

A Timeline of Changing the Destiny of Brands

- 1937** W. B. Doner opened its doors in downtown Detroit.
- 1952** Speedway 79 Gasoline's "Dry Bones" television commercial and E-Z Pop "Pop Corn" TV spots made their debut. Today they are animated classics in the Clio TV Hall of Fame.
- 1958** John Cameron Swayze conducted live TV torture tests of Timex to prove how "It Takes a Licking and Keeps on Ticking." The campaign became one of Advertising Age's "Top 100 Advertising Campaigns."
- 1963** Colt 45 Malt Liquor began its long-running "completely unique experience" campaign. The "Rube Goldberg" contraption built especially for one of the spots is a permanent exhibit in New York's Museum of Modern Art.
- 1966** Hygrade's Ball Park Franks launched "They plump when you cook 'em" campaign. The tag line is still used today.
- 1968** We posed the question for Tootsie Roll Pop, "How many licks does it take to get to the center of a Tootsie Pop?" The ad still airs on television today and scientists still try to pinpoint the magic number.
- 1971** The "Scrubbing Bubbles" concept made its debut for Dow Bathroom Cleaner. The characters eventually became the name of the brand.
- 1974** Doner began its long association with Vlasic Pickles and gave birth to the Vlasic Stork.
- 1976** Chiquita Banana tapped Doner to launch its campaign. The company is still a client today.
- 1983** "Zoo Stars" TV spot broke for the Detroit Zoo and won every major advertising award and became the National Zoo Association's official commercial.

People began doing almost anything for a Klondike Bar.
- 1995** The Coca-Cola Company assigned Doner a holiday assignment for its namesake brand and launched Coca-Cola "Santa Packs" that put Santa Claus on cans for the first time.
- 1999** ADWEEK Magazine named Doner Midwest Agency of the Year.
- 2000** Mazda's "Zoom-Zoom" campaign launched. The tag line became the automaker's global rally cry.

The Chicago Tribune named the AutoTrader.com ad, titled "Whoosh," the "most effective dot-com ad during Super Bowl XXIV."
- 2002** Doner won three Effie's, including a gold for Serta "Counting Sheep," silver for La-Z-Boy, "New Look of Comfort," and a bronze for Progressive "America's #1 Motorcycle Insurance Company."
- 2005** Doner's Cleveland office was dubbed one of the "Hottest Names in Cleveland Advertising" by the Cleveland Advertising Association.
- 2008** Rob Strasberg joined Doner as executive vice president, chief creative officer to elevate the agency's creative to stand up to the world's best agencies.

The Serta Counting Sheep were voted as one of the 2008 "Advertising Icons of the Year" during Advertising Week.

The Detroit Zoo's "Worth Keeping" campaign urged the people of greater Detroit to vote YES to keep the Zoo open. With a landslide win, Zoo visits remain part of a complete childhood and the campaign won gold at the 2008 Effie Awards.
- 2009** "Cardboard World" explained that The UPS Store does way more than shipping. In the process, the

campaign website picked up a Favourite Website Award and became a SXSW Web Awards finalist.

The Coleman Company launched its “The Original Social Networking Site” campaign that put the 109-year brand on iPhones. The campaign has won bronze Mixx and Caples Awards and an Effie Award to be determined June 8, 2010.

The "Put Good In. Get Good Out." campaign for Minute Maid broke on “American Idol.” It’s “We Meet Again” spot earned a place on the TBS “Funniest Commercials of the Year” special and a finalist in the London International Awards.

Mazda3 launched in Quebec with a groundbreaking alternate reality game called “33 Keys.” The campaign has gone on to win a gold Marketing magazine Media Innovation Award, bronze Canadian Marketing Association Award, and a social marketing finalist in the Mixx and The One Show Entertainment Awards.

2010

David DeMuth, Rob Strasberg and Tim Blett took ownership of Doner.

The new leadership team unveils the New Doner, with a new vision, visual identity and website.