



# Stefan Kogler / Creative Director



Beyond Campaign Thinking

Stefan Kogler has more than 20 years of creative leadership experience in the arena of digital and emerging media. His unique approach to marketing has helped drive development of break through solutions that have disrupted the marketplace and acted as an ideation cultural change agent. Kogler nurtures and sustains an environment of continuous innovation, renewal and alternative thinking in the form of communication insight, conversation marketing and social media. His achievements have been featured in Wired, Signs of the Times, Ad Age, Brand Week, I-Media Connection as well as other business/academic publications.

## // Experience

### **Campbell - Ewald – EVP Creative Director Digital and Emerging Media**

Creative executive and technologist responsible for the creation of Brand/enterprise online channel strategies and the delivery of technology solutions to support those strategies.

### **Doner Advertising – Director Interactive Environments**

Provided leadership directing teams of interaction designers, information architects, and user interface designers. Responsible for developing experiences that meet user needs and client business objectives.

### **Calumet College of St. Joseph – Multi-Media Department Chair/Associate Professor**

Established academic course structure, direction and vision for university undergraduate communication program

### **Wayne State University**

Bachelor of Arts and Sciences, Radio, Television, Film  
Master of Arts and Sciences, Communication Research

### **School of the Art Institute of Chicago**

Master of Fine Arts Multi-Media

### **Nova Southeastern University**

PhD (abd) Human & Computer Interaction

## // Technology & Core Competencies

**Strategy/Creative/Tools:** Online channel strategy and execution in Digital and Social Media, web technology development, interactive marketing strategy and program development – focused on web 2.0, paid search, organic search optimization, consumer intimacy and rich media interactive applications. Adobe Photoshop CS, Macromedia Dreamweaver MX, Macromedia Director MX, Adobe Illustrator, OmniGraffle

## // Client Snapshots

**Snapshot 1:** Launch of the Chevy HHR with a highly disruptive, consumer generated campaign HHRya. A grassroots social network initiative that facilitated one of the best car launches in Chevy history

**Snapshot 2:** Alltel's launch of "My Circle" interactive website juxtaposed a user trans-active destination site with an interactive narrative (Man Cave) featuring characters that represent rival telecoms. The success of the site "is an issue of execution.

**Snapshot 3:** GM Alternative Fuel Initiative which tapped into the Alternative Reality Gaming culture with www.whoisbenjaminstove.com. An interactive real world adventure that blurred the lines between the virtual and the real while elevating the conversation and awareness of GM's "Live Green, Go Yellow" Flex Fuel program garnering numbers equivalent to current Super Bowl advertisement exposure.

## // Clients

- Altell\*
- Kaizer Permanente\*
- Chevy
- US Postal Service
- Wyndham Rewards\*
- Michelin\*
- Navy
- American Heart Association
- Ghirardelli\*

\*\*\* Denotes New Business Digital Creative Lead