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The Work: 25 Years Of Fallon



Synopsis

Insanity is contagious. How else do you explain five fresh-faced Minnesotans who were crazy enough to believe, way back in 1981, that a start-up agency in Minneapolis could fire a warning shot of creativity across the bow of Madison Avenue? How else do you explain these same five camping out, uninvited, in the lobby of their first new business pitch with a portfolio full of ads, and then actually winning the damn thing-against 16 other agencies? How else do you explain the restless clients, big and small, who quickly came running? Or the hundreds of amazingly talented people who flocked here to be part of this crazy experiment on the prairie? From the world's largest bank to the Episcopal Church; from The Wall Street Journal to Rolling Stone, from Hush Puppies to United Airlines. Celebrating 25 years of creativity that has helped drive results and ultimately outsmart the competition.

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No one can explain it. But now you can see the results. The results of 25 years of laughter, sweat, passion, resolve and brainpower. The results of 25 years of refusing to ever stop believing in the amazing power of a simple, big idea. In this anthology, you'll see the work of one of the most award-winning agencies in the world. Work from bluechip clients, past and present: TIME Magazine, BMW, Porsche, Citibank, Timex, Nikon.

Pat Fallon, Chairman Fallon Worldwide Pat founded Fallon in 1981 with the single-minded desire to stand for excellence-in the people hired, in the partnerships forged, in the work produced, and in the

results achieved. He spends his time today nurturing the company's culture, managing and evolving the global vision across four continents, and working on clients' businesses from the frontlines. Pat's deep knowledge of branding issues, combined with a strong strategic approach to marketing problems of all kinds and his relentless need to achieve, make him particularly valuable to our clients' CEOs. In creating Fallon, Pat carefully considered every facet of achievement in order to build an organization where great people came, stayed, did the best work of their careers, and had fun in the process. That culture flourishes today. Pat makes sure that everyone at Fallon knows that marketplace accountability must always be the ultimate measure of success. Pat has won virtually every recognition in the business during his career. But his most valued achievement is the trust he has earned from his clients. Pat still spends 80% of his time on client business. That is why to this day Fallon limits itself to a very small group of accounts, so that Pat and his senior executives can be intimately involved with each and every client. Bob Barrie, Art Director Fallon Worldwide Bob moved to Minneapolis from his hometown of Green Bay, Wisconsin to study architecture at the University of Minnesota. He switched his major to advertising after learning that he would probably spend the first half of his career designing the restrooms in other architects' buildings. Bob joined Fallon in 1983 from Bozell/Minneapolis. Over the years, he's worked on a variety of successful campaigns for clients that include TIME Magazine, United Airlines, Coca-Cola, Hush Puppies, Porsche, Purina, Jim Beam, Lee, Citibank, BMW, Nikon, and the introduction of Ted Airlines. He has had a record 270 entries accepted into the One Show, including 43 medals. He's also won numerous New York Art Director medals, Clios, Communication Arts awards, EFFIEs, Lions at the Cannes Advertising Festival, and other oddly shaped pieces of metal. The 49-year-old art director has lectured on the subject of advertising in locations as diverse as Stockholm, San Francisco, Singapore, and the Cleveland Zoo.

Just as the works of Doyle Dane Bernbach, George Lois, and other advertising greats of the '60s and '70s taught my generation, "The Work" of what once was Fallon McElligott Rice, then Fallon McElligott, and now Fallon is filled with lessons for today's up-and-coming ad professionals. There's not much text here - outside the ads, that is - yet every page and spread tells a story of how to build top brands with intelligent, attention-getting, soul-infesting creative. That said, older ad guys like me will enjoy seeing this work again, too, even as you grit your teeth in "I wish I'd done that" appreciation for what they put together not only as a creative force, but as an agency. After all, great creative is only seen if clients buy into it first. Alas, that's one lesson this book could not bestow. Even so, "The Work" is worth every penny.

Having worked at Fallon for several years I was more than thrilled when this book came out. I bought one for myself, and three for gifts of other 'ex-Fallonites'. It is a 'walk' down memory lane.

I have found this book as good as I could expect it. I knew of the agency for almost 20 years, I have many articles from them and of course as every agency with Great Reputation such as them and Chiat Day (also 25 years) do give the reader an excellent view of Great Creative. Thanks God that we have these books as reference materials. Hope that the younger generation that wants to excel in the business of advertising can and will read about such agencies as Fallon and the other greats.

If you love real advertising, always look for the classics - inspiring campaigns that make you think nothing is impossible. And trust me, nothing is impossible! Truly one of my favorites: it's well thought strategy that anyone can relate to, timeless examples and campaigns that really build brands and show continuity over decades

Somehow the authors of this book have managed to avoid the usual pitfalls of "advertising biographies". They have kept it simple and focused on the relevant....The Creative output. Nice review of the last 25 years of one of America's premier ad agencies.

I suggest all of my students, past, present and future, buy this book. Be inspired, be crazed, be jealous. If you feel nothing, this business is not for you.

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