



Norbert Fruteau de Laclos

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Present Freelancer Branding & Brand Experience, Creative Direction & Strategy, Design - New York

From the idea / concept to development and production supervision / print, digital and new media / US & Global

2010 Digitas Health (Publicis) - New York (3 months)

2011 Creative Consultant

2009 Rapp (OMNICOM) - New York

2010 Senior Vice President, Group Creative Director / Director of Brand Experience

Supervised the creative work for all health care clients, as well as some Global and 360° accounts with focus on Branding Design and Brand Identity. Pitched and won: Alli / Nicorette, Merck Adherence, Viagra CRM and Digital, LifeScan, Coty Digital, Humana (all communications)

> Main accounts

Gardasil (Merck & Co.)

Zetia (Merck & Co.)

Vytorin (Merck & Co.)

Singulair (Merck & Co.)

Merck Adherence & CSS (Merck & Co. / Merck Engage)

Viagra (Pfizer)

Humana

Medco

Nicorette (GSK)

Horizant (GSK)

Lactaid (J & J)

Coty Fragrances Digital (Halle Berry, Guess, Playboy, David & Victoria Beckham)

2007 Ogilvy Healthcare (WPP) - New York

2009 Senior Partner, Group Creative Director

Headed the creative departments in Customer Relationship Management (CRM) and Digital, as well as the development of 360° capabilities. Managed and successfully united several teams across various departments. Spearheaded global accounts utilizing both academic experience (Social and Medical Law) and branding design, while working closely with strategic planners and science specialists. Supervised the conception and development of major brands and campaigns.

> Main accounts

Natrelle CRM, HCPRM, website, in-office and in-store materials (Allergan)

LapBand (Launch) Branding, patient support program (Allergan)

Sanctura (Launch) Branding, website, eCRM (Allergan)

Kaletra CRM, unbranded program "I stand with Magic" (Abbott)

Extavia (Launch) Branding, CRM, unbranded patient support program (Novartis)

Concerta (Adult & Pediatric launch) CRM, eCRM and website (Ortho-McNeil-Janssen)

Mirapex CRM, eCRM, patient support program (Boehringer Ingelheim)

Xalatan CRM, eCRM (Pfizer)

Pristiq CRM, eCRM, patient support program (Wyeth)

2006
2007

Glow Worm (Publicis Group) - New York
Senior Vice President, Executive Creative Director

Glow Worm, the multi-task / multi-talent satellite agency of Saatchi & Saatchi, was created to handle CRM and Digital accounts. It quickly turned into a dynamic boutique, which excelled in general awareness / direct print & TV (including a 60" Superbowl TV ad), CRM & eCRM, global branding, webisodes, etc.—in domains as varied as: financial advising, pharmaceutical / veterinary medicines and treatments, online prognostic tools, etc.

> **Main accounts**

- Enbrel Global & US** GA, DR, CRM, Branding - All indications & cross-franchise (Wyeth & Amgen)
- Amitiza** GA, DR, CRM, Branding - Branded / unbranded (Takeda)
- Rimonobant Global 360°** (Acomplia) - All communication (Sanofi Aventis)
- Rimonobant US** (Zimulti) - Patient support program, CRM & eCRM (Sanofi Aventis)
- Aptivus** (Pitched & won with S&SH) - All DTC communications (Boehringer Ingelheim)
- Viramune** (Pitched & won with S&SH) - All DTC communications (Boehringer Ingelheim)
- Altace** GA TV & Print, DR, out-of-home - End-of-pattern optimization strategy (King Pharmaceuticals)
- Finacea** Website & DM (Intendis / Berlex)
- Ameriprise** (Pitched and won with S&S) - CRM / eCRM / DM / B2B (AMEX Financial Advisors)
- Avaya** Telephony (Global pitch won with S&S) - CRM / eCRM / DM / global branding

2002
2006

Saatchi & Saatchi Consumer Healthcare - New York
Senior Vice President, Associate Creative Director

Led the creation and development of the CRM / DR department of S&SH—grew the team from 1 to 18 employees. During this period, Enbrel, Nexium, Seroquel & Frontline overranked their long-established competitors and became market leaders in their category. Started more than one year after the GA launch, Nexium CRM program helped increase the number of pills per patient by 50%.

> **CRM, DM main accounts**

- Nexium, Seroquel, Pulmicort, Crestor (AstraZeneca) • Enbrel / Enliven (Wyeth & Amgen)
- Frontline Cats & Dogs (Merial) • Clarinex (Schering Plough) • Boniva (GSK / Roche)
- Finacea (Intendis / Berlex) • Playtex • Transitions Lenses

> **Branding / graphic design main accounts**

- AstraZeneca Corporate US • Nexium, EverydayKidz, Seroquel (AZ) • Enbrel (Wyeth & Amgen)
- Finacea (Intendis / Berlex) • Boniva (GSK)

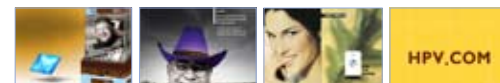
2000
2002

Klemtner Advertising - New York
Senior Art Director (general awareness, print and TV)

Helped prepare the launch of Nexium, “the next purple pill”, with the transitional Prilosec campaign (3 TV spots, printed ads + out-of-home). In charge of the “Prilosec Station Domination”: major nationwide airports, railway & subway stations covered with the “Purple Pill” (banners, floor mats, elevator & bus wraps, ceiling adhesives, building wraps, Calder style mobiles, etc.).

> **Main accounts**

- Prilosec, Nexium, Seroquel, Entocort (AstraZeneca) • Enbrel (Wyeth & Amgen)
- Frontline Cats & Dogs (Merial) • Detrol (Pfizer)



1996 **Paname (Publicis Group) – Paris, France**
2000 **Senior Art Director (all media)**

> **Main accounts**

- Ariston-Scholtès (Merloni Group - Household appliances) • Bac Films (French film distribution) • Bosch Telecom
- Dassault Aviation (military & civil aircraft) • France Télécom (intranetworks & web) • Jacadi & Baby Dior (upscale children's clothes) • Cora (hypermarket chain) • Météo France (France national weather service) • L'Oréal Paris
- Duval-Leroy (Champagne) • L'Occitane (natural beauty & fragrance retail) • Sagem (multimedia high technology)
- Spanish Bureau of Tourism in Europe • Tabacalera (Ducados, Fortuna, Montecristo) • Hippopotamus (restaurants)
- Honda (automobile) • Leroy (watches)

1992 **Creator Agency (Grey Advertising) – Paris, France**
1996 **Freelance Art Director / Designer**

> **Main accounts**

- Blanc Bleu (clothing) • Naf-Naf (clothing) • Warner Bros Pictures • Polygram Entertainment • TF1 & Canal + (French television & film companies and distributors) • Miramax • Acclaim Video • Kérastase • Estée Lauder

NEW BUSINESS WINS (USA)

Nexium, Seroquel, EverydayKidz, Entocort, Enbrel Global, Enliven, SureClick (Enbrel), Acomplia, Zimulti, Altace, Aptivus, Viramune, LapBand, Ameriprise, Avaya, Nicorette, Alli, Viagra, Lifescan, Coty, Merck Adherence, Humana

AWARDS / RECOGNITION

- > **2010 Internationalist's Agency Innovator** (For breakthrough communicators, champions of multinational strategy and advocates of international brand-building in advertising, marketing and media professionals)
- > **2010 Gold DTC Awards** Zetia & Vytorin: Best CRM/Direct Mail Campaign
Bronze DTC Awards HPV: Best Disease Education • **Clio** HPV.com
- > **2007 Silver Medal New York Festivals** Altace: Best SuperBowl Commercial • **Gold DTC Awards** EverydayKidz: Best web design • **Enbrel**: Best GA TV, Best DR TV, Best CRM campaign
- > **2005/2006 Seroquel**: Best DR print & Best web design • **Enbrel**: Best GA TV
- > **2001/02/03/04/05/06 Nexium & PurplePlus**: Best pharma launch, Best Rx program, Best CRM campaign...
- > **1998 Prix de l’Affiche Européene** Hippopotamus • **Prix Decaux** Microcosmos
- > **1986 Best Economy Award** from the Universities and Colleges of Southern France

EDUCATION / BACKGROUND

Master's Degree in Social Law

- > **Specialization:** Medical Law & Health Institutions
- > **Thesis:** *Alternatives to hospitalization in psychiatry*
University of Law and Economic Sciences of Montpellier (France)

Undergraduate Degree

- > **Specialization:** Economic & Social Administration
- > **Thesis:** *Sharing the knowledge in Medical & Pharmaceutical Research*
University of Law and Economic Sciences of Montpellier (France)

Certified Social Worker for underprivileged children with asthmatic problems

Languages

- > Fluent in English, French and Spanish

