

LUKE SULLIVAN

Author, speaker, and ad veteran Luke Sullivan available to recharge, invigorate, and focus marketing, advertising, and branding firms.



I spent 32 years in the trenches of advertising and then put everything I learned into my book, *Hey Whipple, Squeeze This*. But nothing beats taking the message out and speaking to actual audiences at clients, agencies, and conferences. I give a hugely energetic series of presentations and love seeing the light go on in the audiences' eyes and rekindling their fire to pursue absolute creative excellence.

CONTACT ME

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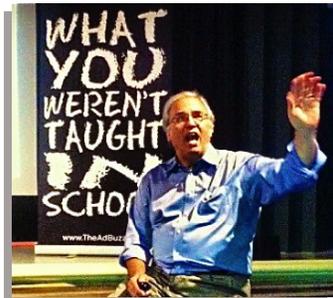
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SOME THINGS I TALK ABOUT

Luke has spoken at Austin's SXSW Interactive and 30 other U.S. cities, as well as in Auckland, Copenhagen, Helsinki, Stockholm, Berlin, and all over Canada. (Note: If you are calling from Bora Bora or Fiji, I will lower my speaking fees.)



LEVERAGING CULTURAL TENSIONS TO IMPROVE CREATIVITY

A talk in which we explore how to use tensions in our culture as well as the polarities in life to create more ideas and better ideas.

HOW TO SUCK LESS

This talk is about craft, it's about making things way better than they have to be made, it's about time and energy management, and about the spiritual dimension we bring to our jobs.

THE VIRTUES OF SIMPLICITY

In this talk we discuss the art of reductionism and how taking away everything that isn't a "load-bearing beam" always improves the work.

[SEE THIS TALK >](#)

THAT SUCKS. THAT'S GREAT.

In this speech/workshop, attendees will use current advertising examples to rate, rank, and discuss what elements are in play, and then conclude with best practices.

BEING NAUGHTY

A brief look at how complete and total disobedience results in better work. We're talking about Dru's "Disruption" model but on steroids.

WE NEED THE EGGS

Remember that joke at the ending of Annie Hall? "My brother, he's crazy. Thinks he's a chicken. I'd take him to a psychiatrist, but we need the eggs."

Therein lies the basic problem with managing creative people. They're crazy, but we need the eggs. This new seminar explores the unique issues around managing people who don't like to be managed. Can you make a Navy out of pirates?

Surprisingly, some of the answers are common sense, but some aren't. Participants will leave the session with some short- and long-term solutions to optimizing the creative output of their organizations.

WORKING WITH CREATIVE & ACCOUNT TEAMS

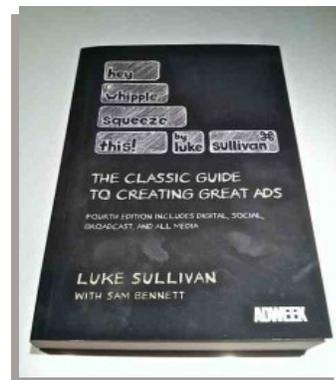
No matter how accomplished a company's creative department is, it's valuable to hear the opinion of an outside creative resource. I typically meet with the teams running two key accounts. We walk through the work and look at creative or strategic improvements.

After 32 years in the advertising business at elite agencies like Fallon and The Martin Agency, author Luke Sullivan is now chair of the advertising department at the Savannah College of Art and Design. He's also the author of the popular advertising book *Hey Whipple, Squeeze This: A Guide to Creating Great Advertising*, and the blog heywhipple.com. His new book comes to bookstores in October: *Thirty Rooms To Hide In: Insanity, Addiction, and Rock 'n' Roll in the Shadow of the Mayo Clinic*.

THE BOOK

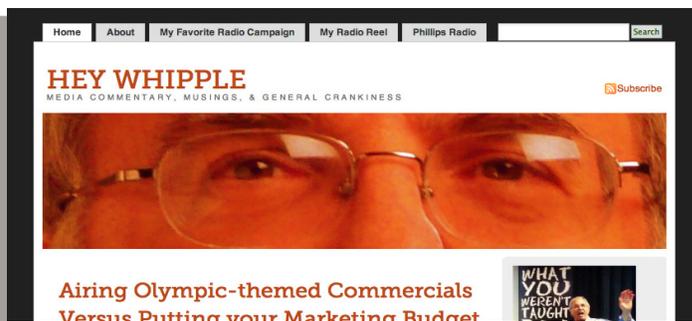
"Hey Whipple, Squeeze This. A Guide to Creating Great Advertising."

Now in its 12th year, 4th edition, and 5th language, my little book is regularly referred to as "the Bible" by both amazon critics and industry leaders. It was voted #5 in *Ad Age's* list of Best All-Time Marketing Books. Woo hoo.



[HAVE A LOOK >](#)

ONLINE



My blog's subtitle about sums it up. "Media Commentary, Musings, and General Crankiness." People seem to like it. You're invited.

[CHECK IT OUT >](#)

AWARDS

People who brag about all the awards they've won? Man, that kinda bugs me. Because it just seems like they always . . . oh, look, 21 One Show medals.



PRAISE FROM THE

TWITTERSPHERE

I have what I call my I-Don't-Suck Guarantee. Here are some tweets from a recent speech in Toronto.



@JamesODolan

@CaitlinHoey @heywhipple This on is worth the attention span though. And if you ever get a chance to see Luke Sullivan speak def. go



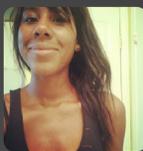
@thinkbox_

The crowd is loving Luke Sullivan at the Adbuzz event! @heywhipple #abuzz



@Khrysti_c

I wish @heywhipple was my dad. #abuzz



@patricenatalie

@heywhipple is my idol, thank you @adbuzz for a fantastic afternoon/evening.