

BRIAN YETWIN'S PORTFOLIO



Disney

HBO



**FOR OVER 2 DECADES I'VE WORKED IN
ADVERTISING, HAVING SERVED AS AN AWARD-
WINNING WRITER AT PREMIER STUDIOS AND
TOP AGENCIES.**

**ALWAYS FOCUSED ON THE BIG PICTURE,
I APPRAISE TRENDS, MARKET FORCES, AND
THE NEED TO PRODUCE SUSTAINED RESULTS
WITH EVERY MARKETING DOLLAR SPENT. I'M
INVOLVED IN PROJECTS FROM CONCEPT TO
EXECUTION TO DELIVERY, WEARING AS MANY
HATS AS THE PROJECT DEMANDS.**

**I AM ALWAYS FOCUSED ON DYNAMIC CREATIVE,
A MULTIFACETED COPY STYLE, AND PERSUA-
SIVE PRESENTATION SKILLS AMONG EXECUTIVES,
PARTNERS, AND CLIENTS.**

**Above all, I'm a reasonable non-conformist, a
creative disrupter, and a true believer in
the idea of business as usual.**

CISCO

Virgin

20th
CENTURY
FOX



FX

USA
network

MAKE-A-WISH

JAY-Z



Syfy

Hilton

POPSUGAR



ART.
COM

LIONSGATE



Hertz

animoto

vi

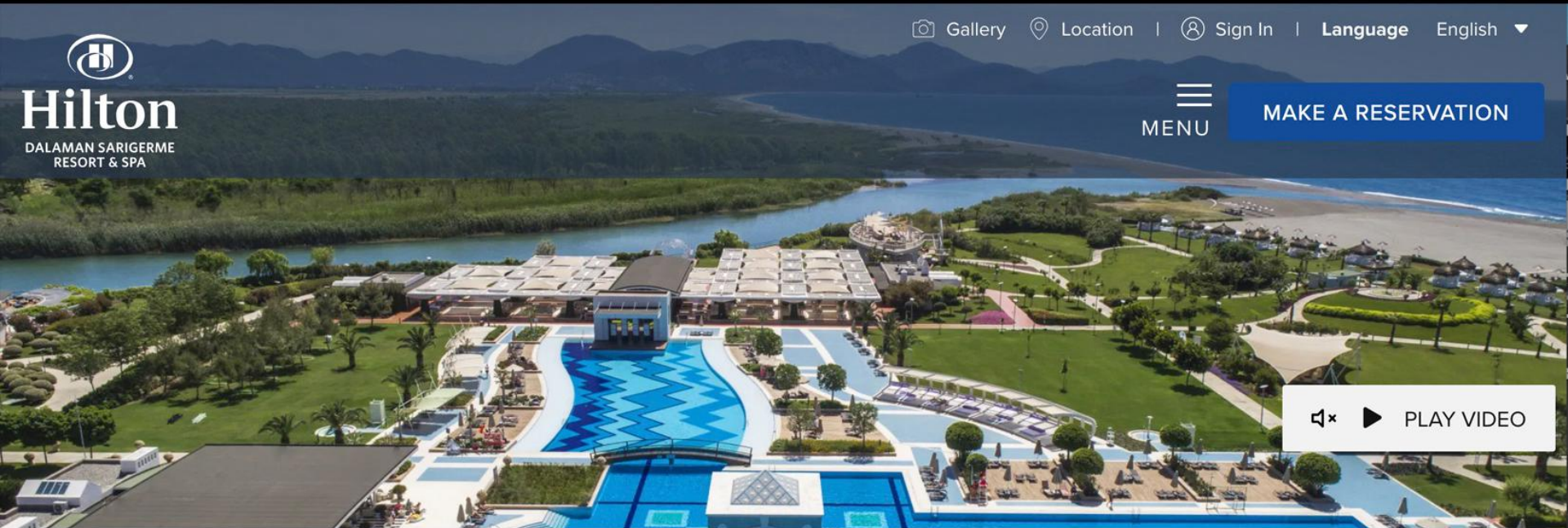
SONOS

PARTIAL CLIENT LIST




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



Hilton
DALAMAN SARIGERME
RESORT & SPA

 Gallery |  Location |  Sign In | **Language** English ▼

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MENU

MAKE A RESERVATION



PLAY VIDEO

An all-inclusive Aegean beach resort

With an enviable location on the edge of the Dalaman River and Mediterranean Sea, our resort is steps from the heart of Sarigerme and 20 minutes from Dalaman International Airport. Enjoy our pristine private beach and a variety of activities for adults and kids alike. Restaurants and bars showcase an array of cuisines and dishes ranging from Italian, to Asian, to local specialities.



Elysion Spa

Discover a sanctuary of rejuvenation with 18 treatment rooms, four VIP rooms, a VIP Turkish bath, four saunas, a steam room and a relaxation pool. Treat yourself to a manicure at the salon or a makeover from our stylists.

Visit the Spa

*When you've already arrived,
getting there is half the fun.*



*There's a difference between
showing up and arriving.*



Introducing the New 2012 Vantage. Financing Options Available.



ASTON MARTIN SAMPLES

**"ASTON MARTIN – BECAUSE THE MEETING
DOESN'T START UNTIL YOU ARRIVE."**

**"NICE HOUSE – CHECK.
GOOD JOB – CHECK.
GREAT CAR – CHECK MATE.
ASTON MARTIN."**

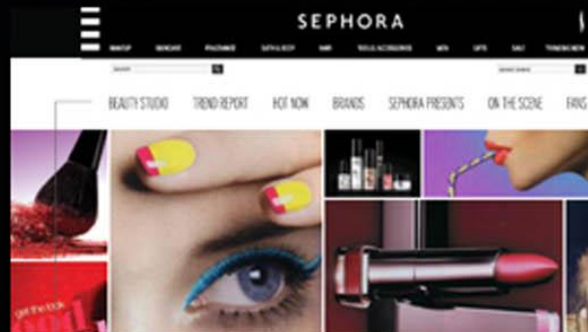
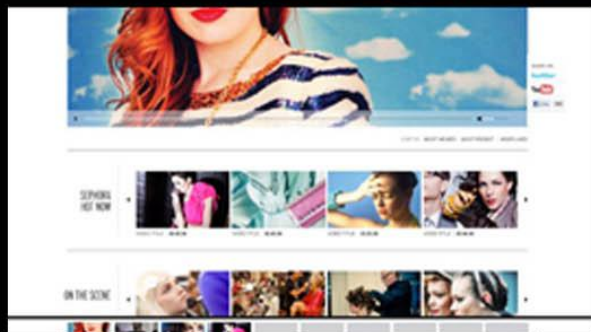
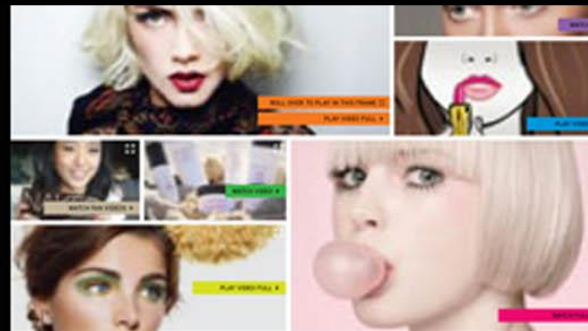
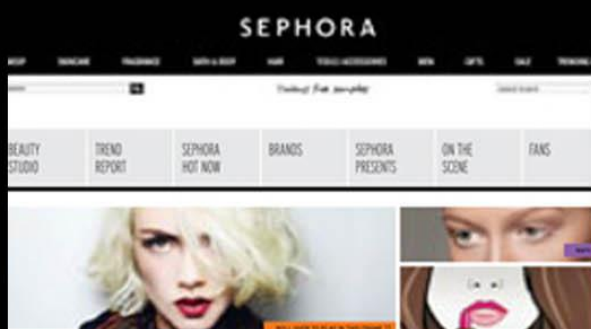
**"ASTON MARTIN – NOTHING TO PROVE,
EVERYTHING TO GAIN."**

**"ON YOUR WAY UP – GET A PORSCHE.
ONCE YOU GET THERE –
CHOOSE AN ASTON MARTIN."**

**"96% OF LUXURY CAR ENTHUSIASTS AGREE
THAT HIGH-EXPECTATIONS SHOULD BE
EXCEEDED. THE OTHER 4%
OWN A PORSCHE."**

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/sephorativ/?icid2=Top_Nav_Inspire_Me_SephoraTV_Image



SEPHORA

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Serving our customers has been our obsession since the beginning. Our joy comes from delivering a curated, innovative prestige beauty experience, giving people the freedom to explore their beauty and meet the best version of themselves.

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.**



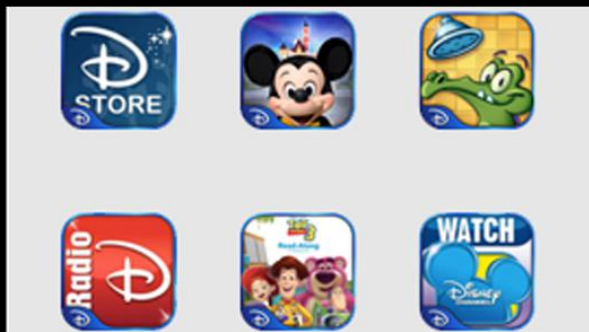
DISNEY: Where's My Water?

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.

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/



SPEND \$50 GET \$800

SAVE THIS SEASON WITH THE HOLIDAY COUPON BOOK



MAKE ONE HOLIDAY STOP: CUSTOM RESCUE KITS FOR EVERYONE!

VIRGIN MEGASTORE GIFT GUIDE SAMPLES

"BECAUSE IF WE DIDN'T LET YOU BUY OUR STUFF WE WOULD JUST BE A REALLY REALLY COOL MUSEUM."

NEW RELEASES: "BUY IT FOR YOUR FRIEND SO YOU CAN BORROW IT INDEFINITELY."

BOX SETS: "EASIER TO WRAP THAN A PONY."

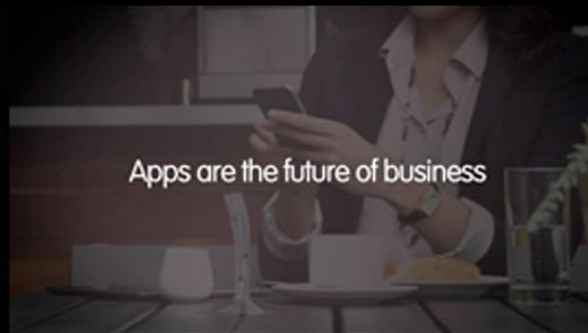
MUSIC: "IF WE DON'T HAVE IT, YOU DON'T NEED IT."

DVDs: "NO WAY THESE THING'S WILL EVER REPLACE VHS TAPES."

GAMES: "TAKE YOUR APOSABLE THUMBS OUT OF YOUR ASS AND PUT THEM ON A CONTROL."

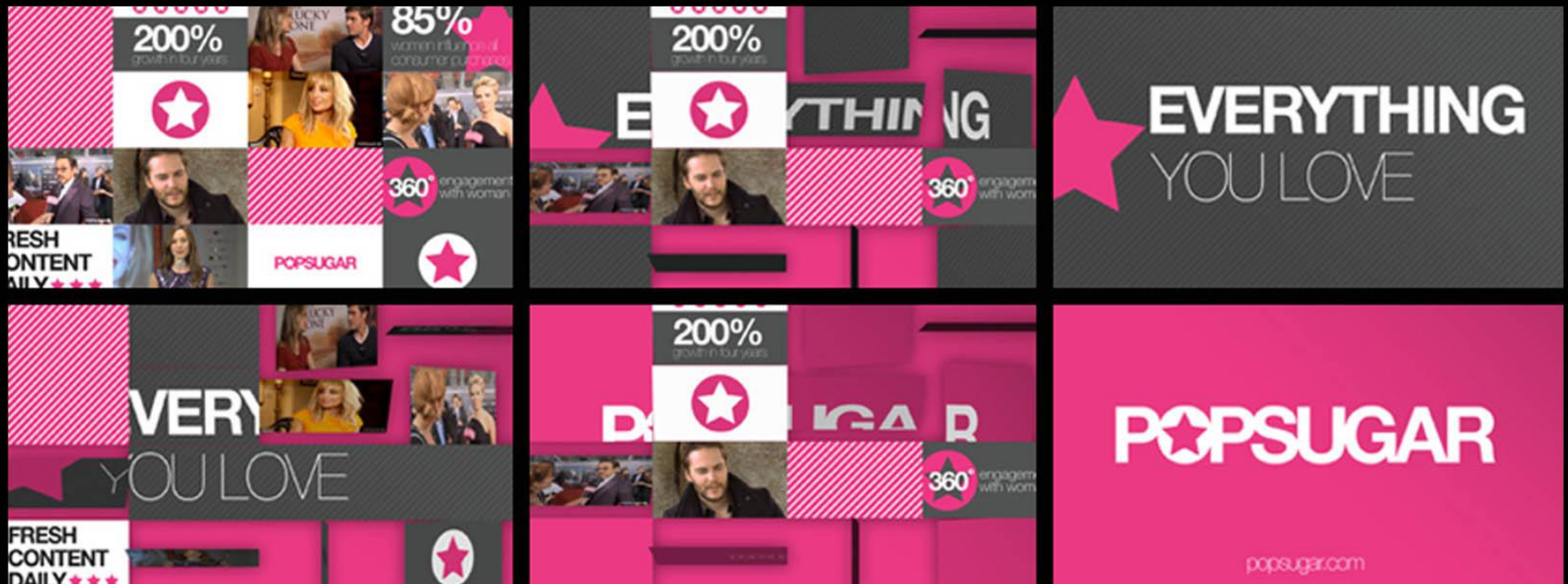
**IN PARTNERSHIP WITH TEN KEY BRANDS, I CONTRIBUTED
BY SUCCESSFULLY MARKETING THE **SALESFORCE APPEXC-
HANGE** TO CONSUMERS WITH AN ORIGINAL CONTENT VID-
EO CAMPAIGN. I SERVED AS THE WRITER AND PRODUCER.**

www.youtube.com/watch?v=SG0sWfeSiBE



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/





POPSUGAR MUST HAVE BAG SAMPLES

"IT'S KINDA LIKE A PUPPY ASLEEP ON A GUY'S SIX PACK ABS."

"IT'S KINDA LIKE BUYING A DRESS SIZE TOO SMALL THAT FITS."

"IT'S KINDA LIKE A CELEBRITY DESIGNER NAMING A SHOE AFTER YOU."

"LOOK SMOKIN' AT YOUR SUMMER BBQ."

"PREPPIE IS THE WAY TO GO WHEN YOU'RE COUNTRY CLUBBIN'."

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



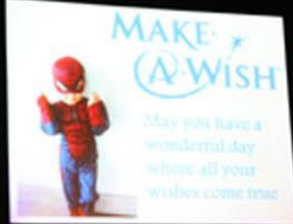
WHEN **PARAMOUNT** HIRED A BRILLIANT TRAILER HOUSE
TO CUT THEIR **ANCHORMAN** SPOTS, I JUMPED IN TO WRITE
THE COPY FOR THIS INSTANT CLASSIC.

www.youtube.com/watch?v=NJQ4qEWm9IU



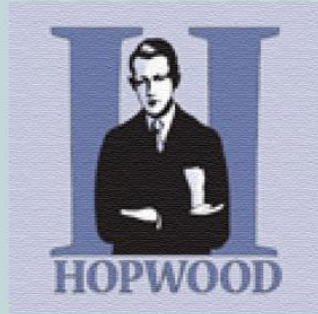
**WHEN THE CITY OF ONTARIO ASKED ME TO MAKE A VIDEO
FOR THE **MAKE-A-WISH FOUNDATION** I JUMPED AT THE
OPPORTUNITY. I WROTE, PRODUCED, DIRECTED, AND SHOT
THE SPIDERMAN-THEMED EVENT SPOT.**

www.youtube.com/user/MakeAWishFoundation





QUIRK



5-Star Business



AWARDS

- **GOLD ADDY FOR COPYWRITING**
- **SILVER ADDY FOR COPYWRITING**
- **QUIRK AWARD FOR LONG FORM WRITING**
- **GOLD INTERNATIONAL DESIGN AWARD**
- **SILVER INTERNATIONAL DESIGN AWARD**
- **HOPWOOD AWARD FOR POETRY AND PROSE**
- **KEY ART AWARD FOR COPYWRITING**
- **IMP AWARD FOR COPYWRITING**
- **YELP 5-STAR BUSINESS**

THANKS!

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