sensational soundtrack. To be successful, you need to be clever and keep an eye out for algae, toxic ooze, triggers, and traps.

Go with the flow! Swipe, slosh, and splash to guide fresh water, dirty water, and ooze through increasingly challenging scenarios.

POPSUGAR NEEDED HELP LAUNCHING THE POPSUGAR MUST HAVE PROGRAM, INTRODUCING CONSUMERS TO A NEW BUSINESS FROM WOMEN'S FAVORITE SOURCE FOR ENTERTAINMENT AND STYLE—WHICH SOLD OUT IN ITS FIRST MONTH. I'M PROUD TO SAY I WAS THE VOICE FOR WOMEN EVERYWHERE.

It's kind of like...

walking into a bar

and hearing guys say

"Dibs!"

Coming this July.

POPSUGAR

POPSUGAR|#musthave

don't miss out!

IN ADDITION TO WRITING AND PRODUCING ORIGINAL VIDEOS, **SALESFORCE WANTED TO CREATE WEB BANNERS THAT SIMULTANEOUSLY FELT A PART OF THE WHOLE BUT ADDITIONALLY TOLD ITS OWN STORY. I WROTE THE COPY.**

Make
closing
deals no
big deal



salesforce
appexchange



Wave
goodbye
to travel
receipts



salesforce
appexchange



Turn customer
engagements
into love
affairs



salesforce
appexchange



Human resources for
resourceful humans

Build your app strategy with Workday
human resources solution



Manufacturing that
runs like clockwork

Build your app strategy with
Rootstock's manufacturing solution



Sales and marketing,
together at last

Build your app strategy with
Marketo marketing automation



#apptitude



#apptitude



#apptitude



ANIMOTO NEEDED A NEW WEBSITE AND BANNERS TO MATCH. I GOT WORK CRAFTING THE MESSAGING WHILE ACTING AS CO-CREATIVE. 40+ BANNERS LATER, ANIMOTO LAUNCHED A CAMPAIGN THAT GARNERED BIG RESULTS.



THERE'S NO BRAND LIKE **VIRGIN, AND ONCE HIRED BY THE AMAZING ARTIST SHEPARD FAIREY, I GOT TO WORK CRAFTING THE COPY FOR THE "MEGABOT" CAMPAIGN.**

www.virgin.com/company/virgin-megastore





FRAUD WORKS IN MYSTERIOUS WAYS



PLEASE DON'T FEED THE CHILDREN



YOU ARE WHAT THEY EAT



ONE NIGHT CAN COST YOU EVERYTHING



THE EAGLE MEETS THE DRAGON



THE BATTLE FOR THE SILK ROAD HAS BEGUN



THE BATTLE FOR THE SILK ROAD HAS BEGUN



IT'S NEVER TOO LATE TO PULL THE TRIGGER



ONE NIGHT CAN COST YOU EVERYTHING



ONE NIGHT CAN COST YOU EVERYTHING



SHOWBIZ HAS ALWAYS BEEN A LITTLE SCREWBALL



NEVER MAKE A BET YOU CAN'T AFFORD TO LOSE



ELIJAH WOODS HAS COOTIES



TEACHERS AREN'T FOOD



DON'T BE A SPREADER



TEACHER, SWEETHEART, COOTIE KILLER.



JUST ANOTHER DAY AT THE OFFICE



THE DEVIL'S PLAYGROUND IS JUST AROUND THE CORNER



ALL MEN ARE NOT CREATED EVIL



LOVE FINDS YOU WHEN YOU LEAST EXPECT IT



HOLIDAY RESCUE KIT



WHAT HIDES IN LIFE IS FOUND IN DEATH



RETURN TO MAGIC RETURN TO HOPE RETURN TO NARNIA



WELCOME TO THE LAND OF THE BRAVE



YOU CAN'T ESCAPE YOUR FEARS, YOU CAN ONLY FACE THEM



UNITED THEY RIDE



EVERY OBSESSION HAS A PRICE



NOTHING STAYS BURIED FOREVER



LESS LAWYER MORE APPEAL



AN ELITE FBI TEAM SENT TO FIND A KILLER, NOW THEY HAVE BECOME THE TARGET



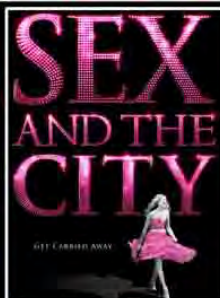
ANYONE CAN HAPPEN



THE FUTURE IS WORTH FIGHTING FOR



L.A.'S NEWEST IMPLANTS



GET CARRIED AWAY



BY FAR THE MOST TERRIFYING FILM YOU WILL EVER SEE



MISERY LOVES COMEDY



THE WAIT IS OGRE



FEAR TAKES FLIGHT



FOR THE GOOD OF HIS COUNTRY HE MUST BETRAY IT



FAMOUS FILM QUOTES CONCEPT



THE SEARCH FOR TRUE LOVE BEGINS OUTSIDE THE BOX



THERE ARE WORSE PLACES THAN HELL



A DOCTOR KNOWN FOR HIS PATIENCE



AHHH... IT'S GOT THAT NEW MOVIE SMELL



YOU DON'T HAVE TO BELIEVE IN MIRACLES TO BE SAVED BY ONE



HOPE HAS A RHYTHM ALL ITS OWN



WAR AND PIECES



ENOUGH IS NEVER ENOUGH



THE EQUATION HAS CHANGED



ONE NATION UNDER FIRE



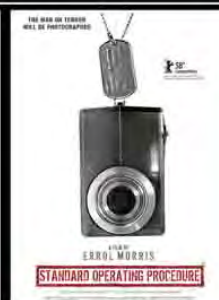
TROUBLE IN THE HOOD



FEEL THE LOVE



PRINCE CHARMING



THE WAR ON TERROR WILL BE PHOTOGRAPHED



DON'T MISS YOUR CONNECTION



EVERYTHING WILL BE FINE, EVENTUALLY



A SACRIFICE WILL BE MADE



TEMPTATION COMES IN MANY FORMS



BIG THINGS COME IN SMALL PACKAGES



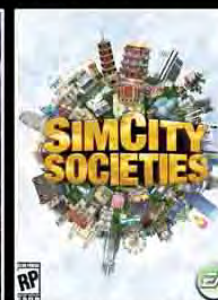
UNDERCOVER UNDERACHIEVERS



A TOWN LESS ORDINARY



UNREST IN PEACE



SIM CITY SOCIETIES TITLE



EVAN HELP US

THANKS!

BYETWIN@HOTMAIL.COM

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