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genuineimprints.com

## GENUINE IMPRINTS, LTD

1998 – Present

Patt Cottingham created Genuine Imprints, Ltd to work with individuals and organizations to communicate their unique brand stories which she calls “genuine imprints”. She draws on her background in advertising selling a wide array of brand messages in all media to translate brand communications with her clients today.

### Mercedes-Benz

Translated the Mercedes-Benz brand concept into the first interactive sales kiosk called “The Tour”. Directed all the visual brand interface to the customer. Beginning with bringing in Ivan Chermayeff to design the sales kiosk, to directing all the content into a fluid visual tour. This included providing brand concept development, design, production and mapping of all key elements to Dennis Interactive, NY

### Deutsche Bank/Maxblue i-bank NY/Brazil

Corporate brand communications platform for Deutsche’s first Latin American-bank, Maxblue. The platform communicated the Maxblue brand into the environment, culture, and throughout all corporate communication pieces in New York and Sao Paulo Maxblue offices.

### USA Today

Brand research & brand platform recommendations for online and on stand paper. The research was conducted using a collection of “metaimages” that uncovered a rich pool of consumer data and feelings in regards to news and information in their world. The learning was presented to USAToday by producing a 3 min brand positioning video as well as a brand research analysis/recommendations document.

### GM

Turned raw data into an engaging brand experience for a GM IT Communication Conference. The theme “On The Road” was developed and employed to deliver all the conference brand communication pieces. All the participants were given a branded road map, toolkit, storyline, and contact info to keep them connected during the two day conference road trip.

### Domain Home /Judy George

Layout of interactive “Intuitive Toolbox” brand concept of Judy George’s book The Domain Book of Intuitive Home Design : How to Decorate Using Your Personality Type The toolbox explored the 4 design archetype; the Visionary, the Artisan, the Idealist, and the Adventurer into an interactive, design learning experience.

### Acorn Stores/Gilmore Brother’s, Inc

Re-branding concept, development, communications, and design for a company of 20 high end women’s specialty stores in the east/mid- west. The re-branding led to a profitable sale and re- investment into the business.

### MedCommons Organization

Brand development, graphic identity, packaging, website, marketing, and communications of the Medcommons concept.

### RemembrancePlace Inc.

Brand business development, graphic identity, website packaging and communications.

## ADVERTISING CAREER

### Warwick, Baker & Fiore, NY 1985-1998

Senior VP, Creative Director, TV/ Print Campaigns for: Heineken, Laura Ashley, Knorr Foods, Liz Claiborne, Coty, FS. Schumacher, Village Wallpaper, BVD, Textile Industry Awareness Campaign  
“Crafted With Pride/USA”  
Ad Council – American Mental Health Fund  
“Anti-Stigma Campaign”

### Grey Advertising, NY 1984-1985

Senior Art Director, TV/Print Campaigns for: Mennen, Canada Dry, Post Cereal, Shearson-Lehman American Express

### Lowe/Marschalk. NY 1978-1982

Art Director, TV/Print Campaigns for: Sprite, Ortega Mexican Foods, Maybelline Cosmetics, US Magazine, Family Circle Magazine