



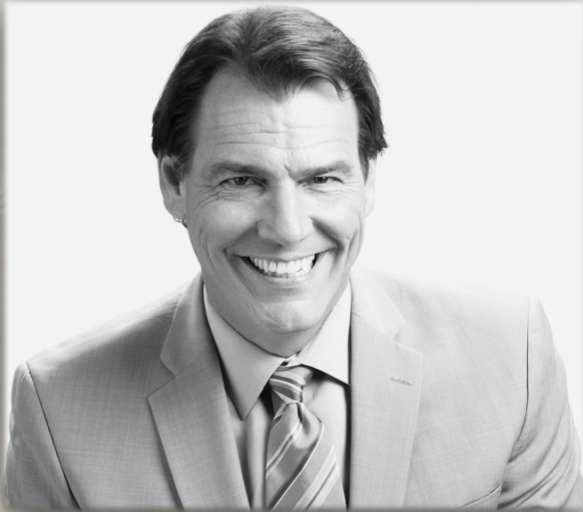
# **WILSON MEDIA**

*Branding & Advertising*

Agency Profile

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# Principals



Paul Wilson

**Paul Wilson** is a seasoned advertising and marketing specialist with unique expertise of brand strategy, creative development, media strategy and publicity. He's an Award-Winning writer, producer and artist. Paul brings an uncommon knowledge of all facets of communications to his clients. An accomplished manager of worldwide brands that include the State of Florida, Verizon, Live Nation-Broadway Across America and Marriott Resorts, he has also developed communications for CVS, Studio Movie Grill and Picturehouse and he's piloted and developed programming for DIRECTV and PBS. With his contemporary understanding of modern media, he's created innovative publicity strategies for motion pictures and movie studios like Universal Studios and he's steered the launch of theatrical openings in the US and managed the theatrical rollout of motion pictures in the UK, Europe, Africa and Asia. Networks count on Wilson Media for unique and authentic content.

With an innovative and thoughtful approach to creative development and production, media strategy, advertising and publicity uncommon among his peers, Paul Wilson has a 360° approach to communications. His experience with media garnered him expert status which led to an appointment as Media Analyst in the 6<sup>th</sup>, 8<sup>th</sup> and 12<sup>th</sup> Judicial Circuits in Florida. He's been featured on *Fox News Channel*, *Hard Copy* and *Inside Edition* for his expert media analysis.

He's written and produced hundreds of television commercials and leads the Agency he founded. He's an artist in front of *and* behind of the camera having appeared alongside Academy-Award winners. He's studied Shakespeare in London and acted with the prestigious (AEA) American Stage Theatre group and is a frequent vocalist with the Mostly Pops Orchestra and other symphonies on Florida's west coast. **Paul Wilson serves as the President & CEO of Wilson Media.**

# Principals



John Wilson

**John Wilson** is more than a seasoned newsman, producer and commentator. He's also an award-winning journalist and managing editor with more than 50 years in the television and film business. He's earned honors for his prime-time news broadcasts, documentaries and commentaries including **three Emmy Awards from the National Academy of Television of Arts and Sciences**. He's covered world events for NBC, CBS, ABC and FOX network and affiliated stations since the Kennedy White House in the Panama, where he anchored television new, in English and Spanish for the United States Army. He's interviewed 5 US Presidents, covered National Political conventions since the 1970s, flown F-16 fighter jets, and with the US Navy Blue Angels, reported from Moscow, Havana, Romania, Haiti and spent a week in Riyadh, Saudi Arabia with Gen. Norman Schwarzkopf during Operation Desert Storm. John has produced news and *live* broadcast segments for every major news outlet in the world. He's also parachuted with Paracommandos of the U.S. Special Operations Command, covered the 50th Anniversary of D-Day at Omaha Beach, and witnessed the execution of notorious serial killer, Ted Bundy in 1989.

Known for his incomparable sense of ethics, John Wilson was tapped to serve as moderator for a News Ethics Seminar on CBS with Walter Cronkite, Leslie Stahl, Charles Kuralt and Dick Salant, the then president of CBS news.

Coupled with his unparalleled journalism career is his unique perspective on marketing. He conceived, developed, wrote and produced television programming with McDonnell Douglas and the Department of Defense with commissioning of the AV8-B fighter jump-jet. He also developed an award-winning television series *The World of Sky Ten: Florida by Air*, that showcased an ABC network affiliate's helicopter and the entire coast of Florida from the air.

Today, he's serves as a Media Ethics Lecturer and consultant for the Poynter Institute for Media Studies, a global leader in journalism which has featured Ted Koppel, Dan Rather, Tom Brokaw and other legendary news journalists.

**He serves as Senior Vice President of all Media Operations for Wilson Media in St. Petersburg.**

## Principals



Tony Panaccio

**Tony Panaccio** is a 35-year media veteran, having started his career in the 1980s as a newspaper journalist for *The Clearwater Sun*, *The Tampa Tribune*, *The Hollywood Sun-Tattler* and *The Miami Herald's Tropic Magazine*. After capping his college career by winning the Associated Collegiate Press Award for the University of South Florida's daily student newspaper, *The Oracle*, Tony won 5 Hearst Awards in his *first year of professional reporting*. In 1989, Tony won the *Florida Press Club Award* for his eye-witness coverage of the execution of serial killer Ted Bundy. He also won awards for his coverage of the drug trade in Central Florida and served as editor of the healthcare industry newspaper *Medical Business* from 1988 - 1991, where he performed investigative work with the Florida Board of Medicine Probable Cause panel to help build cases against unfit physicians. After his journalism career, he was recruited to public relations with video game producer Capstone, where he also scripted many of their games, including William Shatner's *TekWar*.

As a publicist, Tony secured the *former Captain Kirk* his first non-Star Trek national magazine cover story in *Entertainment Weekly's* first Multimedia Issue. From there, he moved to New York City as a VP of TSI/The Weber Group, working with IBM, Sony, AOL, Warner Bros., and a variety of early Internet companies such as Tripid.com and Microsoft, where he penned speeches for then-company CEO Bill Gates. In 1999, he moved to Hill & Knowlton, where he represented Stan Lee, Marvel Comics publisher, co-creator of Spider-Man, The X-Men, The Avengers, Iron Man, The Incredible Hulk, Thor and many others, helping establish Mr. Lee as one of the last few living pop culture icons left in the world. Tony launched Stan's new company with front page stories in *The New York Times* and *USA Today*. His work in the comics industry distinguished him enough to be named Senior Vice President of CrossGen Entertainment, now a Disney property. Tony has developed motion picture and TV projects with talent such as Bob Zemeckis, Oscar-winning director of *Forrest Gump*, *Back to the Future*, *Castaway*, *The Polar Express*, and legendary horror director Wes Craven, producer Larry Kasanoff, (*Terminator* and *T2: Judgment Day*) and director Chuck Russell, (*The Mask*, *Bless the Child* and *Eraser*). A veteran of public relations with roots in Award-Winning journalism, along with his Hollywood experience, Tony has also secured relationships for filmmakers with the worlds largest digital platform for movies.

## **PROFILE OF EXPERIENCE**

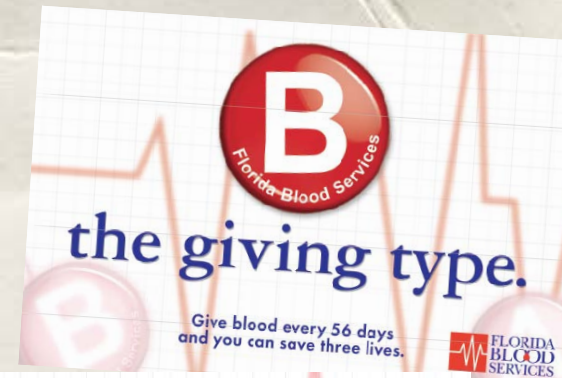


# BRANDING

Branding is more than a logo, it's an attitude and personality.



We re-branded the venerable Florida Blood Services and extended the brand into all advertising elements, including the postcards at right..



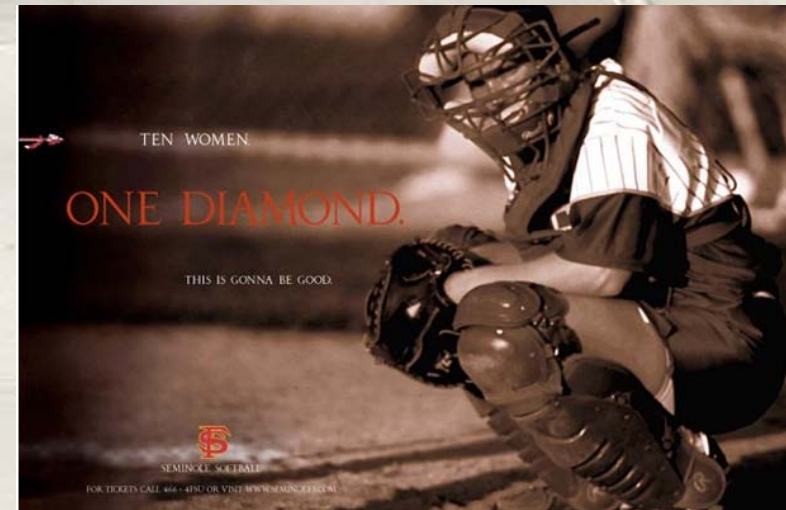
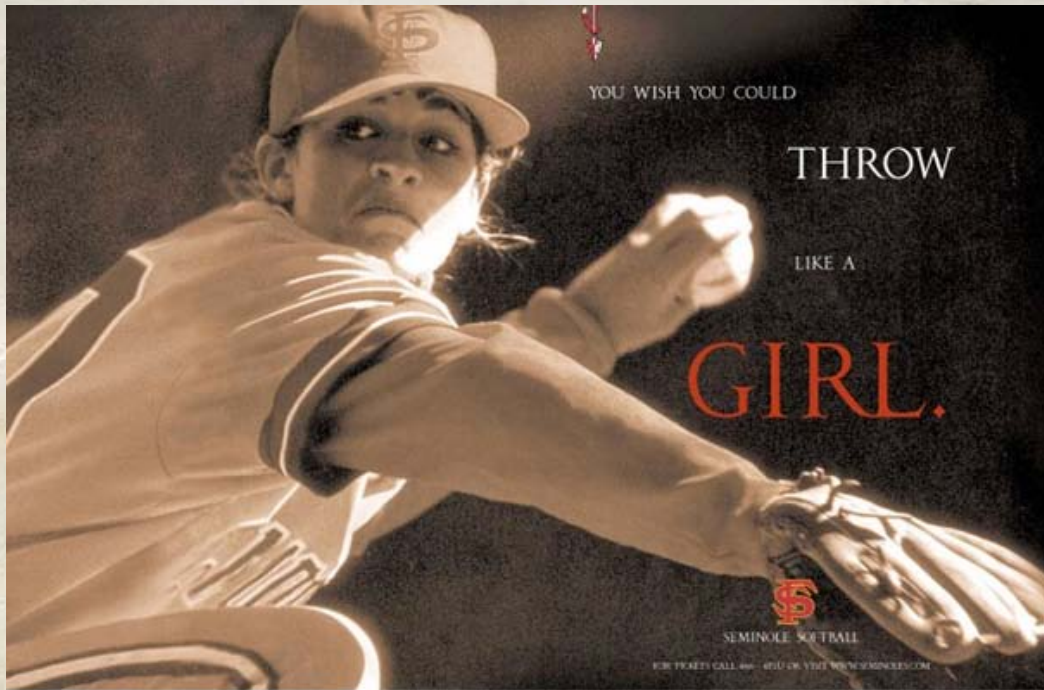
While research dictated the creative direction for The Florida State Fair, selling rides, food and animals, based on the peer-to-peer research Wilson Media performed the year prior, the pop-art style of all advertising, which featured 2D animation in television, was hand-drawn by Wilson Media founder Paul Wilson in the style of 60's pop artist Roy Lichtenstein.



For Tampa Bay's oldest professional sports franchise, the Rowdies, we developed advertising and design concepts for the 2016 brand of Rowdies Soccer. We also performed a Media Audit and Brand Assessment to determine the value of the team in aid of a Major League Expansion effort. Plus, we negotiated and secured a television contract for broadcasting all of the Rowdies home games.



# BRANDING



*It's one of the most dominant softball programs in the the history of collegiate softball but attendance went soft in the late 90s. So they called on us to create a compelling brand. Old fashioned copywriting and stylized imagery helped boost attendance.*

*Since it was founded in 1942 by J.A. Bombardier, the twenty-five year old Sea-Doo brand has been an industry leader. Our work here helped further that leader status by featuring the sleek design and subtle crafting of the world's number one watercraft.*



*Launched in 2005, Ollo is Australia's premium brand of olive oil priced affordably. Ollo is 100% extra virgin olive oil and now a household name.*

# OUTDOOR ADVERTISING



**CHOMP!**

**FLORIDA STATE FAIR**  
Feb. 4-15, 2010

HOT DIGGITY! CORNDOGS ARE SUPER TASTY!

WILSONMedia



**YIPPEEEEE!**

**FLORIDA STATE FAIR**  
Feb. 4-15, 2010

THIS YEAR'S FAIR IS GOING TO BE SUPER!!!

WILSONMedia



Be Heroic. Give Blood.

**FLORIDA BLOOD SERVICES**  
1-800-68-BLOOD

WILSONMedia



Patrick Wilson

**We're back to breaking legs.**

**BROADWAY ACROSS AMERICA**  
ST. PETERSBURG

SEASON TICKETS ON SALE

AT [BROADWAYACROSSAMERICA.COM](http://BROADWAYACROSSAMERICA.COM)

WILSONMedia

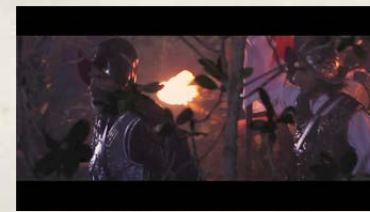
# TELEVISION-Storyboard



**Frame 1-**Title card tears, Olde World Map of La Florida tears to reveal.



**Frame 2-**ECU of boots splashing in surf  
Cut to-



**Frame 3-**Med shot of intrepid conquistadors moving thru NX jungle lit by torches. Cut to-



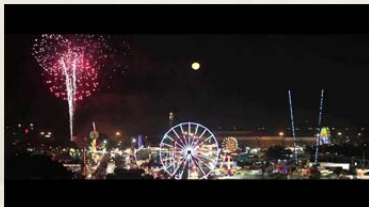
**Frame 4-** Conquistadors cower at what is presumably cannon fire. Cut to.



**Frame 5-** CU of Ponce DeLeon unsure of what he and his weary mates will discover.



**Frame 6-** MCU of Ponce who comes thru clearing and says, "Aha. The Fountain of Youth."



**Frame 7-** Reverse angle reveals NX shot of Florida State Fair with fireworks (ah...must have been what these guys thought was booms of cannons) Cut to-



**Frame 8-** MATCHFRAME-ECU of morion helmet-tilts up and reveals BOY-who was pretending to be Ponce, with his friends.



**Frame 9-** Cut to art card-Cow-quistador logo  
VOICEOVER-Discover the fun of the Florida State Fair. For tickets, go to Florida state fair dot com."

*The television campaign element was designed to harmonize with the State of Florida's "Viva Florida" theme that celebrated the 500<sup>th</sup> Anniversary of Ponce DeLeon arriving in Florida. For the Florida State Fair, we developed this allegorical spot: The Fair is a Fountain of Youth. We wrote, directed, cast, produced and developed this award-winning broadcast television commercial. That was a epic as it was effective.*

# TELEVISION-Storyboard



**Frame 1**-Title card-B type button-hero graphic; VOICEOVER-"Be a hero and give blood."



**Frame 2**-Same graphic: VOICEOVER-"And support Operation Homefront and Outback Steakhouse."



**Frame 3**-Outback President on screen-JEFF SMITH-"Be a hero and give blood twice and you'll get a free steak dinner from Outback..."



**Frame 4**-B-roll of sizzling steak-JEFF SMITH-"Plus, you could win Outback for a year."



**Frame 5**-LOGOS-graphic. VOICEOVER-" So be a hero and give blood at any area Outback Steakhouse and support Operation Homefront."



**Frame 6**-FBS logo/art card- VOICEOVER-" For the Outback Steakhouse nearest you, call us at 1-800-68-BLOOD or log on the F B S blood dot org."

*Another cooperative advertising campaign with Outback Steakhouse that produced record donations during the slowest time of the year: summer. Wilson Media developed the branded graphics, animation and scripted and then produced the television campaign. The marketing mix included table tents (POS displays) and in-store signage and direct mail-all developed and produced by Wilson Media.*

# CAMPAIGN



After more than two decades of being dark, Broadway shows were back in St. Petersburg, Florida. Traditionally, shows are promoted one at a time, by individual producers who tend to mirror their advertising for each based on the run of the show. Most of those were short runs so the market and more specifically fans of “live” theater were seldom exposed to the theater experience.

We saw an opportunity to develop a *brand personality* for the theater. And who better to lend his image to the effort than Wilson Media founder-Paul Wilson’s brother: Two-time Tony, Emmy, Golden Globe actor Patrick Wilson. This award winning outdoor, newspaper and television advertising campaign was developed by the Agency.



The television campaign (screen shots above) feature the award-winning star of stage and screen, and St. Petersburg resident, watching himself perform. Through some “magic” of video production, Patrick appeared on screen in two different places: on stage and in the house to convey a simple message-due to the “live” nature of theater, you never know who or what you might see there.

# Publicity & public relations

Garnering editorial coverage in the modern media era is difficult. As newsrooms have been depleted and we've seen the rise of *propaganda sites*, gone are the days of sending press releases to herald a product or service launch. Cision, formerly Bacon's, the preeminent source for public relations professionals, once maintained a database of writers, reporters, journalists, editors and producers-news professional- of about 520,000 people. Today, with the rise of social media platforms coupled with *citizen journalism*, and the loss of revenue in the news gathering industry, Cision reports barely 200,000 contacts. Without *people* to receive and read press releases, the typical approach to publicity and public relations is obsolete. *But there is opportunity.*

Television news, once the most trusted source of information in *any local market*, has seen massive audience erosion. In fact, it is predicted that local television news will be *off the air this decade.*

With former veteran newsmen who themselves are Emmy and Florida Press Club Award winners, as principals of Wilson Media, we don't pitch publicity, *we develop it and write it for news sources and sites.* Furthermore, with a unique understanding of electronic news gathering, Wilson Media is oftentimes trusted with building news segments for networks and affiliates in markets across the country. We've written articles for *Huffington Post, ABC NEWS, The Boston Globe, The News Daily News, Variety* and many other publications with *worldwide circulation.* Plus, we've booked guests in appropriate programming reaching worldwide audiences. We don't just get our clients editorial coverage, we develop it and get it read by the right audience.



The Boston Globe

# Publicity & public relations



Leveraging advertising dollars to garner valuable and lasting editorial coverage online and in print is one of the hallmarks of Wilson Media client work. Unlike advertising which is time-sensitive and often overlooked in the cluttered and over-communicated society, news has immediate legitimacy and credibility. Moreover, Wilson Media employs news coverage to extend branding and marketing objectives in the face of reduced advertising budgets.

# Publicity & public relations



Our clients have appeared in key regional markets and worldwide on television networks like *The Weather Channel*, *Fox News Channel*, *CNN* and in programming like *The Today Show*, *The View*, and *Jimmy Kimmel LIVE!*