

# TODD LAWSON CREATIVE

Providing creative TLC since 2001.

[ToddLawsonCreative.com](http://ToddLawsonCreative.com)



# TIMELINE

- Chief Creative Officer | Vicimus 2019-Present
- VP, Creative Strategy | Vicimus 2017-2019
- Creative Director | Strategy Mob 2015-2017
- Chief Creative Officer | Dashboard 2015-2017
- Associate Creative Director | Grey 2012-2015
- Senior Art Director | Grey 2010-2012
- Senior Art Director | Dashboard 2007-2010
- Art Director, Designer, Illustrator, 3d Artist & More  
| Various Firms 2001-2006

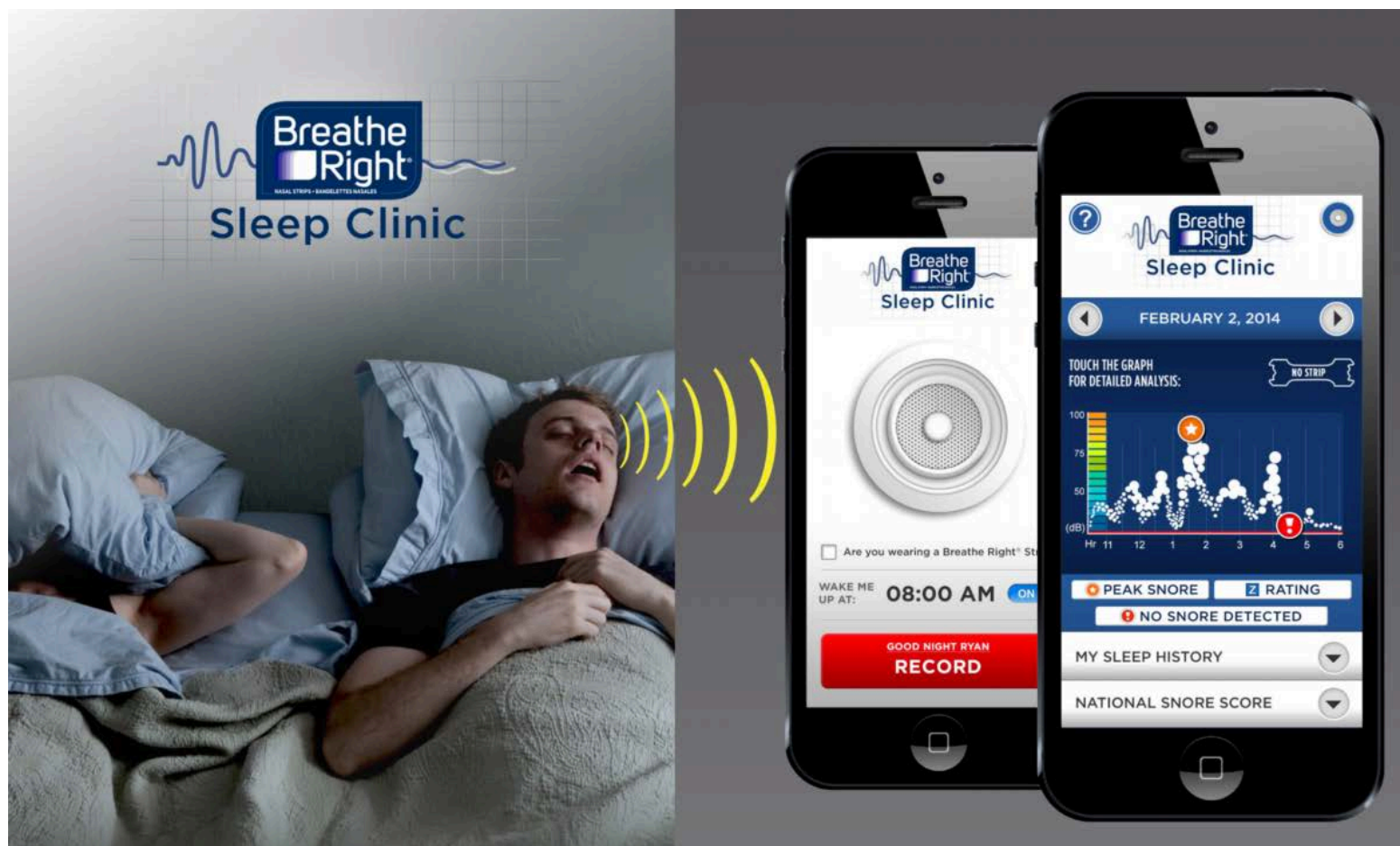
# 2 —

## AGENCY -SIDE

- **Clients/Brands I've helped:** Abreva, AXE, ATI, Atlanta Magazine, BlackBerry (RIM), Blue-Kote, Bombay Sapphire, Breathe Right, Bumper, Burlington Ribfest, Canadian AutoShow, Canadian Online Gamers Network, CDRS Hamilton, Corus, CosmoTV, Cruzan Rum, CCSC, Diageo, Dofasco, Débauféré, Eli Lilly Cymbalta, Euroglass, Exclaim, Fortune Magazine, GSK, GloveboxCMS, Grape-Nuts, Great Grains, Guinness, Hellmann's, H&R Block, Home Hardware, InBurlington, LCBO, Milk, Nissan Canada, Ontario Toyota Dealers Association, Ovarian Cancer Canada, Playtex, POST Cereals, Pronamel, Sagicor General Insurance, Sensodyne, Scotiabank, SevenStar Sports, Shreddies Cereal, Sunlight Laundry, Suburban Ford, Sunveil Sunwear, Swiss Herbal, Toyota Canada, the Toronto Jewish Film Festival, Vaseline, Wrigely's Juicy Fruit and W-Network (partial list)
- **Awards & Accolades:** 50+ awards national and international for marketing, branding, illustration and design including Cannes Lions, CAs, Cassies, Pencils and top 15 Strategy Art Director rankings.

# Marketing

Branding, Advertising, Design

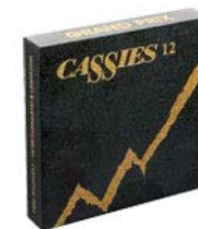


# Breathe Right Sleep Clinic

- The *BreatheRight Sleep Clinic* app was designed to enlighten a snorer, to build empathy and support for their bedmate (the snoring “victim”), and finally give the bed mate real, tangible proof to their snore-denying partner.
- App recorded snores and played them in paid radio and digital media. Included App design, TV spot, in-store POP, digital and radio.

**View Case Study and campaign details on my site:**

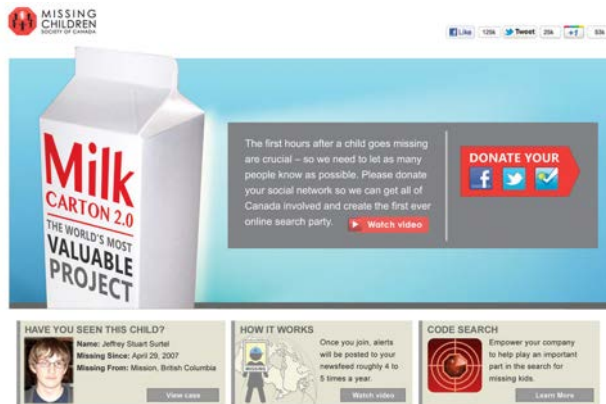
<https://www.toddlawsoncreative.com/gsk-breathe-right-snore-app-campaign/>





## Milk Carton 2.0

- Instead of an ad campaign we created Milk Carton 2.0: The World's Most Valuable Social Network – a series of web and mobile innovations on social platforms that created a new media channel for sharing missing child alerts and involving the public in the search.
- **Results:** Created a new media channel that reached 70% of all Canadians at no paid media cost. Directly responsible for assisting in the rescue of 6 missing children in the first 5 months alone.



**View Case Study and campaign details on my site:**

<https://www.toddlawsoncreative.com/the-worlds-most-valuable-social-network/>

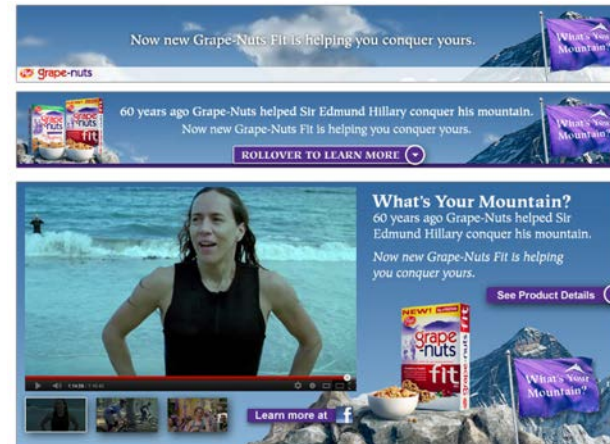






# Grape-Nuts

- US Branding, multiple TV campaigns, digital campaigns, microsites, in-store, contests & social

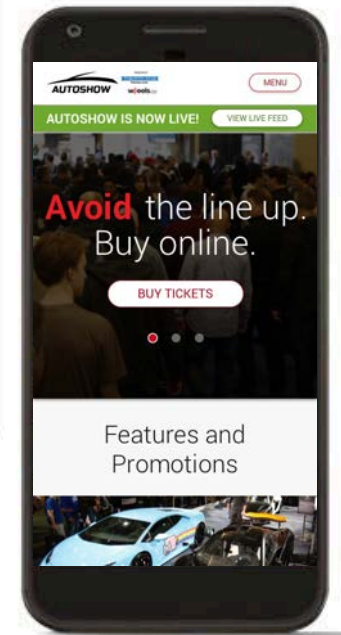
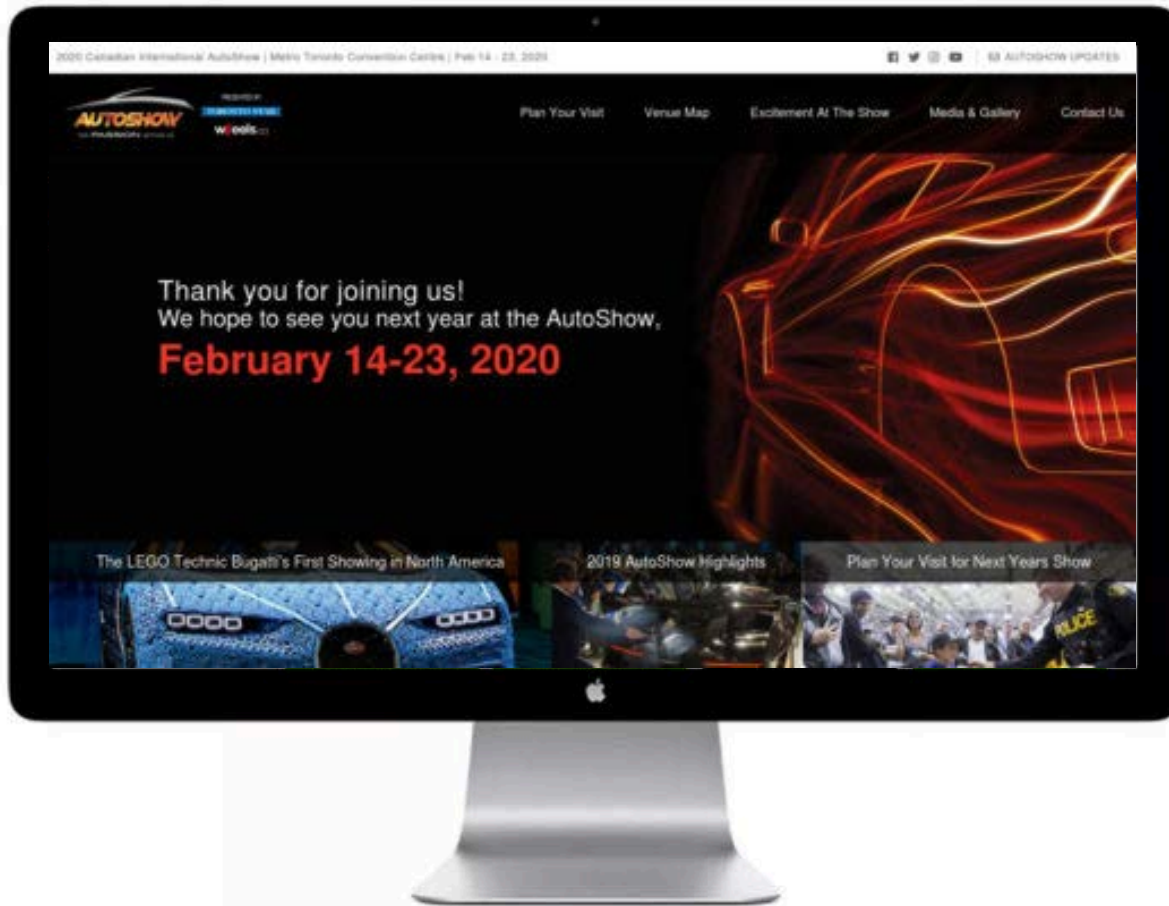


**View projects on my site:**

<https://www.toddlawsoncreative.com/category/grape-nuts/>

# Autoshow.ca

- Complete 2017 rebuild, 2018 updates, 2019 refresh of The Canadian International AutoShow Online Portal into a robust and informative site for content, show schedule, features, exhibitor information, media releases and more. Built to both deliver entertainment and funnel consumers to purchase tickets online.



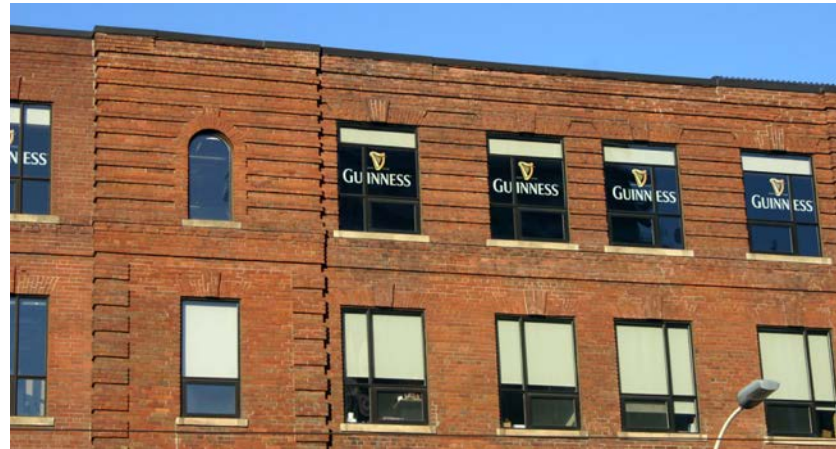
**Read Case Study and campaign details on my site:**  
<https://www.toddlawsoncreative.com/autoshow-ca/>





# Guinness

- TV campaign & spot, ambient advertising and OOH advertising



**View projects on my site:**

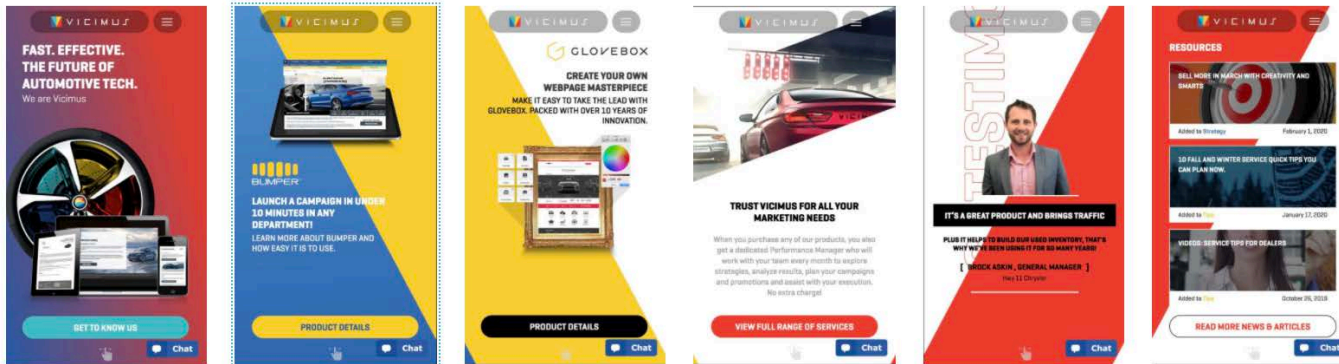
<https://www.toddlawsoncreative.com/category/guinness/>





[vicimus.com](https://vicimus.com)

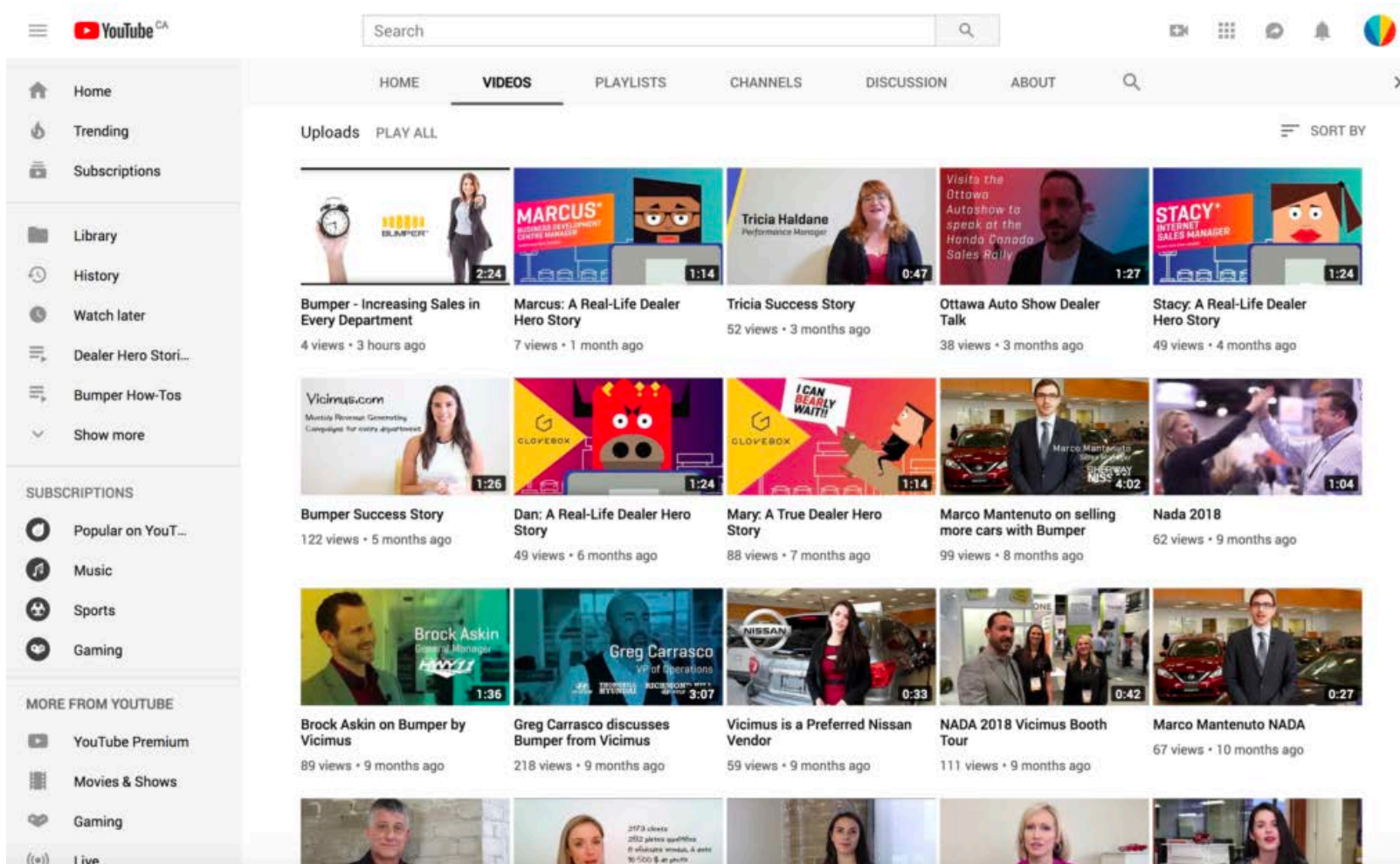
- In late 2019 we started a large effort to relaunch the Vicimus.com website as a better representation of our company, products, services and industry credentials. The resulting website launched in March 2020 and was created by a small team of 4 while still working on other daily tasks, projects and requests.
- My Role: Creative Direction, Project Oversight, Copy



**View Vicimus brand projects on my site:**

<https://www.toddlawsoncreative.com/website-vicimus-com-2020/>





# Film & Content

- Variety of video projects for everything from lead generation, product marketing, master brand awareness, industry tips and strategies and more. All produced in house.

## Video and Film Content Production and Direction

<https://www.toddlawsoncreative.com/film-direction/>

# Bumper Campaign



- Automotive retail lives in a 30 day cycle. Each month they work to hit their targets and push the latest store or manufacturer offers. When the month ends, they do it all over again and missing your target when you are in a large purchase industry means a lot of pressure to make sales and complete repair orders if you want to keep your job.

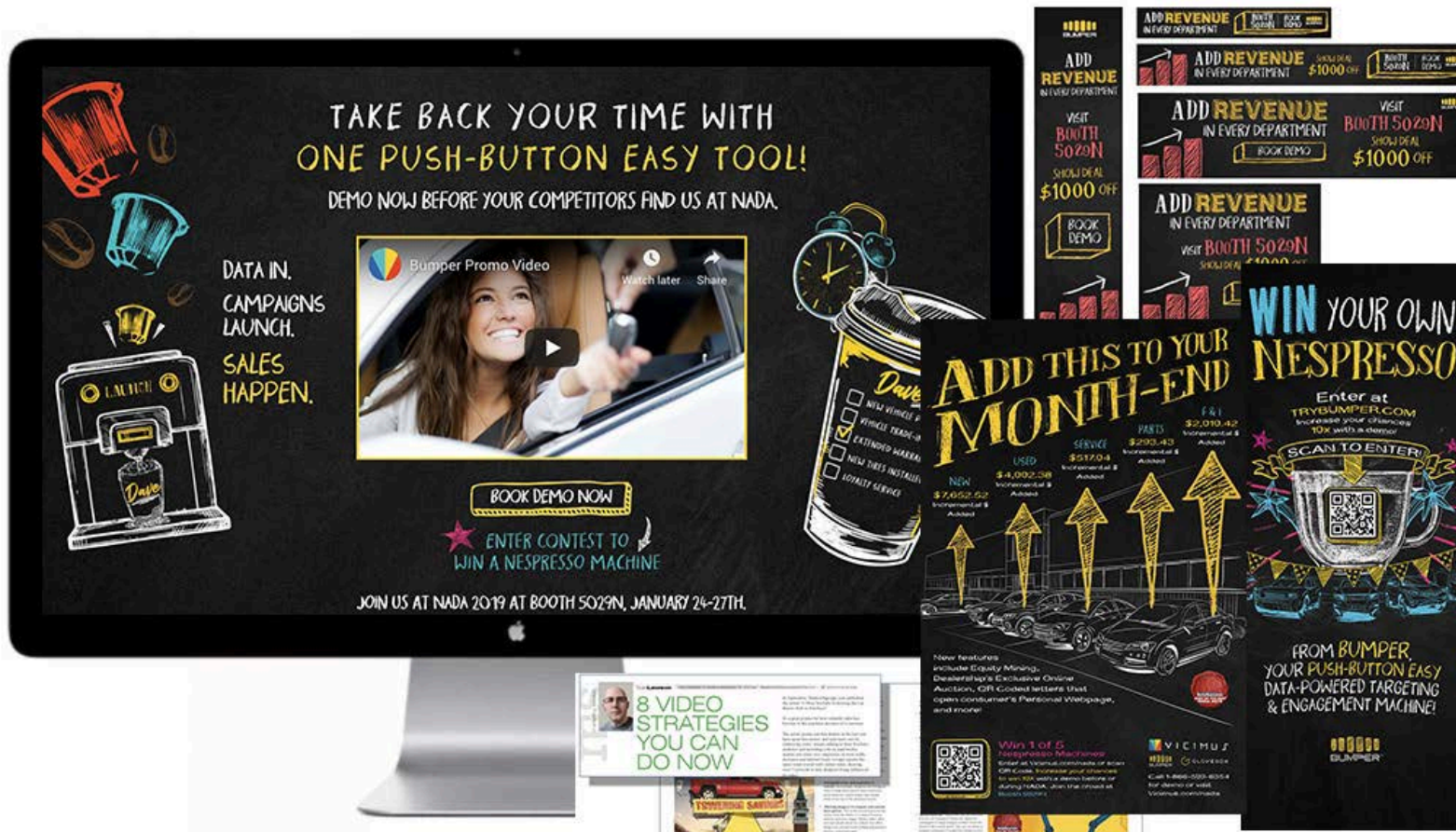
**View :15sec spot and campaign material on my site:**

<https://www.toddlawsoncreative.com/campaign-try-bumper-tear/>



## NADA 2019 Campaign

- 2019 creative for the NADA Conference & Expo. Work included: paid media (print, digital, social), published articles, online blogs, multiple direct campaigns from Bumper itself to conference registered attendees (Direct mail, email, personal web page), updates to the Vicimus website, an NADA splash page, booth material.



**National Trade-Show, Websites, digital & traditional campaigns**

<https://www.toddlawsoncreative.com/vicimus-nada-2019-marketing-plan/>





## NADA 2018 Campaign

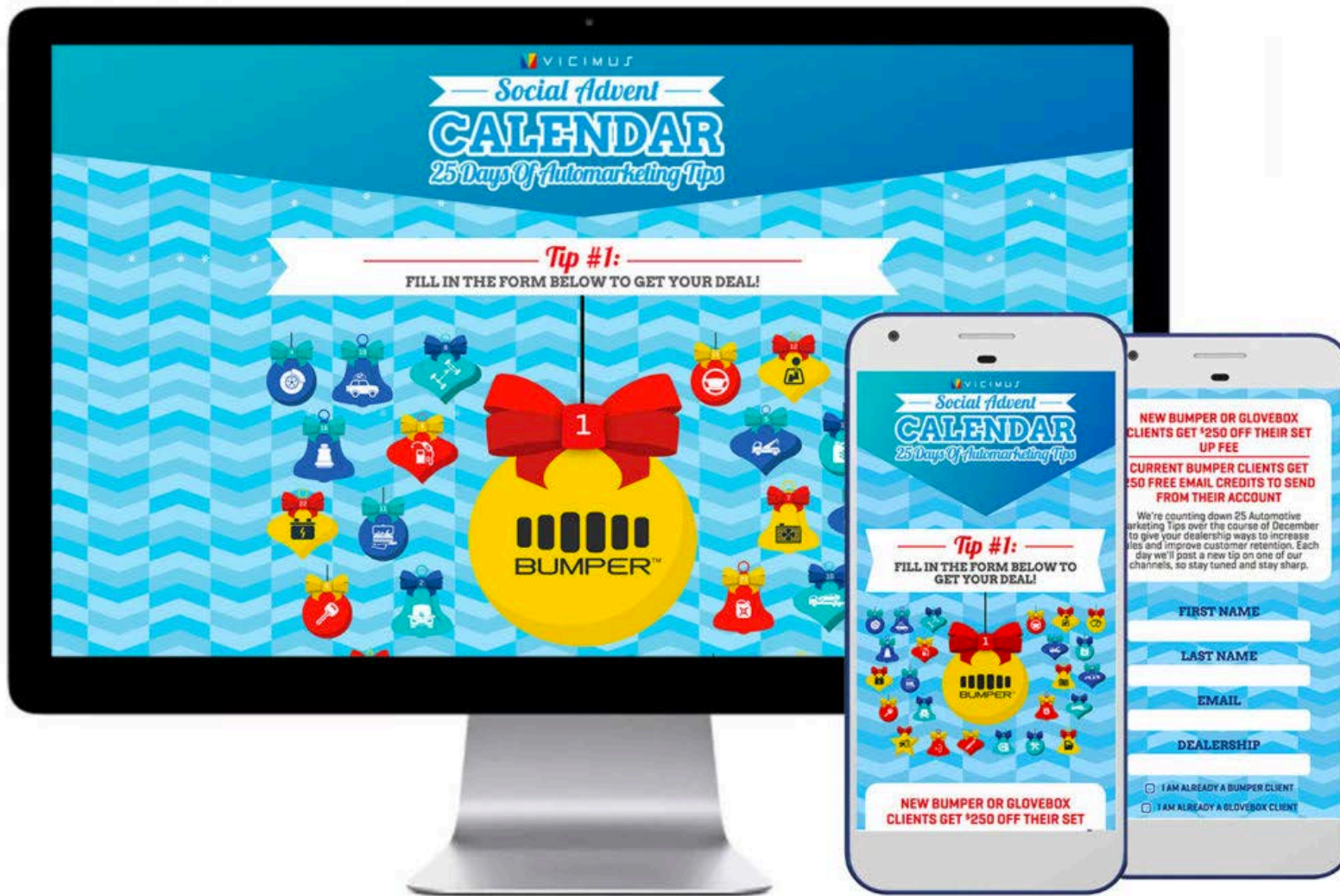
- Intentionally going against the grain of shiny metal and flashing lights at the 2018 NADA automotive dealer conference we introduced a hands on whiteboard campaign and booth.

**National Trade-Show, Websites, digital & traditional campaigns**

<https://www.toddlawsoncreative.com/vicimus-nada-whiteboard-campaign/>

## Social Advent Calendar

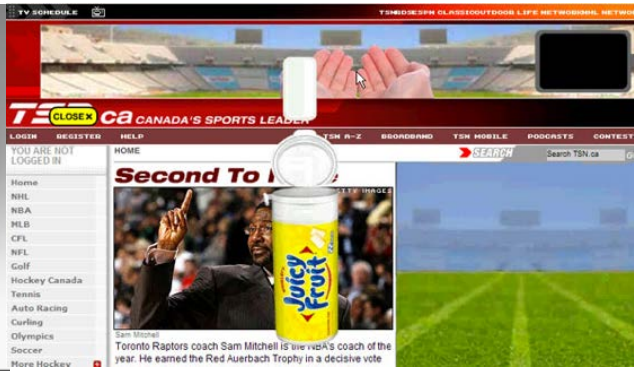
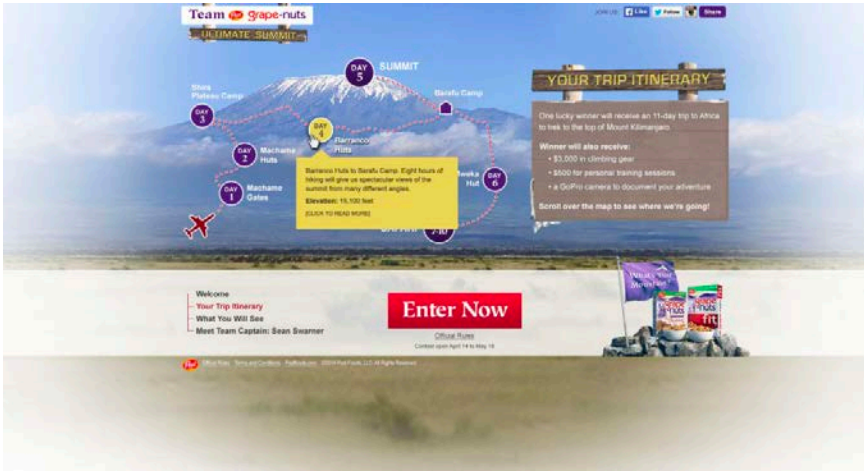
- Multi-language, multi-channel Social Media Campaign of Automotive Marketing Tips.



### Winter Social Campaign & Contest

<https://www.toddlawsoncreative.com/vicimus-auto-advent-social-campaign/>





A lot more...

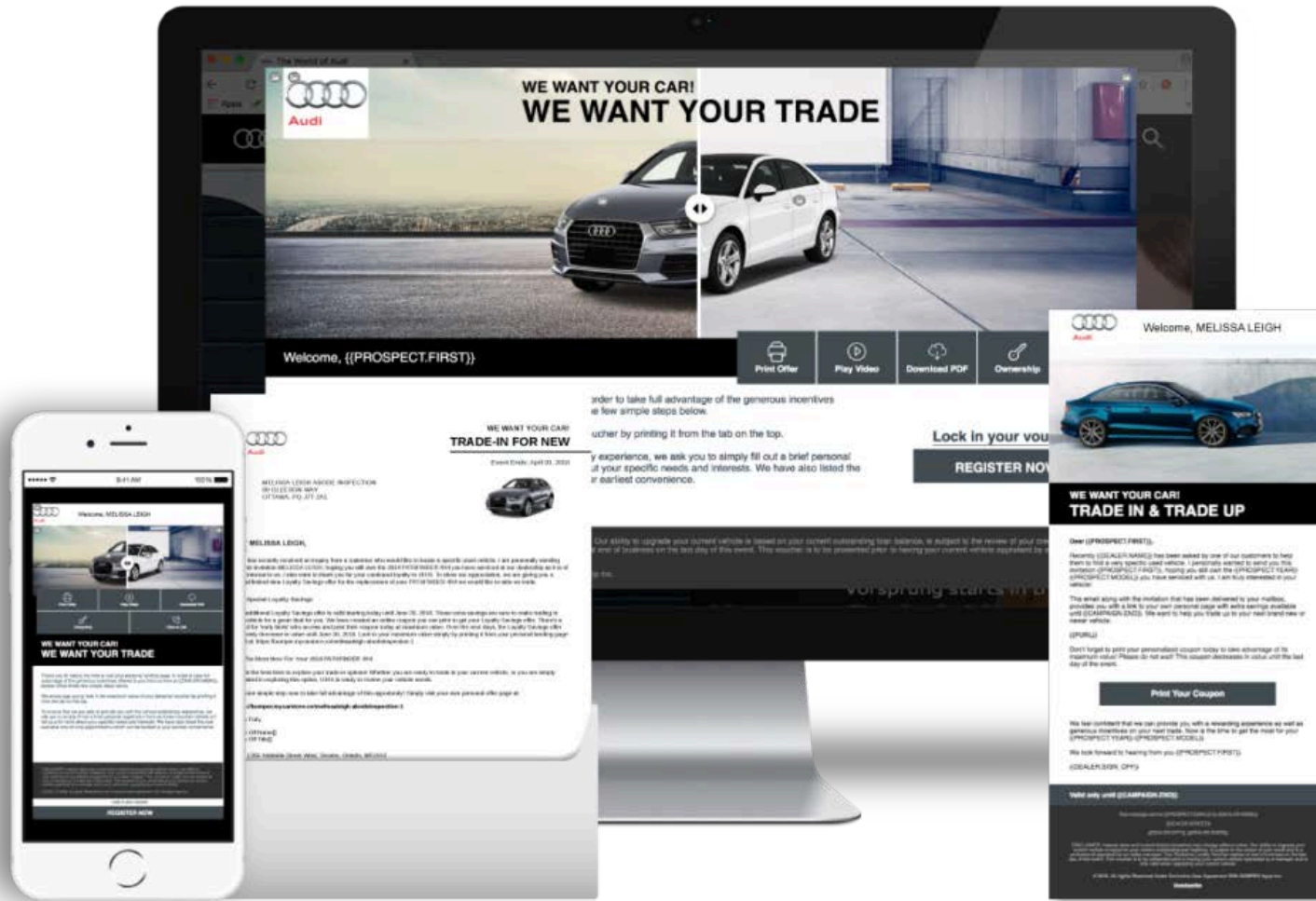
I have spend the bulk of my 19 years being the glue between digital, traditional and experimental marketing. You can find more digital legacy work in my archive: <https://www.toddlawsoncreative.com/digital/>

# Software

## UX/UI Design Leadership

# Bumper

- Over my entire time at Vicimus, Bumper has been worked on. The flagship product, Bumper has grown to have a user base through out North America, Mexico, Brazil and is growing by the day. It would be a long list for me to to break out all activities done on the product given its such a huge part of the company business.

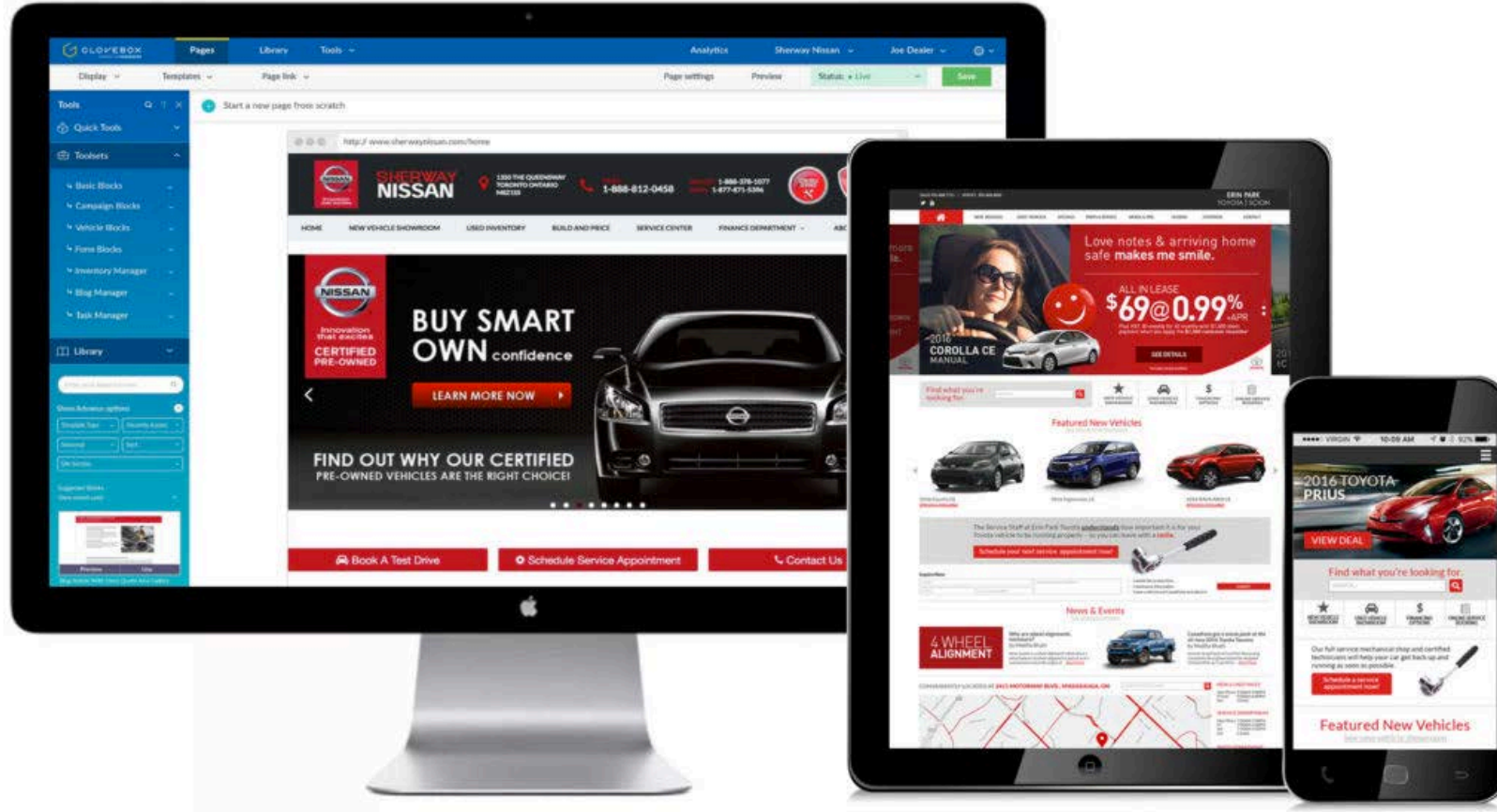


**View Screens, marketing, product breakdown on my site:** <https://www.toddlawsoncreative.com/bumper-automotive-marketing-software/>



# GloveboxCMS

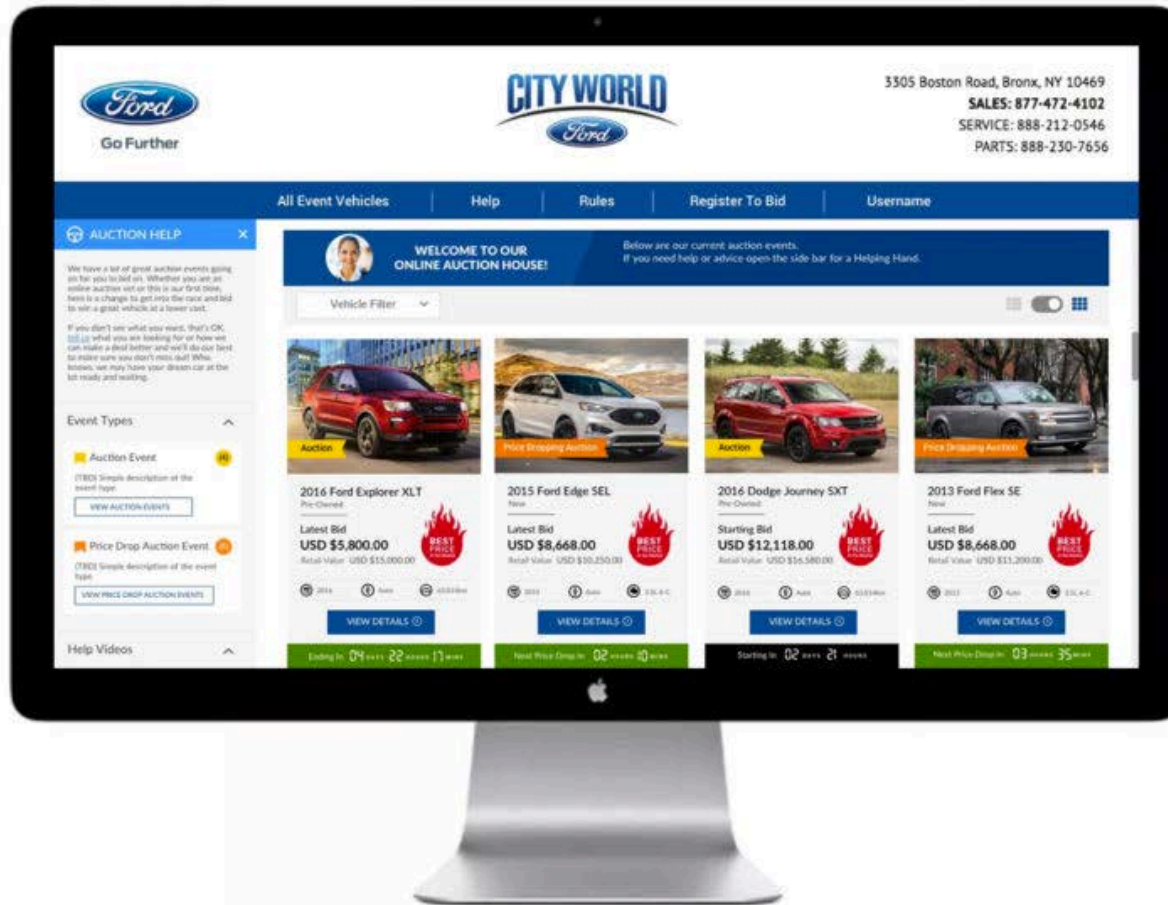
- A multi-award-winning platform that came out of dealers need when Dashboard found their requirements from store to store were so similar. It has been in used and continually updated for over 10+ years. Built from the ground up specifically for dealer websites and digital marketing.



**View Screens, marketing, product breakdown on my site:** <https://www.toddlawsoncreative.com/product-glovebox-cms/>

## OnlineKars -Auction Platform

- Vicimus provided UX and UI expertise as a creative service. Starting with a series of whiteboard discussion sessions that were translated into sketched wires, to digital wireframes, to click through prototypes and into designed and coded front end interface working with client software team directly.



**View Screens, product breakdown on my site:**

<https://www.toddlawsoncreative.com/onlinekars-automotive-auction-platform/>



## iWorkyWorky (pre-beta)

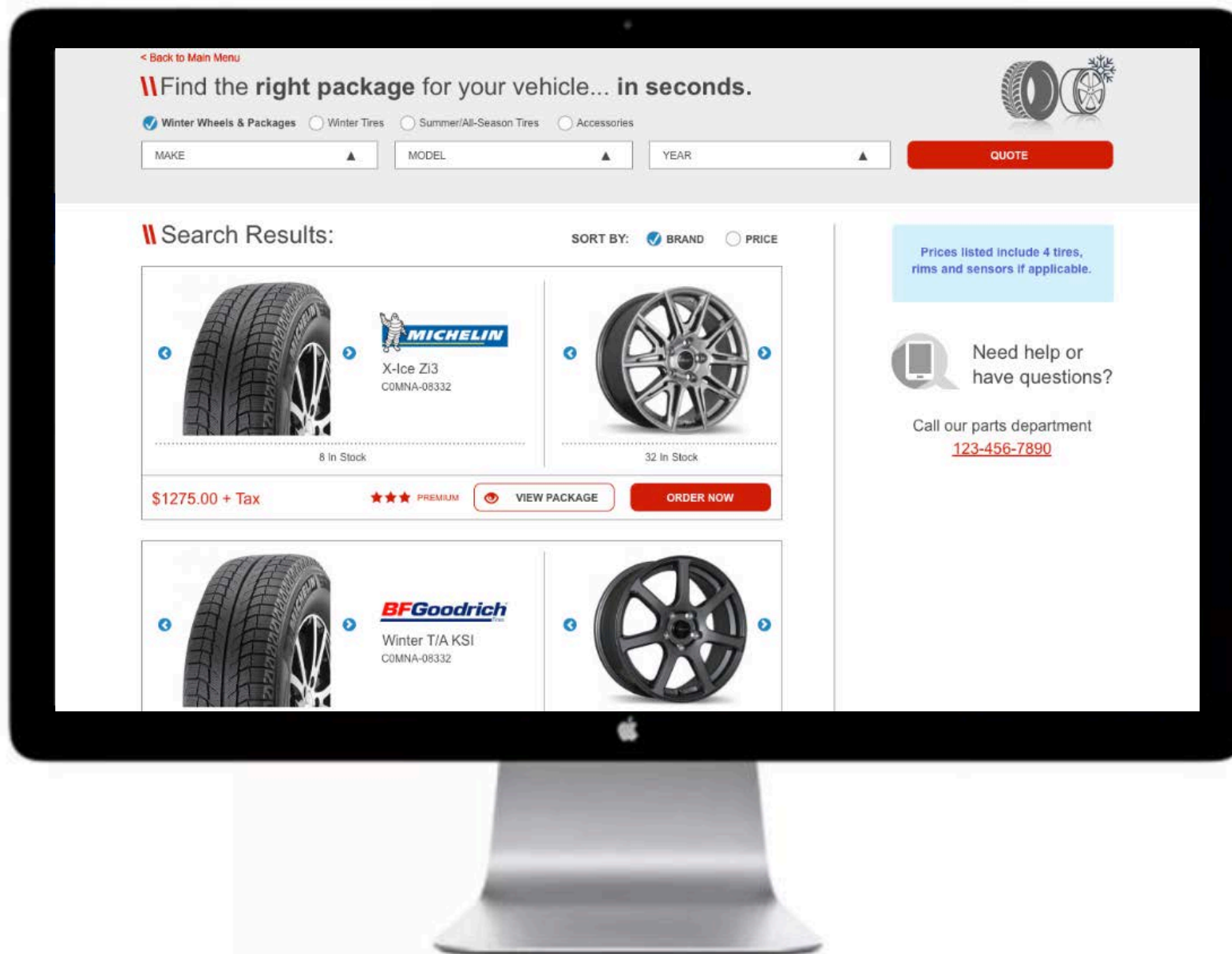
- Initial concept phase for for efficiency App iWorkyWorky
- Included paper wires and flow, digital wires, design UI and a linear click-through prototype as well as investor presentation template.



# EquoShift (Beta)

- Initial concept UX and prototype for business and investor community platform EquoShift.
- Included paper wires and flow, digital wires, design UI and a linear click-through prototype for 1<sup>st</sup> round investor phase.





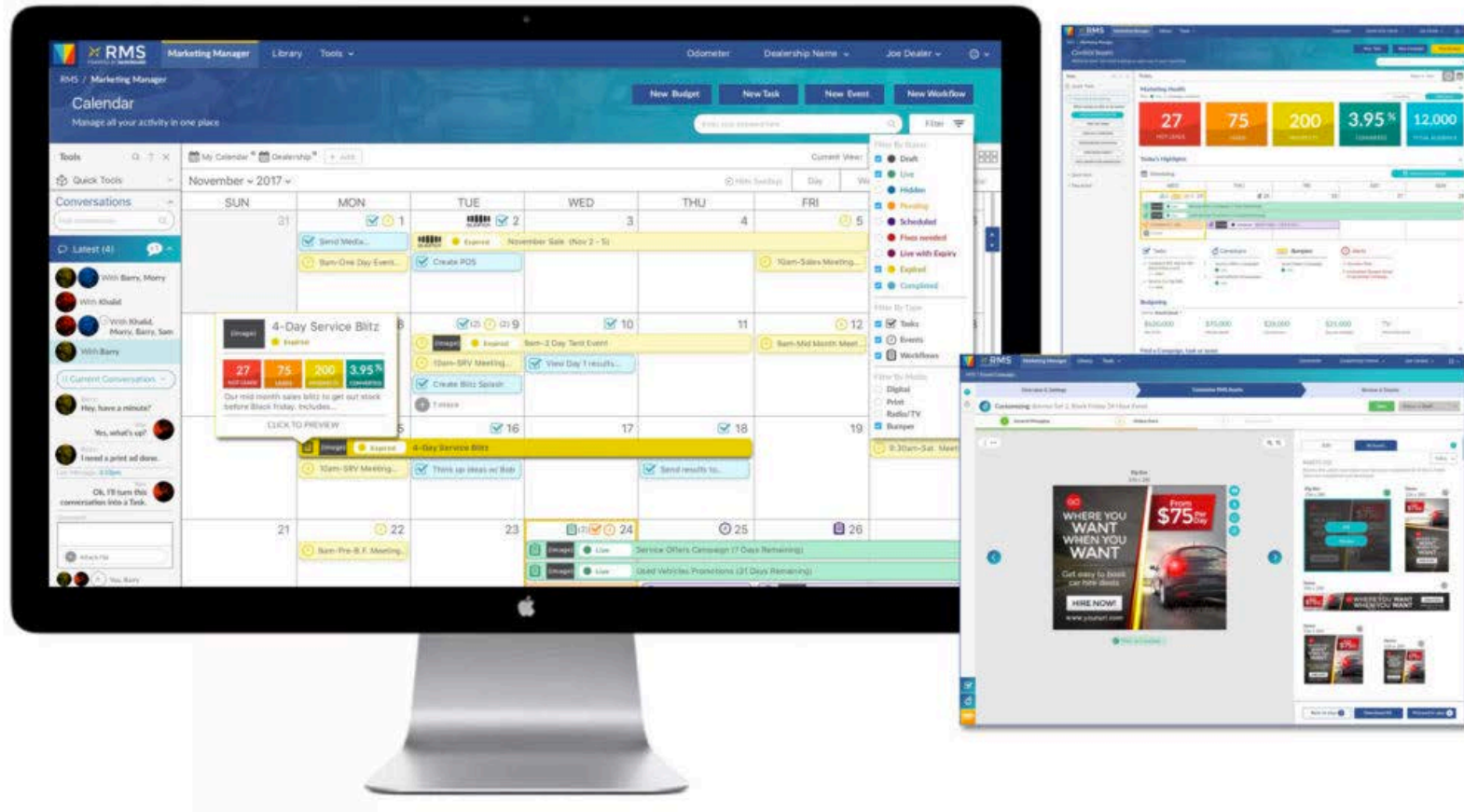
## QQuote

- UI Design and consulting for consumer facing tire retail platform.
- Also included product sell sheets and event material



# RMS (Beta)

- The Revenue Marketing Suite (RMS) was a large ambition product that incorporated a variety of other products into one marketing tool for dealers to schedule, create, execute and monitor their entire marketing and media plan.



**View product breakdown on my site:**

<https://www.toddlawsoncreative.com/product-rms-revenue-marketing-suite/>

# Odometer

- Odometer was an analytics engine that tracked engagement in multiple products that focused on simplified, dealer-specific stats and lead tracking. The tool came out of a direct need within Automotive Retail. Many dealers want stats and ways to track but find Google bloated and overly complicated for what they need to know.

**View Screens, product breakdown on my site:**

<https://www.toddlawsoncreative.com/product-odometer/>

# Rev-Ups Asset Builder

- RevUps Asset Builder is a simplified image creation tool built on a vast collection of predesigned sets of promotional images for automotive retailers.
- The product launched with over 100 campaign sets and is now being integrated into other Vicimus Software.

**View Screens, product breakdown on my site:**

<https://www.toddlawsoncreative.com/revups-asset-builder/>



# WHAT DOES THAT MEAN?



- **15+ years Agency-side & Client-side**  
Creative & Leadership Roles
- **5 years Software (SaaS)**  
Design & Creative Lead Roles
- **Independent Artist & Illustrator**  
since 2001 ([www.toddlawson.com](http://www.toddlawson.com))
- **Consulting & Mentoring**  
since 2001 ([www.minerthought.com](http://www.minerthought.com))
- **Previous Businesses Owned:**  
2 (Design group & Clothing Co.)
- **Father**  
of 2 twin daughters

## Nice things people say...

Todd Lawson is a “Swiss-Army-Knife” of creativity. Physical or digital, no matter, he can do it fast and he can do it very, very well. He is a Jack of all trades and a Master of all. Hire him, quick, you won’t regret it.

**Glen Hunt** / Ex CCO/CTO, V7/Cossette

\*\*\*\*\*

Todd is a true talent, equal part user experience and idea minded he’s fluent in multiple communication languages.

**Patrick Scissons** / Co-Founder & CEO, The Ostrich Algorithm  
Ex CCO, KBS/Grey/Syncapse/BBDO

\*\*\*\*\*

He embodied all of his creative works characteristics while also being one of the most calm, cool and collected creatives that I’ve had the pleasure of working with.

**Barry Hillier** / Co-Founder & CIO At EquoShift  
Former Owner/Founder At Dashboard

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Todd is a talented senior creative that has incredible dedication and passion. His ability to understand the objectives and deliver relevant, exciting creative is outstanding.

**Brian Steinhauser** / Co-CEO / Discovery Loft

\*\*\*\*\*

Todd is one of those rare creative professionals who not only produces beautiful and inspired design, but actively leads the process around it. He understands the sweet spot where business objectives and creative innovation intersect and is extremely adept at bringing fresh insights to the projects he works on.

**Gayle Lunn** / Partner / Rebelles Research

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Todd’s strong leadership, communication and customer service skills were the reason this project was such a huge success for the AutoShow. It didn’t matter what the task or request was, he made it happen for us. We cannot thank him enough as he was a true pleasure to work with!

**Stephanie Thompson** / Manager, Marketing & Operations



## Recap...

- **Agencies I've Worked with:** Grey Canada, Dashboard, Strategy Mob, Little Green Tree, Vicimus (in-house marketing/software UX/UI)
- **Clients/Brands I've helped:** Abreva, AXE, Acura on Brant, AIDS Committee of Toronto, ATI, Atlanta Magazine, BlackBerry (RIM), Blue-Kote, Bombay Sapphire, Breathe Right, Bumper, Burlington Ribfest, Canadian AutoShow, Canadian Online Gamers Network, CDRS Hamilton, Corus, CosmoTV, Cruzan Rum, CCSC, Diageo, Dofasco, Débaufre, Eli Lilly Cymbalta (Pharma-depression), Elm Street Magazine, Enroute, Euroglass, Exclaim, Fortune Magazine, GSK, GloveboxCMS, Grape-Nuts, Great Grains, Guinness, Hellmann's, H&R Block, Home Hardware, InBurlington, Independent School Association of Ontario, LCBO, Lexus of Oakville, Milk, Nissan Canada, Ontario Toyota Dealers Association, Ovarian Cancer Canada, Playtex (Health/Product - FemCare and InfantCare brands), POST Cereals, Pronamel, Sagicor General Insurance, Sensodyne, Scotiabank, SevenStar Sports, Shreddies Cereal, Sunlight Laundry, Suburban Ford, Sunveil Sunwear, St. George Apple Festival, Swiss Herbal (Pharma-vitamins), Toyota Canada, the Toronto Jewish Film Festival, Vaseline, Wrigely's Juicy Fruit and W-Network (partial list)
- **Awards & Accolades:** 50+ awards national and international for marketing, branding, illustration and design.
- **Public Speaking:** Opening speaker at 2015 RGD Creative Directions Conference, Guest speaker at Sheridan College, 2004
- **Creative Skills:** Creative Direction & Strategy, Art Direction, Concepting, Branding, Design, Illustration, Social, Digital & Traditional Marketing, Writing (short form, long form, scripting)
- **Business Skills:** Executive team Experience, Team and Departmental Management, Client Management, New Business Development, Internal Planning, Budgeting, Resource Management, Project management, SOWs, Estimates, Process Development and deployment
- **Information Skills:** UI/UX, Wires, Architecture, Prototypes, User Testing, Documentation, BRDs, Product Development, Roadmaps
- **Social Skills:** Interpersonal Skills, Public Speaking, Storytelling, Mentoring, Teaching
- **Titles held:** punk, rebel, grunt, box packer, electrician apprentice, shrink wrapper, illustrator, artist, designer, art director, creative director, VP, chief creative officer, dad.

# Accolades...

- 2014 & 2015, he was Ranked 9th & 15th Best Art Director by Strategy Magazine's Creative Report Card
  - 2016 Cassies - Silver: Matching Message to Medium GSK Snore Phone App
  - 2015 Marketing Awards
  - 2015 AToMiC
  - 2015 Applied Arts
  - 2015 Cassies
  - 2015 Advertising & Design Club Of Canada
  - 2014 CMA Media Innovation Awards - Gold - sleep clinic
  - 2014 Marketing Awards - Gold and Silver - sleep clinic
  - 2013 ADCC Agency of the Year
  - 2013 Cassies - Grand Prix + 2 Golds - Milk Carton 2.0
  - 2013 Cannes - Mobile Lion Silver - ValuableCheckin.ca
  - 2013 Cannes - OOH Media - Guinness Window Pints
  - 2013 Marketing Awards - Gold social media
  - 2013 One Show - 2 Silver Pencils - ValuableNetwork.ca
  - 2013 Art Directors Club - ValuableNetwork.ca
  - 2012 Tomorrow Awards ADC of NY - ValuableNetwork.ca
  - 2012 Art Directors Club of Canada - Gold - ValuableNetwork.ca
  - 2012 LIA - Gold and Silver - ValuableNetwork.ca
  - 2012 Marketing - OOH - Guinness Window Pints
  - 2012 Applied Arts Interactive - ValuableNetwork.ca
  - 2012 Applied Arts Interactive - Pro Bono - MCSC Search Tool
  - 2012 Applied Arts Interactive - Social - ValuableNetwork.ca
  - 2011 ADCC - Silver - Media Innovation - Global Mood Clock
  - 2011 IAC - Best Marketing Interactive application
  - The FWA - 2011 - Mobile Site of the Day - Global Mood Clock
  - The FWA - 2011 - Short list - Global Mood Clock Web-Site
  - Cassies Grand Prix - 2007-2010 Hellmann's
  - The FWA - Shortlist 2010 3DToyota.ca
  - 2009 Applied Arts Interactive Award - Hellmann's
  - Unilever Global Award - Best Performance (internal)
  - 2008 Applied Arts Award - H&R Block Facebook Campaign
  - Davey Silver Branding Award 2007 - Hellmann's Eat For Real
  - American Illustration Applied Arts Annual 2002
  - Applied Arts Annual 2003
  - 2002 GXXi Graphic Exchange (bronze) 2003
  - GXXi Graphic Exchange (bronze)
  - Sheridan Silver Medal
  - Sheridan Scholar
- VIEW DETAILED WORK HISTORY & RESUME:**  
<https://www.toddlawsoncreative.com/cv/>  
Or <https://www.linkedin.com/in/toddlawson/>

**647-338-2350**

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prolific@toddlawson.com

Professional Work: [www.ToddLawsonCreative.com](http://www.ToddLawsonCreative.com)

LinkedIn: <https://www.linkedin.com/in/toddlawson/>

Artwork: [www.toddlawson.com](http://www.toddlawson.com)