

TOM MESSNER

Following a year as a letter carrier in Woodhaven NY 11421, Tom started in advertising in 1967 on the West Coast working for a life insurance company as a writer of speeches, articles, and trade ads.

In the Fall of 1968, he got an advertising copy job at BBDO in Manhattan, and worked there for a year before going to Doyle Dane Bernbach to write ads and commercials for Volkswagen.

In 1972, he went to Carl Ally Incorporated and remained there for 14 years. At Ally and later Ally & Gargano, he became Copy Chief and was one of three Creative Directors when he left to start Messner Vetere Berger Carey, an agency that still lives, but now under an assumed name: Euro RSCG.

He is probably most known for doing the advertising, off and on, for MCI from its inception (Reach Out and Touch Someone. Just do it for 50% less) in 1979 into the 21st Century. Other notable campaigns he wrote were Pan Am in the 70s (Every American has a Second Heritage. We'd Like to Help You Discover Yours), Commodore Computers (A real computer for the price of a toy) in 1982, and SAAB (A Car for the Left Side of Your Brain. A Car for the Right Side of Your Brain.) in 1983. In 1984, he also worked on the Reagan-Bush re-election campaign as part of the Tuesday Team and then Bush-Quayle in 1988.

He taught for a number of years at the School of Visual Arts, helping people create portfolios to get jobs in the business, and at present works occasionally at Euro RSCG and less occasionally writes a monthly column for Adweek Magazine.