

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>

## Professional Experience and Curriculum Vitae

Twenty years experience as a copywriter and creative director at some of New York's better ad agencies; Ten as head of my own shop, Saunders Communications. At Saunders, we do ads, brochures, direct response, PR, radio and TV spots, and Websites. All to give our clients a competitive edge.

## Previous Clientele

DuPont, IBM, Jaguar, JP Morgan, Merrill Lynch, Pfizer, UBS, Unisys, U.S. Army, Wall Street Journal, others.

## Awards and Accolades

Jon Saunders

SAUNDERS COMMUNICATIONS, LLC: President for Life/Creative Director  
2000 – present

Creative services providers to ad agencies, advertisers, design and marketing firms. Recent

projects include work for Alger Funds, CNN, Computer Associates, ESPN, General Dynamics,

Gibraltar Management, IBM, Merrill Lynch, Novartis, ProFunds, PurePoint Golf, Samsung,

SunTrust, The Financial Times and Volvo, as well as for a number of up-and-coming companies.

BOZELL: Senior Partner / Creative Director  
1994 - 2000

Worldwide Creative Director on Merrill Lynch and Unisys. U.S. creative responsibilities for AIG,

Bank of America, Bristol-Myers Squibb, Columbia Presbyterian Hospital, Pfizer and Touchstone Energy.

ALBERT FRANK- GUENTHER LAW: Executive Vice President / Executive Creative Director  
1989 - 1994

Chief Creative Officer of financially focused agency. Accounts included Ambac, Banco Internacional

(Mexico), Bear Stearns, Credit Suisse, Drexel Burnham Lambert, GT Global Mutual Funds, ING Bank,

JP Morgan, Nomura Securities, Peninsula Hotels, Serfin Financial Group (Mexico), Tidewater Inn,

UBS, Valores Finamex (Mexico), Value Line and Wertheim Schroder.

GEER, DUBOIS: Vice President / Associate Creative Director  
1985 -1989

Supervisor and Senior Writer on B. Dalton Booksellers, Barnes & Noble, Grisanti's, IBM, Jaguar,

LIFE Magazine, Random House and St. Vincent's Hospital.

CUNNINGHAM & WALSH: Vice President / Senior Copywriter  
1982 - 1985

Bank of New York, Citrus Hill Orange Juice, Folgers Coffee, Neo Synephrine, Puff's

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



No wonder economists can't agree.  
Half of them think this is a set of false teeth.

If the experts are divided about which direction the economy will take, what's the investor supposed to do?

We'd say diversify. Which is what we've been saying for the past twenty years.

And we have over 140 different funds for you to help your clients do precisely that. So they'll be prepared for any eventuality and any opportunity.

For at DWS, we don't attempt to predict the future. We simply provide the tools to help your clients secure theirs.



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

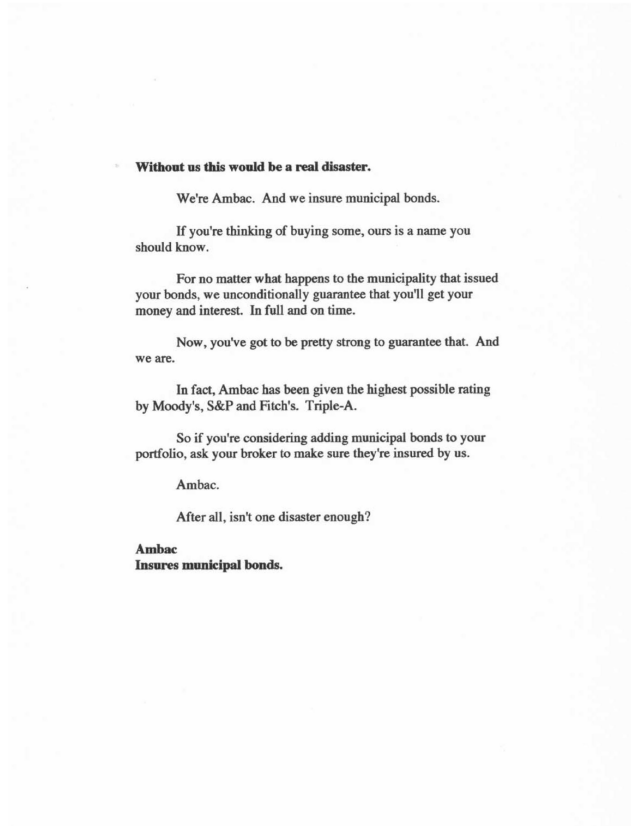
View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



**Without us this would be a real disaster.**

We're Ambac. And we insure municipal bonds.

If you're thinking of buying some, ours is a name you should know.

For no matter what happens to the municipality that issued your bonds, we unconditionally guarantee that you'll get your money and interest. In full and on time.

Now, you've got to be pretty strong to guarantee that. And we are.

In fact, Ambac has been given the highest possible rating by Moody's, S&P and Fitch's. Triple-A.

So if you're considering adding municipal bonds to your portfolio, ask your broker to make sure they're insured by us.

Ambac.

After all, isn't one disaster enough?

**Ambac  
Insures municipal bonds.**

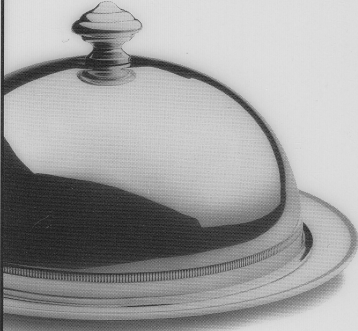
# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>

Not to mention your grilled loin of rabbit. Your pheasant tart, perfumed with truffles. And your pan-roasted venison. All accompanied by a medley of fall vegetables. With finishing flourishes like a hot corn and maple torte. From October 29th thru November 10th, Adrienne's chef is celebrating the fall harvest with some truly extraordinary seasonal offerings. To join us, call 212-903-3918. We're game. Are you?

**YOUR GOOSE IS COOKED.**



THE HARVEST MENU  
AT ADRIENNE  
At The Best Addressed Hotel in New York  
700 Fifth Avenue at Fifty Fifth Street

THE PENINSULA  
NEW YORK

THE PENINSULA  
GROUP



Every path to the New Industrial standard to the New to become, a new dress landmark hotel and a small hotel with these things. No one is there to see the new standard of architecture and the new European landscape of a global game. **But it's the only game.**

**TECHNICAL SPEYER**  
new to game

© 2010 The Peninsula Group. All rights reserved. The Peninsula Group is a registered trademark of The Peninsula Group. The Peninsula Group is a registered trademark of The Peninsula Group.

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



**THIS ISN'T A BORDER.  
IT'S AN EDGE.**

Competitively speaking, locating manufacturing facilities south of the border produces a number of significant advantages.

Because the cost of doing business in nearby Mexico is far less than in the States.

One reason is Mexico's labor force. One of the most skilled in the world, the costs of employing it are among the world's lowest.

What's more, Mexico's proximity helps hold down what you spend to ship finished goods. And that can be considerable.

Then there are Mexico's tariff policies, which you'll find very favorable, indeed.

All factors that have convinced companies like yours to set up assembly plants, called maquiladoras, in Mexico.

We know. Because Banca Serfin's specialists have helped establish some of the most successful ones.

For we deliver almost every financial service a company could need. From helping locate plant sites to guiding you to experts in legal and customs affairs.

So if you're looking for a competitive edge, talk with Banca Serfin.

Because in strategic go, manufacturing in Mexico isn't just smart. It borders on the ingenious.

**BANCA SERFIN**  
**MAQUILADORA GROUP**  
Helping you make it in Mexico.

Mexico City New York Tokyo London Toronto Los Angeles Seattle Dallas Seoul  
(202) 512-1000 (212) 512-1000 (815) 275-3000 (4471) 400-0000 (416) 593-8888 (213) 455-0700 (206) 445-0000 (214) 741-7410 (822) 758-0000

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>

**This isn't a border.  
It's an edge.**

Competitively speaking, locating manufacturing facilities south of the border produces a number of significant advantages.

Because the cost of doing business in nearby Mexico is far less than in the States.

One reason is Mexico's labor force. One of the most skilled in the world, the costs of employing it are among the world's lowest.

What's more, Mexico's proximity helps hold down what you spend to ship finished goods. And that can be considerable.

Then there are Mexico's tariff policies, which you'll find very favorable, indeed.

All factors that have convinced companies like yours to set up assembly plants, called maquiladoras, in Mexico.

We know. Because Banca Serfin's specialists have helped established some of the most successful ones.

For we deliver almost every financial service a company could need. From helping locate plant sites to guiding you to experts in legal and customs affairs.

So if you're looking for a competitive edge, talk with Banca Serfin.

Because as strategies go, manufacturing in Mexico isn't just smart. It borders on the ingenious.

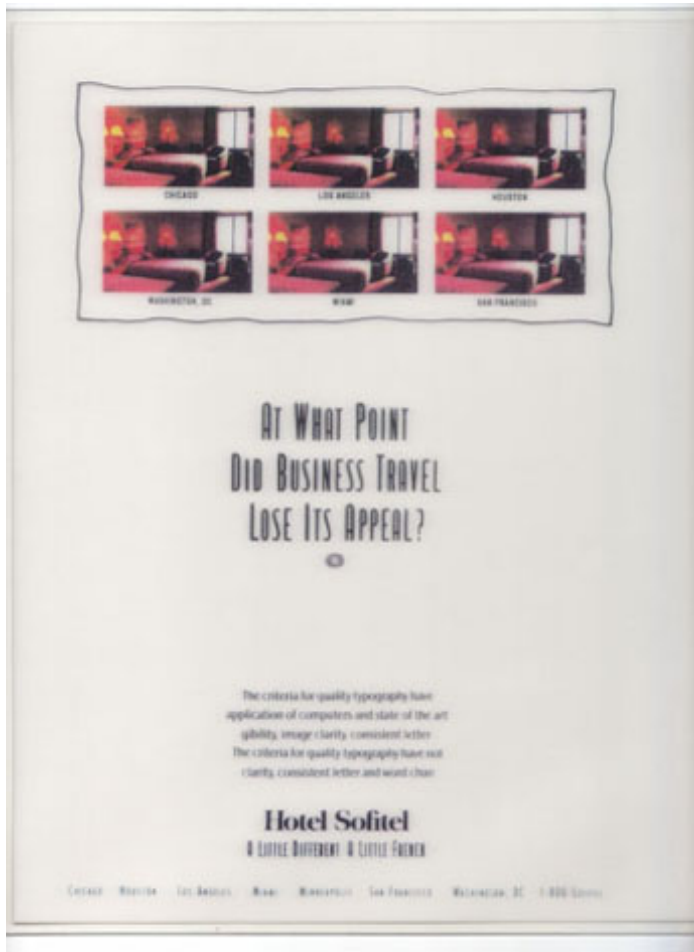
**Banca Serfin**

**Helping you make it in Mexico**

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213



# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>

At what point did  
business travel  
lose its appeal?

Was it when you realized you were staying in the same  
boring hotel room no matter which city you were in?

At Sofitel, none of our rooms are boring. And they're alike  
only in one respect.

They're the best in town.

No matter what town you're in.

Sofitel

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

**Advertising**  
**10 Howes Ave.**  
**Stamford CT**  
**United States**

View the full portfolio at <http://www.thefoxrealty.com/jonsaunders3>



# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



**If only it were that simple.**

There's more to becoming an e-business than this.

To succeed in the digital economy, you've got to do more than just put up a Web site. You've got to transform your business into an e-business. Which is why you should talk with Unisys.

**Introducing Unisys e-@ction Solutions.**

That's the name we've given to our portfolio of service and technology solutions to help you interact with your customers and transact business via the Internet.

Unisys e-@ction Solutions are about understanding how your business works. And integrating Web technologies into your existing systems and applications to maximize the strengths of both.

**e-business isn't a new business for us.**

At Unisys, we were involved in e-business even before it had a name. Helping hundreds of clients in key industries and governments successfully transform themselves. And staying with them until the job was done.

We're ready to help your business achieve the speed and agility you need to win in the digital marketplace through Unisys e-@ction Solutions. Quickly, cost effectively and, yes, almost painlessly.

Because while becoming an e-business isn't simple, it doesn't have to be needlessly complex.

[www.unisys.com/e-biz](http://www.unisys.com/e-biz)



**UNISYS**  
We eat, sleep and drink this stuff!

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>

**If only it were that simple.**

There's more to becoming an e-business than this.

To succeed in the digital economy, you've got to do more than just put up a Web site. You've got to transform your business into an e-business.

Which is why you should talk with Unisys.

**Introducing Unisys e-@ction Solutions.**

That's the name we've given to our portfolio of service and technology solutions to help you interact with your customers and transact business via the Internet.

Unisys e-@ction Solutions are about understanding how your business works. And integrating Web technologies into your existing systems and applications to maximize the strengths of both.

**e-business isn't a new business for us.**

At Unisys, we were involved in e-business even before it had a name. Helping hundreds of clients in key industries and governments successfully transform themselves. And staying with them until the job was done.

We're ready to help your business achieve the speed and agility you need to win in the digital marketplace through Unisys e-@ction Solutions. Quickly, cost effectively and, yes, almost painlessly.

Because while becoming an e-business isn't simple, it doesn't have to be simply awful.

**Unisys**

**We eat, sleep and drink this stuff.**

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>

**THE WAY WE SEE IT,  
SOMETIMES THE LAST THING  
A BANK SHOULD BE  
IS FIRST.**



Thinking about it, the most common way  
to see a rabbit is as a rabbit.  
That's what you'd expect to see if you  
looked at the rabbit in the first place.  
But when you look at the rabbit in the  
second place, you see something else.  
You see a rabbit that's not just a rabbit,  
but a rabbit that's also a bank. And the  
first thing you see is the bank's name.  
The Bank of New York.

Thinking about it, the most common way  
to see a rabbit is as a rabbit.  
That's what you'd expect to see if you  
looked at the rabbit in the first place.  
But when you look at the rabbit in the  
second place, you see something else.  
You see a rabbit that's not just a rabbit,  
but a rabbit that's also a bank. And the  
first thing you see is the bank's name.  
The Bank of New York.

Thinking about it, the most common way  
to see a rabbit is as a rabbit.  
That's what you'd expect to see if you  
looked at the rabbit in the first place.  
But when you look at the rabbit in the  
second place, you see something else.  
You see a rabbit that's not just a rabbit,  
but a rabbit that's also a bank. And the  
first thing you see is the bank's name.  
The Bank of New York.



# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>

## The way we see it, sometimes the last thing a bank should be is first.

Coming from us, that statement may come as a surprise.

For in our two hundred years, we at The Bank of New York have marked our fair share of "firsts."

We were the first bank in New York. The first bank in the country capitalized on real money rather than real estate. And the first bank anywhere to lend money to the U.S. government.

Ours was the first major bank to invest in the telegraph, the telephone and the television set. the first to establish a trust department, open a branch or use a computer. And so on , And so on.

But for all our firsts, the fact is we've traditionally taken a prudent approach to money matters. To put it plainly, we look before we lend.

Does prudence pay? For an indication, look at the international financial situation. While some banks were rushing to be first in lending to the Third World, we chose our clients carefully. As a result, we have the lowest foreign loan exposure of any major bank.

Prudence, however, does not mean paralysis. For we've become highly adept in determining rapidly what's right. And then making all the right moves.

Case in point: cable television. We recognized cable's potential early. And moved quickly to become the leading lender to the booming business of cable TV.

We could point to countless examples of both our prudence and our prescience. But our point is this.

The Bank has never tried to be first merely for the sake of being so. Only when first was the smart place to be.

Perhaps that's why, of all the banks chartered in New York since 1784, only one is around to celebrate a bicentennial.

The Bank of New York.

After all, what good is being first if you don't last?

**The Bank of New York**

**200 Years of Looking Ahead**

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>

Does your investment bank  
make every deal into one of these?



Even basic transactions can become big productions with an investment bank that doesn't understand your business. So why are the steps too problems?

Just call the Investment and Media Group at Wertheim Schroder. Many leading executives in your industry already have. You are our people aren't just top investment bankers. They're holding your with major media and broadcast and recording companies. Run the entire business accounting practice for

the likes of the Big Eight. Even produced award winning research on the industry. Which gives them an extraordinary perspective on your competitive problems. That to mention a wide network of senior level contacts, worldwide.

For a public or private financing, for domestic or cross-border M&A, call Wertheim Schroder. Ask for Fred Cook, David Landoner or Alan Hirschfeld. There even your toughest deals won't be a big wedding dance.

**INVESTMENT BANKERS TO THE MEDIA & ENTERTAINMENT WORLD**

**WERTHEIM SCHRODER & CO.**  
*Incorporated*

New York   Los Angeles   Tokyo   London   Paris

© 1999 Wertheim Schroder & Co., Inc.



# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>

**Does your investment bank  
make every deal into one of these?**

Even basic transactions can become big productions with an investment bank that doesn't understand your business.

So why set the stage for problems?

Just call the Entertainment and Media Group at Wertheim Schroeder. Many leading executives in your industry already have.

You see, our people aren't just top investment bankers. They've held top posts with major studios and broadcast and recording companies. Run the entertainment accounting practice for the likes of the Big Eight. Even produced award winning research on the industry.

Which gives them an extraordinary perspective on your competitive problems. Not to mention a wide network of senior-level contacts, worldwide.

So for public or private financing, for domestic or cross-border M&A, call Wertheim Schroeder. Ask for Errol Cook, David Londoner or Alan Hirschfield.

Then even your biggest deals won't be a big song and dance.

**Wertheim Schroeder & Co.**

# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

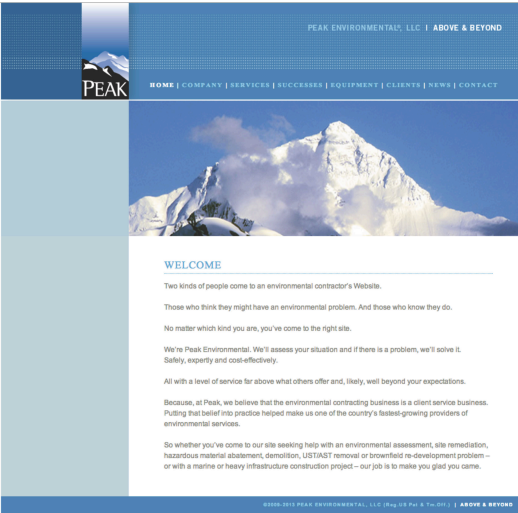
View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



# Jon Saunders

Advertising  
10 Howes Ave.  
Stamford CT  
United States


View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>



Jon Saunders  
Advertising  
10 Howes Ave.  
Stamford CT  
United States

View the full portfolio at <http://www.thecreativefinder.com/jonsaunders3>

Follow Us On



TREE HUGGER

WELCOME

OUR STORY

CUSTOMER ACQUISITION

DATA MANAGEMENT

INSERT MEDIA

3D DATA SOLUTIONS

MILESTONES

DATA DRIVEN DIGITAL




DATA PROCESSING

TOOLS

ORDER STATUS

LOGIN

Our clients include the leaders in every category of business.



A new name. A new address. A new chapter.

Cause? Or effect? Action? Or reaction?

Every step a consumer takes, no matter how big or small, tells a larger story. Even everyday acts like subscribing to a magazine, donating to a worthy cause or buying the latest best-selling book.

Sometimes the story is obvious. Sometimes, it's surprising. But it is always predictive.

You know what your customers buy from you. But what's the rest of their story? Who are they? How do they earn a living? How do they spend their free time? What are their motivations, their attitudes, their ambitions? Who else do they buy from? What do they buy? And why?

Finally, how do you find more of them?

For more than 30 years, ALC has grown to become the leader in its field by developing the tools, systems and expertise to see beyond the action a consumer takes (as reported on the data card) to understand the "why" beyond the "what." And more importantly for our clients, to discern the predictive buying patterns that can spell the difference between a positive and negative ROI. On a list. A mail schedule. An entire mail campaign.

Which is why our clients include the leaders in virtually every category of business. From Financial institutions to non-profit organizations. From catalog marketers to retailers. From magazines, newsletters and book clubs to home entertainment marketers. From the telcos to the high tech sector. From Juvenile to senior marketers. From B2B to B2C. And every category in-between.

They've seen first-hand how "the rest of the story" can lead to reduced new customer acquisition costs, significant increases in lifetime customer value and a greatly improved return on marketing investment.

Welcome to ALC. It's the "rest of the story" that will take you where you want to go.

Please kindly get in touch for portfolio works.