



Advertising Star: Keith Reinhard

Every organization has established specific goals, a vision, and a mission statement that guide the organization as it strives to achieve its objectives. However, for a company to be able to achieve these objectives, several components must be present. For instance, it is imperative that the organization have proper management. Additionally, there are other departments that an organization must have, that contribute to the success of the organization. Some of these departments include sales and marketing, public and customer relations, human resources, and advertising. Advertising is the means by which an organization not only informs the public of the various products and services that they offer, but also that persuades them to acquire the same. There are many ways in which a company can advertise. Mostly, it is done through the major media groups, which include internet, newspaper, radio, television, and billboard to mention but a few.



DDB Company

Modern advertising has existed for a long time, but DDB has been there as long as any company. Established in 1949, DDB still remains the biggest advertising agency in the world and has been given international recognition and

awards for their services. DDB's services are spread all over the world with over 200 offices in more than 90 countries. A report released in 2004 by the survey conducting firm Gutt indicates that at the time of the report's publishing, DDB was rated as the world's best advertising agency, having received the most awards. A company's or organization's success greatly depends on, or in some cases is determined by, the management of that company. DDB's management team has enjoyed huge success. It would therefore be almost impossible to mention DDB Needham Company without mentioning the man who has been at its helm for a couple of years now, and who has taken the company even to greater heights — Keith L. Reinhard.

Keith L. Reinhard

Reinhard began his career with Omnicom, which is the world's biggest marketing and advertising holding company. At Omnicom he was consistently focused on his desire to transform the advertising industry. Reinhard had always felt that the advertising industry did not do enough to satisfy its customers, and even more than this, he disliked the manner in which advertising was executed. Born on the 20th of January, 1935, the 73-year-old chairman of DDB has made significant contributions to the world of advertisement. Omnicom, an affiliate company of DDB Needham Company, was formed in 1986 with Reinhard as one of the founding pioneers. While in school, Reinhard had always had a passion for business and marketing, and specifically advertising. His significant contributions in the creation of Omnicom may be said to have been his first advertising breakthrough. Later in his career,

Keith was instrumental in facilitating a merger between Doyle Dane Bernbach and Needham Worldwide Company, to form DDB Needham Company. Reinhard has greatly influenced the world of advertising and has made a large number of changes that have helped improve the advertising world.

Reinhard's Vision

Reinhard's vision has always been to completely transform the advertising industry, making it flexible to fit the various needs of clients worldwide. In addition, advertising must accommodate every client, both local and international, and individuals as well as large organizations. As already mentioned, from his collegiate beginnings, Reinhard was determined to bring considerable changes to advertising as a career. As a result, he studied courses that were business-related, and this gave him a suitable background which he has used over the years to improve the world of advertising.

Reinhard is the man behind the campaign "You Deserve a Break Today", that won an award in 1999. In addition to the business-related courses the Reinhard took in school, it is clear that he possesses a unique creativity which has helped him come up with the various novel ideas that have greatly contributed to the growth of the entire industry. After gaining recognition early in his career due to his numerous contributions, Reinhard has held many senior and executive positions in the various large organizations where he has lent his creative skills.

Achievements

Keith believes that creativity can transform dust into a valuable asset. It is probably his optimism, combined with his skills and creativity, that has enabled him to achieve greater heights than others, and lead DDB Needham to the premier position that it occupies today. In 2001 Keith began an initiative that was geared to improving the general diplomacy of American business. He currently heads that initiative,



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known as Business for Diplomatic Action, as its president. He also co-chairs the Jazz Committee of Marketing, and is an executive board member and sits on the advisory council of the Johns Hopkins School of Medicine.

For some time now, Reinhard has also been involved in efforts to restore America's global image, which he believes to have been greatly tarnished in recent years. In a recent interview, he stated that with the expansion of DDB Company, there was the necessary task of coordinating the various diverse cultures that contribute to the makeup of the corporation, and the importance of a harmonious, global work environment.

Keith Reinhard's journey to ever-higher leadership roles has not always been free of obstacles. Keith confirms the presence of many challenges and hindrances that he has faced in his

career, even while at the helm of DDB Needham. Besides the diversification of cultures that make up DDB Needham, there have been many other challenges — There is the somewhat widespread notion that the company has succeeded in large part due to global exploitation. Reinhard has had to deal with similar challenges to ensure that the image of the company continues to be a positive one

Despite these various challenges, Reinhard is an advertising icon, and most CEOs of even the largest companies look to him as a model of success.

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