

some of the companies we've created marketing for:

FINANCIAL & INSURANCE

AccounTemps
 QBE Insurance
 Robert Half International
 IED Financial
 MetLife

INDUSTRIAL

Asahi Thermofil Inc.
 Celanese Chemicals
 Celanese Plastics
 Comart Aniforms
 Entec Polymers
 Mobil Oil
 Warner Security Systems

GOVERNMENT & NON-PROFIT

The Arthritis Foundation
 Earthday
 Jamaica Tourist Board
 Lyndon Johnson Presidential Campaign
 NYC Mayoral campaign of John Lindsey
 New York State Police
 Philip Morris (PAC)
 Puerto Rican Economic Development Corp.
 Puerto Rican Rum
 Town of Hancock, NY
 Hancock Partners, Inc.

PHARMACEUTICAL

Park Davis
 Johnson & Johnson
 Ciba
 Block Drug
 Ortho-Novum

CONSUMER GOODS

Arrow Shirts
 Jell-O
 Beech Nut Gum
 Tetley Tea
 Birds-Eye Vegetables
 Awake
 Tang
 Polaroid
 Lane Furniture
 Seagram Distillers
 Rhiengold Beer
 American Touristor
 Salvo Laundry Tablets
 GE Small Appliances
 Proctor & Gamble
 U.S. Plywood
 Original Plastic Bike
 Rolls Royce Motors Of America
 Chrysler Corp.
 Volkswagen USA
 Hertz Corporation
 Eastern Airlines

RETAIL

McDonalds
 Grand Cuisine Restaurant
 Holiday Magic Cosmetics
 Duty Free Shops

PUBLISHING & MEDIA

Life Magazine
 Sports Illustrated
 Injection Molding Magazine
 Warner Bros.
 The Movie Channel
 Nickelodeon
 Showtime Networks
 Tavern Television
 Qube Interactive Cable

joseph iozzi inc.
at a glance

services we provide:

marketing
 trademark design
 sales promotion
 public relations
 print advertising
 printing
 media placement
 35mm video production
 digital video production
 package/product design
 product naming
 product branding
 on air TV graphics
 still photography
 web design
 TV network design/ build
 copywriting
 catalog design/production
 trade booth design/construction
 strategic planning
 media planning



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SINCE 1969

awards:

CLIENT	MEDIA	CATEGORY	PRESENTING BODY
Dictaphone	Magazine	small space campaign	Advertising Club of New York
Rolls-Royce Motors	Television	product message	Advertising Club of New York
Celanese Plastics	Printed	sales promotion	Advertising Club of New York
Warner Bros.	Newspaper	campaign	Advertising Club of New York
Nickelodeon	Printed	sales promotion	Advertising Club of New York
Celanese Plastics	Television	product messages	Advertising Club of New York
Jell-O	Magazine	-	Readers Digest Print Award
Birds Eye	Magazine	-	Life Magazine Award of Excellence
Philip Morris	Printed	sales promotion	Cleo Awards
Jell-O	Print	Best Read Ads	Starch Research

WE MAKE MOUNTAINS OUT OF MOLEHILLS.

Take for example, Nickelodeon. We helped shape the channel from inception. We named it. We designed the trademark, we conducted focus groups, decided pricing, created strategy, marketing, executed creative and media. We took Nickelodeon from a \$0 concept to a company with a valuation of over \$400 million dollars in little over a year. Today, Nickelodeon is ranked the #1 cable channel in America.

If you don't happen to want to launch a TV network, that's OK. We have a wealth of marketing experience in many other product areas such as packaged goods, service, retail, industrial, nonprofit and technology. We helped launch and nurture many start up companies, that today, have an aggregate net worth over \$2.5 billion dollars.

We not only help our clients achieve monetary success, but we help them do it with flare and creativity. We have the awards to prove it. Advertising awards for such clients as; Dictaphone, Rolls-Royce Motors, Celanese Plastics, Warner Bros., Nickelodeon, The Movie Channel, Celanese Chemicals, Jell-O Gelatin, Birds Eye Vegetables, and Philip Morris. Give Joseph Iozzi a call. There are mountains to be made.

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PUBLIC RELATIONS
MARKETING
ADVERTISING

