

For Immediate Release

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## **BECOME THE RICHARD HATCH OF THE ADVERTISING WORLD**

*To Become Part of the Creative Shop that's Known for Achieving the Impossible,  
You've Got to First Win:*

### **ACCOUNT EXECUTIVE SURVIVOR**

New York, NY, August 4, 2003 – *Doing the impossible, increasing sales in a down economy, reversing trends, starting trends, re-branding the old and standard into the new, hip and exciting, making customers buy...today, tomorrow, and forever, are standard obstacles that DiMassimo Brand Advertising has made its job to overcome. To continue their record of success the agency needs a never-say-die, do-the-impossible type staff. That is why the agency is switching to a never before tried form of selecting Account Executives. After basic resume review and interviews all applicants must compete in, and win **ACCOUNT EXECUTIVE SURVIVOR!** (Hey, it may not be for a million bucks, but in these trying times, a job in advertising might be worth just that!)*

While none of the applicants will have to eat rats they will be required to follow many of the same types of test and conditions from the television program, but each task will be applied to the realities of advertising. In lieu of the Island, Amazon, or desert, applicants will be asked to live at the agency. Instead of rowing, running, or balancing on logs, contestants will be asked to work both independently and as a team at marketing tasks, solving dilemmas, and making conceptual mountains out of budgetary mole hills. And yes contestants will be able to vote other contestants off "DiMassimo Island". At the end of each business day, contestants will enter a brainstorming session where one of them will be voted off the 6<sup>th</sup> floor. All recent college graduates have to do is send their resume, along with a video explaining why they should be chosen to:

*"Account Executive Survivor"*  
c/o DiMassimo Brand Advertising  
20 Cooper Square, 6<sup>th</sup> Floor  
New York, NY 10003

or

They can email their resume and video to [survivor@dimassimo.com](mailto:survivor@dimassimo.com)

Note: All resumes must be postmarked by August 25, 2003.

"While it might sound humorous, it will be set up to truly test the character and abilities needed to survive and flourish in the advertising community, and at our agency specifically," explains Mark DiMassimo, founder and creative director at DiMassimo Brand Advertising. "If you break it down, what we're looking to test is commitment, spending time here in place of other places (a true reality in the advertising world), the ability to work as a team at times but also come up 'the' idea on your own that could make a huge difference for the client and for the agency, and the ability to think through and nerve to make tough decisions."

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The first contest of Account Executive Survivor will begin on September 15, and continue through September 19. "Immunity" Challenges "*Dealing with Pain in the Butt Client*"; "*Creating a Buzz with \$100*" (contestants will actually have the chance to promote one of the agency's current clients in NYC with \$100), etc.. While no one will need to eat vermin of any kind, they will have to prove their abilities to survive on cold pizza, Krispy Kreme doughnuts and the ever present advertising food – the dreaded brie and turkey sandwich with slices of green apple.

For more information about the Account Executive Survivor program visit [www.dimassimo.com](http://www.dimassimo.com) and click on the link for the program.

About DiMassimo Brand Advertising:

DiMassimo is one of the last great independent agencies which hasn't had to merge or close its doors in this time of slashed advertising budgets and fierce competition between industry giants. Instead they've been a true survivor, developing ideas that move business and winning three new accounts in the past year including: Comcast, TCI College and AMS Insurances Services. Additionally, DiMassimo has been able to retain key clients like Instinet, Crunch Fitness, and The Plaza Hotel. DiMassimo is truly surviving in one of the worst economic down turns in the history of the advertising industry. Additional information can be found at [www.dimassimo.com](http://www.dimassimo.com).

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Mark DiMassimo is available for interview.