



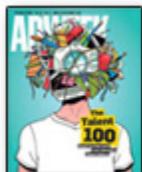
# George Brianka

**Creative Director, Sr. Art Director, Sr. Copywriter**

George Brianka is a crazy, non-linear thinking Creative Director, Sr. Art Director, and Sr. Copywriter with over 15 years experience in the advertising agency world. As a Creative Director he took a small boutique creative shop and helped turn it into an Inc5000 agency, creating close to 100 commercials in over 20 categories. He has worked at many NYC creative hot shops such as Ogilvy & Mather, VBMS/Euro RSCG, and Follis Advertising. George is also the creator and designer of the highly successful iPhone App, “iPee Address”, which has garnered praise from 1010WINS News Radio for “App of the Week” as well as being entered in Cannes International Festival of Creativity. The app has also consistently been in the Top 100 Paid Apps in the Apple iTunes Store in the Travel category and recently reached a milestone of 10,000 fans on Facebook.



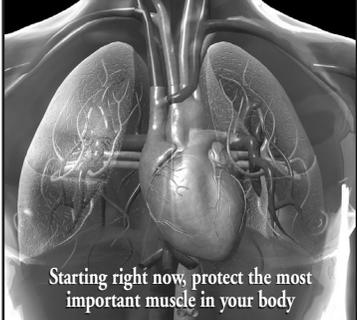
George’s sometimes controversial style has got him mentioned in periodicals ranging from Adweek, the New York Times, and the NY Post Page Six editorial column. He was also awarded praise from Tipper Gore for his public service work for the National Mental Health Awareness Campaign. He has been a judge at the New York Festivals International Advertising Awards for Print Advertising and the International Television & Cinema Advertising Competition, and has won several Telly awards, and Communication, Advertising and Marketing Association Awards.



<http://www.coolcreative.com>

# Iceland Health. A Case Study.

What began with one ambitious entrepreneur working from his home has turned into a hugely successful nutraceutical business with the help of the breakthrough ideas and executions by George Brianka. Starting with a simple idea - that you should protect your heart, as much as any other muscles in your body. Sales jumped dramatically. This led to a series of true-life situation infomercials for Iceland Health Omega-3. This success brought about 6 additional extensions of the Iceland Health brand. Iceland Health sold over 26 million dollars of fish oil. After these successes, Iceland Health was purchased by publicly-traded Nutrition 21. Iceland Health products are successfully selling through direct response channels as well as in over 21,000 retail locations nationwide.



Starting right now, protect the most important muscle in your body

Studies have proven that Iceland Health Maximum Strength Omega-3 helps: Prevent heart attacks and stroke. Lowers blood pressure. Improves cholesterol. Lowers triglycerides. Reduces inflammation of the arteries. Cleans out arterial plaque. Prevents blood clotting in the heart.

Thanks to its natural anti-inflammatory qualities, you'll immediately have: Less aches and pains. More energy. Better sleep. Even improved memory.

OMEGA-3 is recommended by the American Heart Association

- FREE 3 month supply
- Money-back guarantee
- Not available in stores!

**LIMITED TIME OFFER WHILE SUPPLIES LAST!**  
CALL THIS WEEK TO FIND OUT HOW TO GET A FREE ONE MONTH SUPPLY  
You'll also receive the "The Omega-3 Miracle" book and video.

**1-888-264-5731**  
[www.icelandhealth.com](http://www.icelandhealth.com)

icelandHEALTH®

It all started with a little ad.

## Here's a Partial List of Past Clients\*:



**On behalf of the National Mental Health Awareness Campaign:**

*"Breaking through is exactly what you've done and we are grateful for the opportunity you have provided for youth to take action and come to understand that mental illness is like other physical illnesses."*

- Tipper Gore

Author, Photographer, was Second Lady of the United States from 1993 to 2001 as the wife of Vice President Al Gore

Ageless Male  
AloeCure  
Andersen Windows (RBA)  
**ASPCA Pet Health Insurance**  
Avacor  
BathFitter  
BioAstin  
Biolash  
Calmestra  
Chromax 1000  
Comcast  
Crunch Fitness  
Cylapril  
DHC Skin Care  
**ELVIS Master Collection**  
femMED  
Fluidity Fitness  
Focus Factor  
Franklin Mint ELVIS Coin  
Fullbar

geneME  
Grapevine Publications  
Hartz Mountain Corporation  
HeartVeinNYC  
Hydroxycut  
Iceland Health  
IDT  
InStyle Magazine  
Liberty Medical/Tena  
Life Back Insurance  
**Maaco Corp.**  
MemoProve no!no!  
**Michael's Appliance Centers**  
**National Mental Health Awareness Campaign**  
Novartis Animal Health  
NutriSystem  
Nutrition 21  
OmegaXL  
Oxford Insurance

Paula Dorf Cosmetics  
**People Magazine**  
ProMind Plus  
Prosvent  
Re-Gro  
Renew Life  
RightSize Health and Nutrition Corp.  
**Ringling Bros. & Barnum & Bailey Circus**  
Scunci  
Shake Away  
Sleek MedSpa  
SlimQuick  
Smoke Remedy  
SuperBeta Prostate  
SureFit Slipcovers  
Time - Life  
TiVo  
Wrinkle Magic

\*Most of these clients were from when George Brianka was Creative Director for Avalanche Creative Services, Inc

# Some Of The Things George Does

Here's but a few examples of 15+ years of award-winning Magazine, Newspaper, Traditional Print Advertising, Book Design Direct Mail, and Outdoor advertising.

## Print



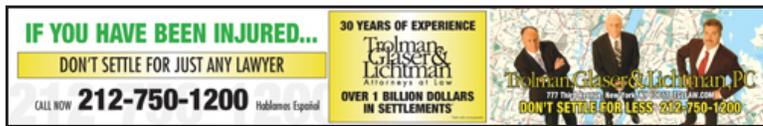
## Book Design



## Outdoor



## Subway



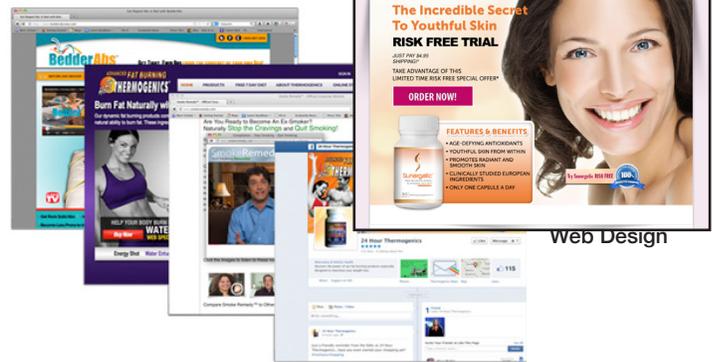
# Some More Of The Things George Does

This is just a small sampling of the 15 years experience developing results-oriented Television, Radio, Web, Digital, Apps, Social, and Viral ads.

## Television



## Web, Social, Digital, Apps, Viral...



iPee Address Restroom Finder App is consistently in the Top 100 Paid apps in the iTunes Store. Downloaded in over 11 countries. Finalist in the 2013 Cannes Lions International Festival of Creativity. Also voted App of The Week August 2013 by 1010WINS New Radio in NYC.

Samples of social and viral ads

