

Chris Amato & Jan Franks Creative Group

Chris Amato and Jan Franks are that rare creative team who offer both long experience and creative that's consistently fresh, unexpected and new.

With extensive backgrounds in consumer package goods and OTC advertising, Chris and Jan are now specializing in the burgeoning field of DTC advertising, creating out-of-the-ordinary solutions in digital and CRM as well as print and TV.

Chris was a veteran of big Madison Avenue agencies like Ogilvy and McCann before joining Publicis where she ran the Charmin account and created the wildly successful MENWITHCRAMPS viral campaign for ThermaCare Menstrual, which won an Effie in '08 and was short-listed at Cannes in '07.

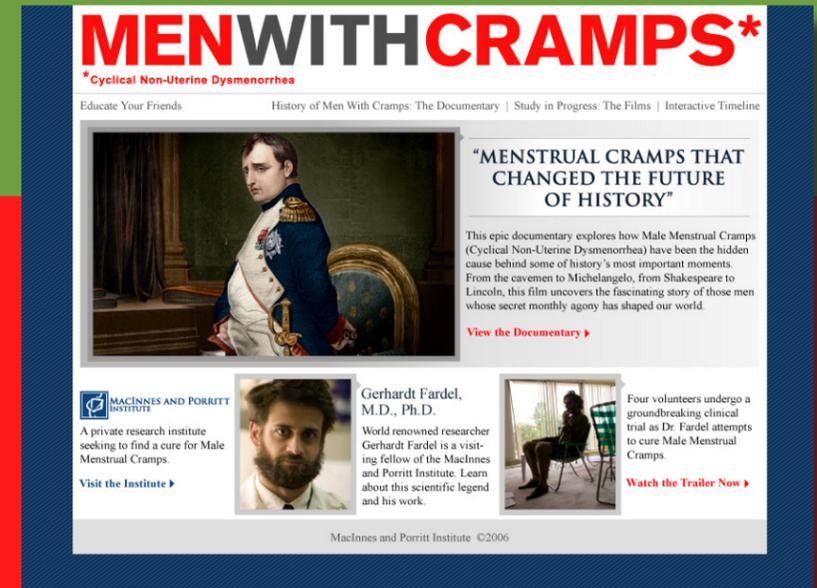
As a CD/AD at McCann, Chris pitched and won the Lunesta account and later created the "Butterfly" campaign – an icon that's been named the most recognizable in all of pharmaceutical advertising.

Jan's career began at Y&R where she rose through the ranks to become a CD/CW before moving to Saatchi Healthcare. While at Saatchi, she won the agency's first Gold Effie for Detrol's "Gotta Go" campaign and helped it achieve the title of 'DTC Agency of the Year' in '05 and '06. She also pitched and won new business from Glaxo/Schering Plough (Levitra) and Pfizer (Chantix).

Since joining forces in 2007, Chris and Jan have served as "hired guns" for creative projects big and small including new business pitches and new campaign development. Clients include Euro RSCG, McCann Erickson, CommonHealth, Culi360 and AdvanceMarketWorx.

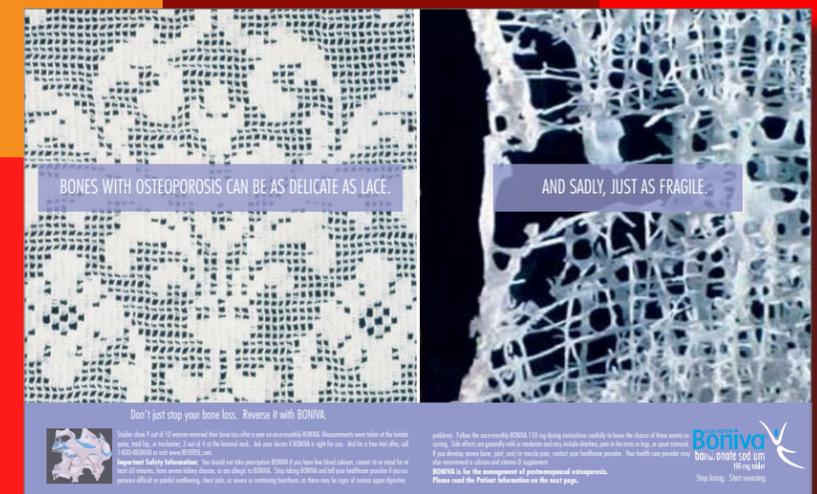
To see Chris and Jan's work, visit their websites: www.chris-amato.com, www.janfranks.com

MENWITHCRAMPS Internet Viral Campaign

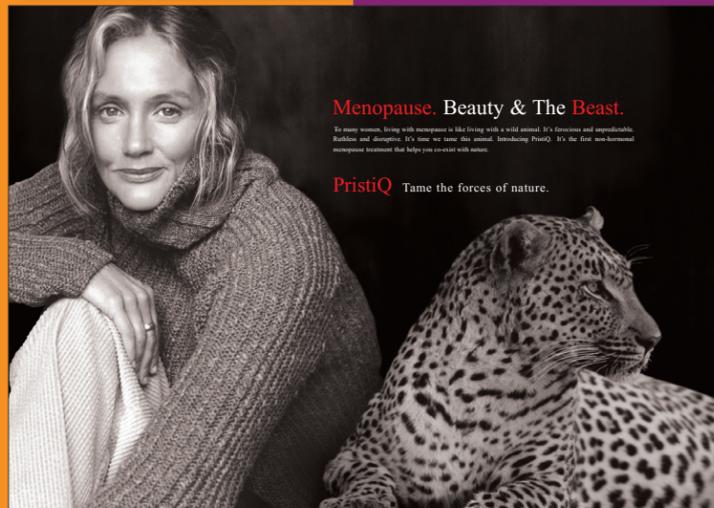


Lunesta Print

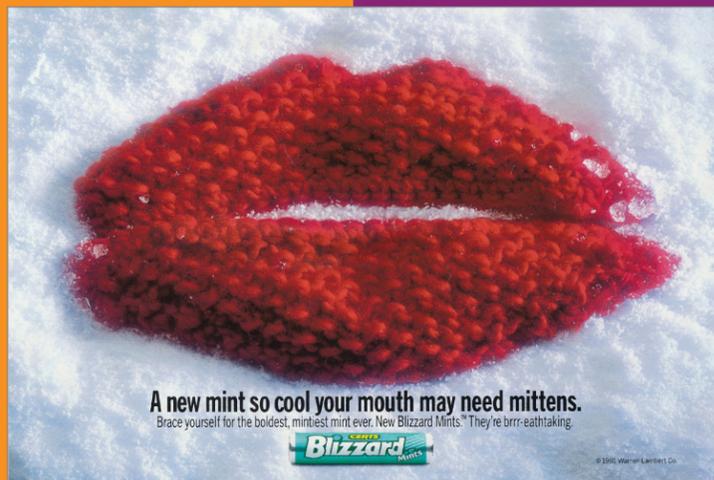
Boniva Print



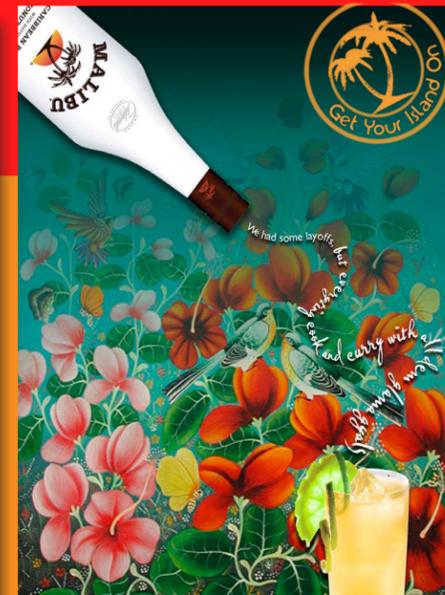
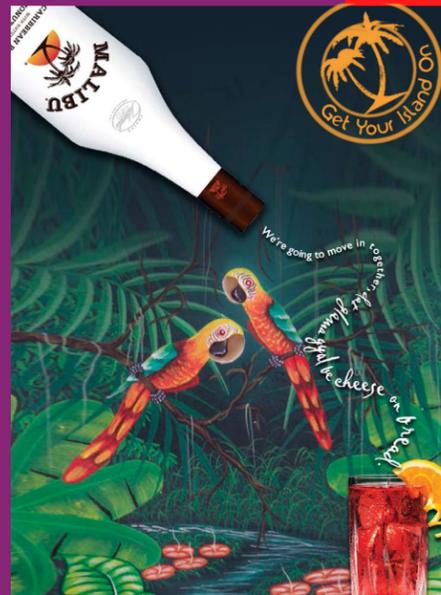
PristiQ Print



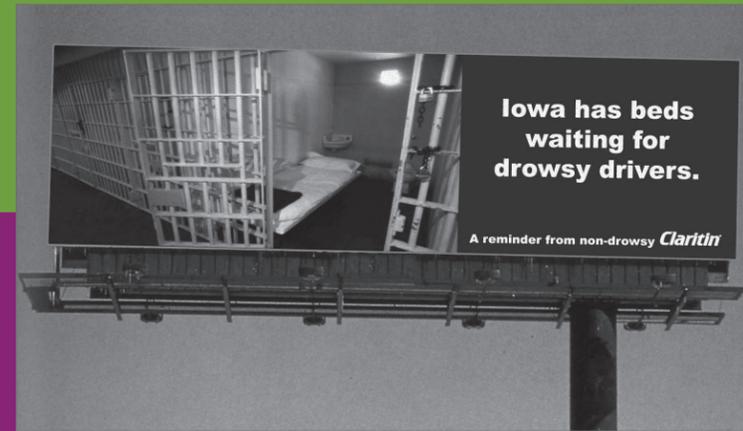
Certs Print



Malibu Print

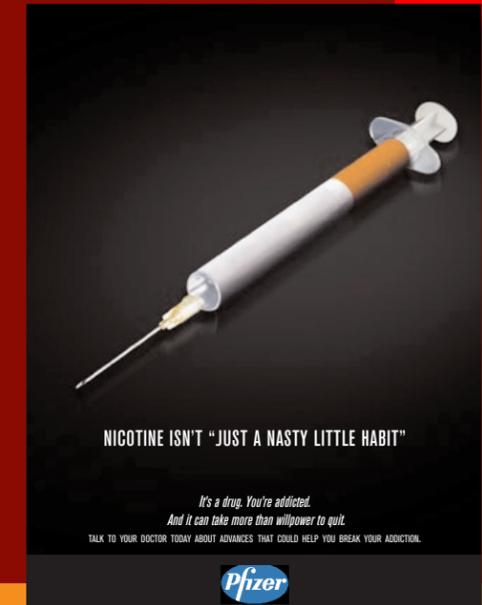


KitchenAid COOKHAPPY Website



Claritin Outdoor

Chantix Print



Vaniqa Coverwrap



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