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The One Club Hosts Retrospective Exhibition from Doner as Part of Creative Week NYC

Exhibit to Launch on May 11 at The One Club Gallery

New York (April 14, 2010) – As part of The One Club’s **Second Annual Creative Week**, Southfield, Mich.-based ad agency **Doner** will present a retrospective celebrating 70 years of iconic work at The One Club Gallery. This exhibit coincides with the unveiling of Doner’s vision for a new era in advertising, complete with a fresh agency brand point-of-view, visual identity and website. The One Club, the world’s foremost non-profit organization dedicated to elevating creative work in the advertising industry, earlier this month announced the initial line-up for the **Second Annual Creative Week**, taking place in New York City from May 10 to May 16, 2010.

“We could not think of a better way to celebrate our heritage and future than with the most prestigious advertising society in America during the One Show and Creative Week in New York City,” said Rob Strasberg, co-chief executive officer and chief creative officer, Doner. “People tend to identify with our work itself and they don’t always know the agency behind it. We find that people tend to be pleasantly surprised to learn who helped shape the creative for some of their favorite brands.”

“Creative Week is a celebration of the creative minds behind some of the most iconic work,” said Mary Warlick, chief executive officer, The One Club. “Over the past 70 years, Doner has shaped the pop-culture vernacular with many of their campaigns for famous brands and we are very excited to have a retrospective of their work in our gallery. Now it’s their turn to enjoy the spotlight.”

The exhibit will feature the agency’s iconic work from the past and present such as:

- Tootsie Pop – “How many licks does it take to get to the center of a Tootsie Pop?”
- Klondike Bar – “What would you do for a Klondike Bar?”
- Vlasic – The Vlasic Stork
- Scrubbing Bubbles – “We do the work so you don’t have to ooo oooo.”
- Serta – Serta Counting Sheep
- Ballpark Franks – “They plump when you cook ‘em.”
- The UPS Store – Cardboard World
- The Coleman Company – “The original social networking site.”
- Timex – “Takes a licking and keeps on ticking.”
- Del Taco – Super Special Show

- Minute Maid – “Put good in. Get good out.”
- Mazda – “Zoom-Zoom”

“Creative Week,” which has been officially declared by the office of Mayor Bloomberg and the City of New York, is a celebration of creativity in advertising, design, digital media and the arts. The One Club and the Creative Week Board of Advisors invite all organizations involved in the creative life of New York City—museums, theater and dance companies, advertising and design agencies, bands, filmmakers, etc.—to participate by hosting an event.

Creative Week NYC events can be registered at www.creativeweeknyc.org. Events can include but are not limited to lectures, presentations, screenings, demonstrations, lunches and get-togethers. There are no fees to participate, and all events are independently planned and staged by the participating organizations. All events will be promoted on the Creative Week Site. Creative Week and selected individual events will be highlighted at Flavorpill.com, a media partner for Creative Week.

The One Club will host a series of events during Creative Week. Their award shows, **One Show Design** (May 10) the **One Show** (May 13) and **One Show Interactive** (May 14) award the finest advertising and design created throughout the year. On May 12-13 the One Club's 2nd annual **Creative unConference** will bring together three hundred advertising creatives and digital artists in a flexible, participant driven format to share ideas and explore opportunities that are emerging in the shifting media landscape.

A calendar of all the Creative Week NYC activities is available at www.creativeweeknyc.org.

Follow up on Twitter: <http://twitter.com/CreativeWeek>

About The One Club

The One Club, which exists to champion and promote excellence in advertising and design in all its forms, is a non-profit organization dedicated to promoting the craft of advertising. Founded in 1975, The One Club has approximately 1,000 members, including copywriters and art directors. As part of its mission to promote high standards of creative excellence, The One Club produces the advertising industry's most prestigious awards program, The One Show. Judged by a panel of the advertising industry's elite creative directors, this annual event acknowledges excellence in art direction and copywriting in a variety of categories, including television, radio, newspapers, magazines, billboards and public service announcements. The coveted One Show "Gold Pencils" are regarded as the zenith of achievement in the advertising world.

About Doner

Doner, based in Southfield, Mich., is one of the largest independently owned advertising agencies in the world, with approximately \$1.5 billion in combined billings. The agency has offices throughout North America, as well as in London, and does business in more than 30 countries for clients including Mazda, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil and Sherwin-Williams. A full-service, performance-driven agency, Doner focuses on creating ideas that will have a demonstrable impact on its clients' businesses.