



M I K E A N D E R S O N A C D / A D

WHERE I'VE BEEN

Staff: Dentsu - Assoc. CD / Backer Spielvogel Bates - Sr. Vice President, Assoc. CD / Foote Cone & Belding - Vice President, Assoc. CD / Wells Rich Greene - Sr. AD / Honig Cooper & Harrington - Exec. AD / Parker Advertising - Assoc. CD / NW Ayer - AD / DDB Needham - AD.

Freelance and permalance: Wells Rich Green- NY, Wm. Esty- LA & NY, McCann- LA, DM/B&B- Detroit, Colby & Partners- LA, Grey-LA, Saatchi-LA, Bozell/K&E- LA & Detroit, Keye Donna Pearlstein- LA, J. Walter Thompson- Atlanta, RPA-LA and Open Minds-OC.

WHAT I'VE DONE

Wheels: Mazda, Suzuki (cars), Hyundai, Chrysler, Cadillac, Toyota Dealer Assoc. of No. Calif., Acura, Subaru, Honda (cars & bikes), Nissan, Yamaha Motorcycles and Auto Club of So. Calif.

Wings: Continental Airlines, Air Micronesia, Air West and Flying Tigers Air Freight.

Eats & Drinks: Arrowhead Water, Bell Brand Foods, Kal Kan Pet Foods, Lone Star Beer, Suntory Whiskey, Wendte Bros. Wines, Kirin, Paul Masson, Budweiser, Beefeater, Coors and Sauza.

Clothing & Beauty: Max Factor, PacSun Sportswear, Cristophe Salons, Halston, Redken, Hang Ten, Kelty Hiking & Skiwear and Lightning Bolt Sportswear.

Tourists: Hong Kong Tourism, Universal Studios Florida, So. Calif. Tourism Association and The Caribbean Islands Tourism Association.

And: U.S. Marines, Men's Health Magazine, Orkin, Boise Cascade, Bridgestone, Hitachi Audio and TVs, Sharp LCD TVs, NGK Sparkplugs, Yamaha Audio and Musical Instruments.

AWARDS

Cannes-Lion, Art Director's Club of NY, LA Ad Club-Beldings, AAF-"Best in the West", Andys, Addys, Lulus, CA Annual, Mobius, Art Director's Club of LA, "Art Direction"/Creativity Awards, NY and London Advertising Festivals, FCB-Worldwide Chairman's Award, OC Ad Club Awards, Graphis Annual, "Adweek-Annual Ten Best Spots", "Advertising Age- Ten Best Car Commercials of the Year".

EDUCATION

Portland State University, Portland, OR and Art Center College, Pasadena, CA. -Bachelor of Fine Arts

CONTACT

PO Box 12889 Newport Beach, CA 92658 / 714-337-2364 / michaelmanderson@mac.com
Website: mikesbookandreel.com