

WHAT HAVE YOU BEEN DOING FOR THE LAST 95 YEARS?

(Or for that matter, the past 15?)

NINETY-FIVE YEARS AGO, TWO NEWSPAPERMEN HAD AN IDEA

Rather than just report the news, Leo Bozell and Morris Jacobs thought they could try to shape it. You might say they had an independent streak.

So they started an ad agency, Bozell & Jacobs.

And you know what? It worked. Starting in Omaha, Nebraska, that ad agency grew to have offices in more than 50 countries around the world, created some of the most memorable work of the past 100 years, and made a lasting impression both here and abroad. It worked so well, we're still going strong - and for the last 15 years, proudly, defiantly independent.

On this 95th anniversary, let's pause and take a look at just what kind of impact Bozell has had over the years.

Look around town.

First National Bank. Mutual of Omaha. First Data Resources. Union Pacific, Boys Town. College World Series of Omaha, H&H Automotive, Northern Natural Gas, MidAmerican Energy. Godfather's Pizza, The Nebraska Lottery. Westlake Ace Hardware, Make-A-Wish Nebraska. All landmark Midwest brands shaped over the past 95 years by Bozell.

Look around the country.

Pork, The Other White Meat. Milk Mustaches. Valvoline. Chrysler, Jeep, Jaguar. Merrill Lynch, Ray-Ban, Bank of America, Terminex. Excedrin, Hush Puppies, Taco Bell, Verizon. Moog. VISE-GRIP Tools, Dial.

And then there are our region's advertising agencies.

You will be hard pressed to find one that wasn't founded, or isn't

currently staffed by, those who have called Bozell home at some point in their career. Cast your eyes further and you'll see some of the top talent in the industry earned their chops at a Bozell office in New York, Chicago, Minneapolis, London, Singapore, Bangalore - and yes, Omaha.

Just think, it all started right here. And 15 years ago, it started all over again. Same company, same name, new owners. Smart. Feisty. Emboldened by a strong independent streak. Just like when we began in 1921.

The tools we use to connect brands with buyers are different than when Leo and Morris started, but they'd still recognize the same truth as the day they started:

Gates Rubber Company, JCPenney, Kawasaki.

Each of them a brand built - or built bigger - by Bozell.

It's all about the idea.

95 YEARS STRONG. 15 YEARS INDEPENDENT.

BOZELL
bozell.com