



## Bill Carmody

CEO, President & Founder of Trepont



### NOMINATION FOR THE 2012 AAF ADVERTISING HALL OF ACHIEVEMENT

For his 18 trailblazing years in digital marketing, including building some of the very first commercial websites in 1994 to his book *Online Promotions* to some of the first commercial mobile apps and ROI-based social media campaigns, I am proud to nominate long time associate and friend, Bill Carmody, CEO and Founder of Trepont, for entry into the American Advertising Federation's Advertising Hall of Achievement.

## Why Bill Carmody?

With so many amazing people within our industry, why Bill Carmody?

Bill's clients see him as incredibly innovative and resourceful. His colleagues appreciate his strong work ethic and drive to deliver results. His peers have enjoyed his ongoing insights and commitment to share and apply what he has learned. His youth group and congregation appreciate his intelligent, yet youthful approach to addressing the world's social justice initiatives. His conference attendees appreciate his high energy level, storytelling ability and his continued dedication to their ongoing education.

But, at the end of the day, what matters the most is Bill's passion to drive the industry forward and to constantly look past the first answer to find the right answer. In this spirit, he continues to pave the way for future generations of advertising professionals. From his early days founding the AAF chapter of Salem State University, to improving the proficiency of established agencies, to building new agencies from scratch that have had a profound impact, Bill has certainly left his mark. For the past 18 years, he has tirelessly made change happen and there's no sign of him slowing down in the next 18 years. Not only would Bill Carmody be a deserving inductee to the AAF Hall of Achievement, but he would stand tall amongst this most impressive group of individuals that have accomplished so much in a relatively short period of time.

## ABOUT BILL CARMODY

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Born and raised in California, Bill Carmody refers to himself as “bi-coastal”, as he has lived half his life in New York and the other in California. This has given Bill a unique blend of Silicon Alley and Silicon Valley influences, from Start-ups to Wall Street and Madison Avenue culture.

When Bill’s father, Dr. William J. Carmody, Sr., moved to Massachusetts, Bill was excited to leave California for a new adventure on the East coast. He began this new adventure in Salem, Massachusetts, attending Salem State University.

Bill’s life long love affair with the advertising and marketing industry also happens to have started with AAF while he was a student at Salem State. Inspired by David Ogilvy, Bill helped launch both an Advertising degree program and an AAF chapter at his college. He organized and ran the first National Student Advertising Competition with his team from Salem State and, having won first place regionally, his successful path in the industry had begun.

In his first job out of college, Bill was determined not to schlep coffee for anyone, and he found that in 1994 the Internet was the great equalizer. Having already developed personal websites, he was hired by Modem Media to build some of the very first commercial websites including MasterCard.com, CBS.com and Zima.com. He launched a series of firsts for the industry including the first web-based promotion for CBS’ NCAA tournament in 1995 (including the first time CBS ever broadcast their URL on TV to promote the promotion) as well as MasterCards’s first banner ad on Yahoo!

And he never forgot his advertising roots. Determined to live the magic created by David Ogilvy, Bill convinced Martin Nisenholtz and Michael Troiano to give him a shot at Ogilvy & Mather Interactive. They had just been awarded the consolidated \$500MM IBM business and needed to integrate digital marketing with traditional advertising. Bill was a key part of that integration process, spending most of his time with the World Wide Advertising team devising ways to reduce the sales cycle from 18 to 6 months. He wrote to and received correspondence back from David Ogilvy himself who, while already retired, kept a keen interest in the growth of his firm.

Having launched several B2B and B2C promotional marketing campaigns while at Modem Media and at Ogilvy & Mather, Bill took an interest in promotional marketing and joined Marden-Kane, a now more than 60 year old promotional marketing firm that invented the scratch off ticket. Bill worked with his colleague from Salem State University to build out the first promotional game platforms including sweepstakes, instant win, collect and win, contest and game engines. He then shared all of his new-found knowledge in his book, Online Promotions, published by Wiley. Today it remains one of the only comprehensive books on the topic.

It was during his tenure at Marden-Kane that Bill became active in the Promotion Marketing Association (PMA) as the Chair of the Online Promotions Council and began public speaking.

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Bill's focus was to demystify online advertising, marketing and promotions, and he became a frequent speaker (and often the keynote) at a variety of industry conferences including Internet World, PROMO Expo, National Sports Marketing Network, CTIA, Mobile Marketing Association, Coogan & Partners, and several PMA conferences. He was even flown out to India to deliver a keynote speech for PROMO Power, a New Delhi-based marketing conference.

It was at one of these conferences that I first met Bill, and not only realized what an amazing talent he was, but just how forward thinking and innovative he was. Those qualities, along with his boundless energy and enthusiasm, led me, along with then partner David Flaherty, to join forces with Bill and launch Seismicom, one of the Bay Area's first truly integrated advertising and marketing agencies. Bill moved back to San Francisco to start our agency, and together we built up the company from zero to over \$18 million in revenue and from 7 to 75 employees in 8 years. Highlights include:

- Became **AOL's** first ever "Brand Promotion Agency of Record" and launched each of AOL's top annual campaigns including Celebrity You've Got Mail which won industry awards and accolades.
- Working with AOL, demonstrated to **Coca-Cola** that an online promotion (i.e. Coke Pop the Top) could outperform traditional media for a fraction of the cost.
- Helping **SanDisk**, a premier flash memory supplier, grow from \$1 billion to over \$4 billion by switching the focus from OEM to retail channel marketing.
- Responsible for **Cingular's** rebranding of 1,000 AT&T Wireless stores and "project undo" to rebrand all 2,000 Cingular stores to AT&T.
- Negotiated and saved **AT&T** millions on their PGA Tour Sponsorship, and redirected their American Idol sponsorship to their retail stores to significantly increase ARPU (Average Revenue per User) by selling data plans.
- Negotiated and activated **Dreyer's** American Idol sponsorship at retail with "Ice Cream Idol" where new flavors were voted on, driving category innovation and excitement amongst the broad all-family target and in the difficult-to-market freezer aisle.
- Crushed **Magellan** GPS's incredibly difficult CES goals of visiting all of the top Consumer Electronics buyers by getting off the trade show floor and instead wrapping London Taxi Cabs and creating a custom VIP travel service for the buyers and their selected guests.
- Successfully launched **Microsoft's** Ultimate TV DVR device through innovative experiential and digital marketing in 11 markets in 8 weeks
- Created **Boeing's** first global consumer promotion where the name Dreamliner was born and built incredible buzz for the launch of this new airplane, not to mention an award and accolades for the campaign itself.

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During this time, Bill Carmody found time to get married to his wife of 12 years, Elena Carmody, and raise two children. Will Carmody, who is now 8, was born in California and Ryan, now 5 was born in New York.

In 2008, after a wonderful 8 year run at Seismicom, Bill decided to focus in on Social Media and Mobile, and left the company to start what is now Trepoint (it was called AlterSeekers at the time). Bill left us on great terms, as demonstrated by our continued working relationship and shared successes in recent years and through today. I rejoined Bill two years ago on this exciting ride and, under his leadership, we've continued to innovate and guide clients through the constantly changing advertising landscape.

In the past 5 years, Trepoint has focused on bringing accountability to marketing and, as a result, has doubled its revenue every year and is on track to continue to do so in 2012. Highlights at Trepoint include:

- Built **Walmart's** first BlackBerry app on behalf of AOL to promote mobile commerce.
- Built **Engadget's** first mobile app for **CES** in partnership with AOL
- Responsible for bringing accountability to marketing with demonstrable ROI for **RadioShack** who achieved a 1250% return on its investment for its Earth Day promotion, and elevated the relative importance of promotions at RadioShack.
- Created the first ROI-driven social media campaign for **Trend Micro**, which allowed them to achieve the #2 viral video in the US (according to Ad Age) for a fraction of the budget spent by the brands that were lower on that list, and a 237% ROI.
- Developed **EMC's** *Record Breaking* campaign that was awarded the best B2B social media campaign in 2011 by B2B magazine and had EMC, for the first time in their history, trending on Twitter.
- Launched **Johnson & Johnson's** Date Night promotion in partnership with AOL where we drove in-store purchase behavior from an online advertising campaign
- Conceived of and launched the integrated Happy Meter campaign for **FirstEnergy**, which had one of their lowest cost per conversions on record and the creative has been leveraged in countless additional marketing efforts.
- Launched **ACH Patak's** first ever social media campaign, introducing this unique Indian sauce to US consumers and offering "house parties" to help generate buzz and word of mouth. The effort is projected to produce an ROI of 420%

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Bill's efforts have been far-reaching, literally and figuratively, as he has also created a number of strategic alliances in Europe, South America and Asia to help deliver results to his global clients.

What's next? If you have not already gleaned from the above, Bill has an insatiable desire to bring accountability to marketing and advertising, and to forge new territory in all he does. He continues to see digital (be it social, mobile or web) as the glue that holds holistic marketing efforts together.

Bill has been, for the past 18 years, a pioneer in digital marketing. What's unique is not just his knowledge and understanding of the technology, but rather his application into fully integrated marketing campaigns. From SMS programs to mobile to social and web, Bill has helped many a company stretch their thinking and their comfort zone so that he and his team can exceed the objectives of each campaign.

His desire is to continue building a great company, attract the best talent from across the globe and deliver measurable, tangible results for his clients. But, it doesn't stop there - read on for a bit about the incredibly giving person that is Bill Carmody.

## ASSOCIATIONS

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Throughout his career, Bill Carmody has been involved with many associations including the **Greater Boston Ad Club, AAF, AMA, MMA, CTIA** and the **PMA**.

Bill Carmody has dedicated much of his association time to the **Promotion Marketing Association (PMA)** and has served in the capacity of a board member, founded the San Francisco chapter (i.e. Bay Area Marketers) and has served in the capacity of the Chairman of the Digital Center of Excellence.

## AWARDS

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- **PMA's Beacon Award** for leadership excellence (5 years in a row)
- **Best B2B Social Media Campaign** for EMC's Record Breakers (B2B Magazine)
- **Best in the World Campaign Award** for AT&T (Global Marketer Diamond)
- **Best Use of Interactive Media** for Boeing Dreamliner (PRO Award)

## ARTICLES, WHITEPAPER & BOOK

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- **Online Promotions** book, published by Wiley in 2000 and reprinted in 2004
- **Wireless Promotions: Future vs. Fantasy** whitepaper
- **PROMO Magazine** articles as a contributing writer include:
  - *What's New in Wireless*
  - *Extending Your Event Marketing Programs*
  - *Promotions in the Retail World*
  - *Tivo Has Changed The Way We Watch TV Forever*
  - *Promotions Seeking Objectives: Remind Me Why We're Doing This Thing Again?*
  - *Top Ten List of Promotional Pointers*
  - *When Online Promotions Grow Up*
  - *V-Commerce: Entering Online Promotions from Your Car*
- **Marketing Forum:** "Does Creativity Sell"
- **Sales & Marketing:** "Successful Online Promotions"
- **eRadio:** "How Much is That Banner in your Windows"
- **iMarketing News:** "Tips to Creating Successful Online Promotions"
- **Software Publishers Association:** "Traditional Marketing, PR, & Online Promotions"
- Also quoted in *The Wall Street Journal, Ad Age, B2B,* and *Sales & Marketing* magazines

## SPEAKING ENGAGEMENTS

### Wedding MBA, Las Vegas, NV

Twitter, Facebook & MySpace for Wedding Vendors (Sept., 2009)

### Social Media Webinar, New York, NY

Monetizing Social Media: How Do You Make Money with Facebook & Twitter? (Aug., 2009)

### PMA Digital Center of Excellence Webinar, New York, NY

SEO / SEM for Integrated Marketing (Feb., 2009)

### Coogan & Partners: Interactive Marketing Share Group, New Orleans, LA

Creating a Culture of Marketing Innovation Means Taking Risks (Dec., 2008)

### ACI Focus: Sweepstakes & Contest Promotions, New York, NY

Ensuring Mobile Marketing Compliance (Oct., 2008)

### Stuart School of Business (Illinois Institute of Technology), Chicago, IL

Future Cell: Digital Marketing is Calling (Jan., 2007)

### Sports Licensing Summit, New York, NY

New Technologies Forum: Sports Brand Extension in the Wireless World (Jun., 2006)

### CTIA's Wireless IT & Entertainment 2005, San Francisco, CA

Mobile Marketing Roundtable (Sept., 2005)

### National Sports Marketing Network

Without Wires: The Future of Wireless Sports Content (Jun., 2005)

### Mobile Marketing Road Show, New York, NY

Wireless Marketing: Best Applications for your Marketing Objectives (Jun., 2005)

### PROMO Power Keynote Speaker, Delhi, India

Strategic Promotions Workshop (Sept., 2003)

### PROMO Expo, Chicago, IL

Online Promotions: Front End to Back End (Sept., 2003)

### 2002 PMA Law Conference, Chicago IL

Promotion by the Numbers (Nov., 2002)

### PMA Leadership, Sedona, AZ

Squeezing Media Budgets (Jun., 2002)

### PMA Star Power, LA, CA

Celebrity Marketing: Online and Traditional (May, 2002)

### PMA Update Conference, Dallas, TX

Creating Effective Online Promotions That Sell (Mar., 2002)

### 2001 PROMO Expo, Chicago, IL

Internet College Workshop & Online Promotions GED (Oct., 2001)

### South Carolina's Governors Conference

Creating Effective Online Promotions (Feb., 2001)

### Fall Internet World

Online Promotions Panel (Oct., 2000)

### IIR/PMA: Partnership Promotions

How to Put Together A Multi-Brand Promotion (Oct., 2000)

### PROMO Expo

Internet College & Online Promotions GED & 50 Ideas in 50 Minutes (Oct., 2000)

### IIR: On Target, Online: Optimize the Impact of Your Online Promotions

Creating Effective Online Promotions (May, 2000)

### IQPC: Converting E-Browsers into E-Buyers

Online Promotions That Sell (May, 2000)

### PMA: Successful Online Promotions '99, San Francisco, California

Innovations in Online Promotions (Dec., 1999)

### PMA/IIR: Cross Promotion Connections, New York, NY

From Vision to Tactics: Making Decisions in the Internet Age (Oct., 1999)

### New York New Media Association, New York, NY

Sweepstakes, Contests, Coupons & Incentives (Sept., 1999)

### Promotional Marketing Association, New York, NY

Anatomy of an Online Promotion (Apr., 1999)

### Spring Internet World, Los Angeles, California

Session Administrator for "Tiger Teams and Ethical Hacking", "Effectively Reaching the Women's Market Online", "Writing for the Web", and "How the Web Transforms the Selling Process" (Apr., 1999)

### PCS Wireless '98, Orlando, Florida

Internet Marketing: Weaving A Winning Web Strategy (Sept., 1998)

### Summer Internet World, Chicago, Illinois

The Dark Side of Online Promotions: How to protect yourself and your company (Jul., 1998)