



“Photographer John Mastromonaco blew into town with more raw talent than almost any shooter I had ever met. His rep was Denis Kane and his marketing creative team was myself and my partner at the time, Danny Floyd. Together, we created a campaign entitled, “Mastromonaco Shoots”, which consisted of series of direct mailers that showed John’s intensity, unique compositional skills and advertising smarts. John very quickly attracted work from some of the best art directors in the city, and our promotion work captured the Nikon Gold Award for Self-Promotion. This meant it was judged to be the best in the world.

I’m extremely proud of this accolade, not just because it helped me pick up a lot of other work like this, but because it helped turn an extremely talented a photographer into the superstar he deserved to be. John is now one of the busiest TV commercials directors in the US, working out of Bedford Falls in L.A. This mailer was done after he signed on with Partners here in Toronto.”

If you’d like to have this level of strategic & creative thinking working for you, we should have a chat.



Jim Murray, Creative Director

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