

Patrick O'Malley, copywriter

| Like me, the apostrophe brings words together.



My name's apostrophe

You cant imagine how annoying its been dealing with an apostrophe in my name

Most people and computers dont remember apostrophes. And where does my name fall alphabetically? Immediately after the Ns or in the midst of the OMs? Id guess 97% of names dont have these issues.

So I figured I had 3 options:

1. Move the O to my middle name: Patrick Leo Malley
2. Change the apostrophe to a hyphen: Patrick O-Malley
3. Spread the pain and annoy others with missing apostrophes.

Well, I hope that youve come to appreciate those levitating pieces of punctuation. And maybe youre less likely to forget mine.

The Internet isnt a fan of apostrophes.

A list of when to use an apostrophe when communicating with me:

		Apostrophe?
Name:	Patrick O'Malley	Yes
E-Mail:	patrick@patrickomalleycreative.com	No
Site:	patrickomalleycreative.com	No

Samsung GALAXY

Strategy: First, the Galaxy Note II's S Pen lets you write on your photos. Later, the Galaxy S5 and Gear offered many new features, we created added an 8-page section of national newspapers to talk about each of them.

SAMSUNG

GALAXY Note II

En garde, world.



The Next Big Thing Is Here

SAMSUNG

GALAXY Note II

Show, don't tell.



The Next Big Thing Is Here

SAMSUNG

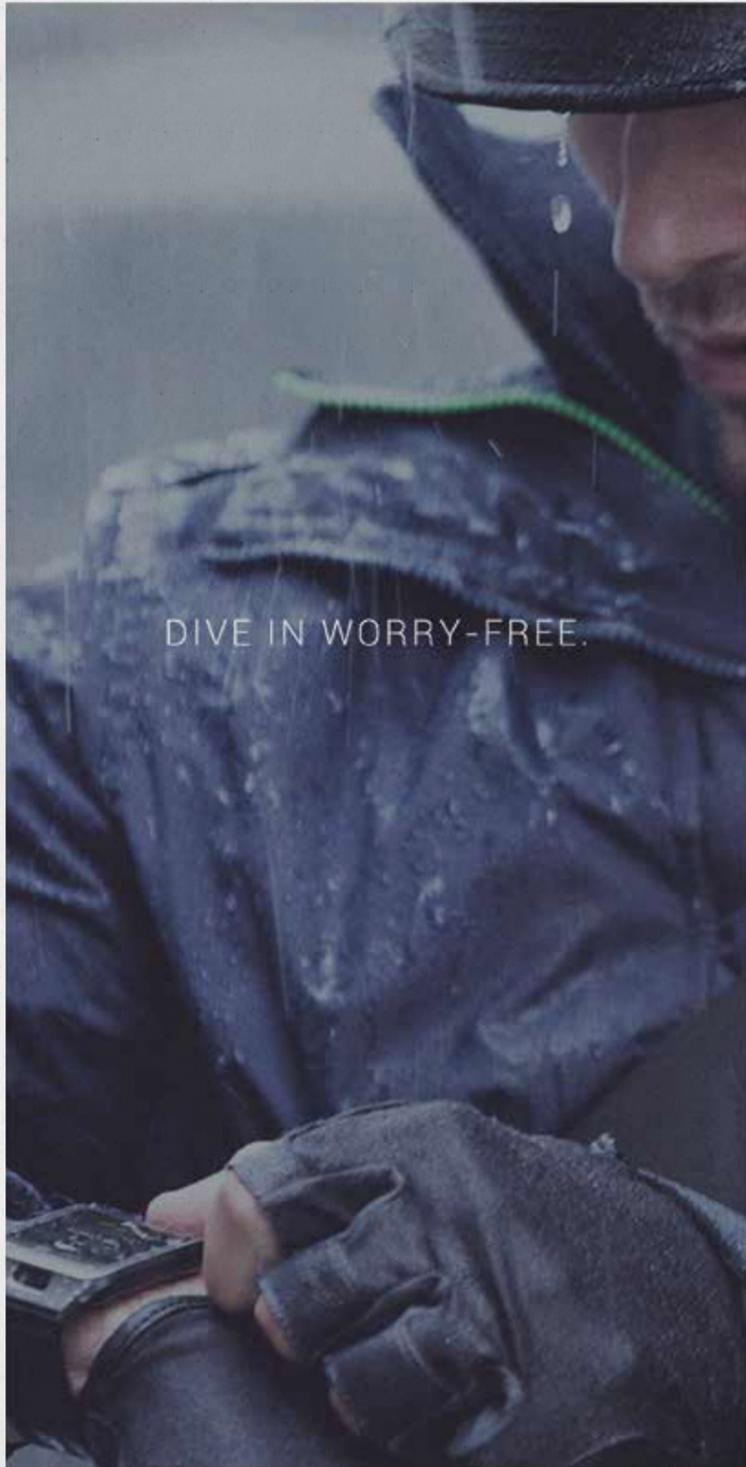
GALAXY Note II

When inspiration strikes.



The Next Big Thing Is Here

Print



DIVE IN WORRY-FREE.

SAMSUNG



Water and dust resistant
Life can get dirty, so if your phone gets little wet, it won't bring you a lot of headache.

Gear 2 GALAXY S5
THE NEXT BIG THING IS HERE™



Print

SAMSUNG

GET MOMENTS IN A MOMENT

Small text below phone: Small photo camera. Available in select countries. © 2014 Samsung Electronics Co., Ltd. All rights reserved.

GALAXY S5
THE NEXT BIG THING IS HERE™

SAMSUNG

FIT IN YOUR WORKOUT.

Small text below phone: © Health™. Helping your workout work out for the best with a built-in heart monitor, nutrition advice and fitness equipment.

Gear™ GALAXY S5
THE NEXT BIG THING IS HERE™

Print

SAMSUNG

FORGET BUFFERING

12:45
Mon, Feb 24

12:45
Mon, Feb 24
75°F

LTE Evolution Speed
Pick up multiple video channels so you can pick up the latest movies, music and more faster.

GALAXY S5 Gear 2
THE NEXT BIG THING IS HERE™

at&t

SAMSUNG

DRESS FOR PROGRESS

12:45
Mon, Feb 24

Beams Design
With its elegant, soft-to-the-touch curves, the whole world has a different way to feel things.

GALAXY S5
THE NEXT BIG THING IS HERE™

at&t

Print



Strategy: In 2019, Walmart wanted to promote its Online Grocery Pick-Up at City Year, a big charity event on the Universal Studios lot in L.A. We were challenged to create an experience based on its "Famous Cars" commercial that would draw a crowd.



We developed a booth to involve an interactive racetrack that allowed guests to race RC cars through scenes from famous films. (Built only using products available at Walmart).



Experiential Event



We were one of the most popular booths at the event. Our spirited competition, finish-line photo op and SWAG bag created a consistent line.

Experiential Event



Strategy: Capital One wanted to target a more affluent, upmarket audience for their rewards credit cards.

Earn cash back on every purchase.
Big. Small. Whatever.

In addition to extra foam, your morning coffee comes with **cash back**, too.

1.5% Cash Back
Every purchase. Every day.

Earn cash back on your day-to-day spending.

That **bonus cash** is going to look great in your living room.

\$150 Bonus Cash
One-time bonus offer.

Earn cash back on big purchases.

There's always a new show to binge watch. So, pay for a monthly streaming service, **not a credit card fee.**

No Annual Fee
Not this year. Not ever.

Earn cash back on your recurring payments.

Whatever you buy.
Wherever you buy it.
However much you spend.

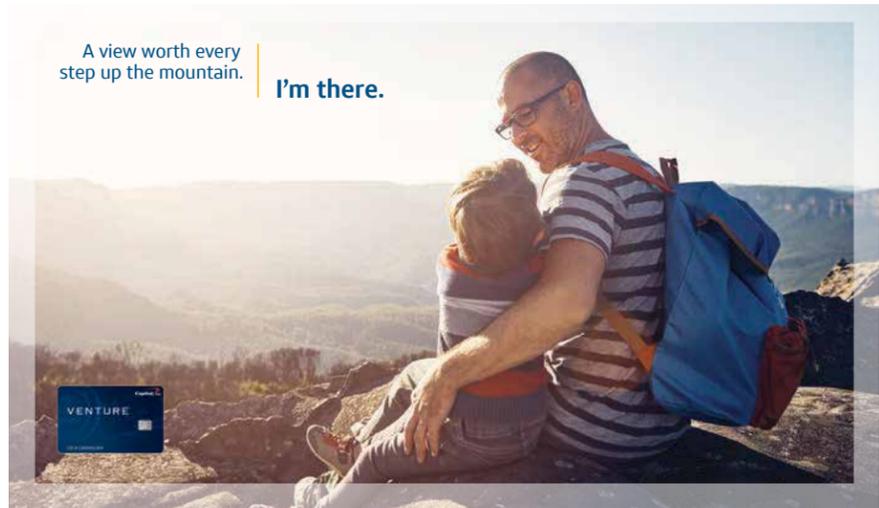
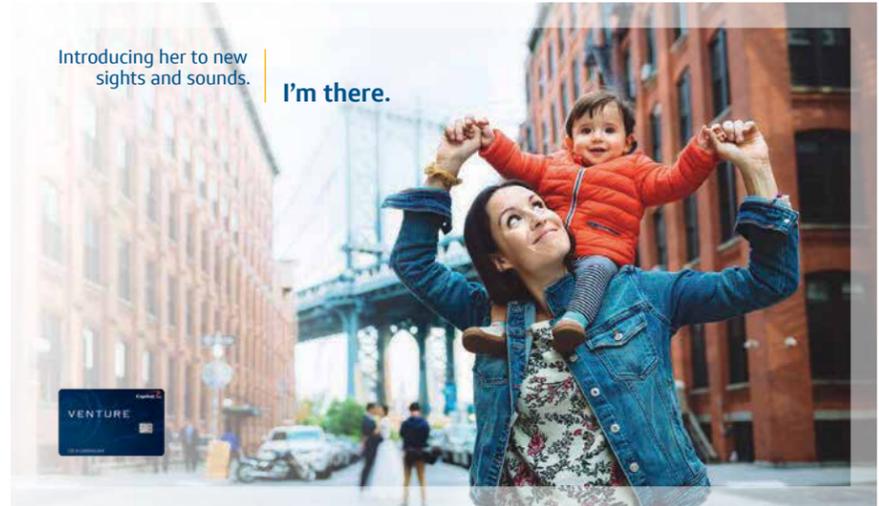
The Capital One® Quicksilver® card gives you **unlimited 1.5% cash back** on every single purchase.

Start earning your **cash back** now.

Apply securely online at getmyoffer.capitalone.com or call <P2>.
Don't forget to use your personal codes on the enclosed letter when applying.

This brochure was part of direct mail piece that immediately became a champion and destined to be replicated for Capital One's other credit cards.

Brochure



TERMINIX[®]

Strategy: Termites and pests constantly threaten your home
whether you see them or not.

TERMINIX® Integrated Campaign

Termites are so small, they're nearly invisible.
This campaign makes this threat more recognizable by showing termites in relation to the consumers' individual homes.

Terminix sold almost twice as many plans this year than the previous one.

MyTerminix.com - Home Page
http://www.myterminix.com/#utm_medium=dnjacquisition&utm_campaign=MyTerminix2010&utm_source=MyTerminixDirect&utm_content=

TERMINIX
Power over pests. 1-866-889-5378

MY TERMINIX | TERMITE SOLUTIONS | PEST SOLUTIONS

Get a quote
Schedule an inspection

SEE THE THREATS SPECIFIC TO YOUR HOME AND FIND EXPERT GUIDANCE.

Specific threats and solutions for:
5923 Belmont Ave 75226
[View on map](#)

YOUR CURRENT TERMITE SWARM THREAT LEVEL: **PEAR**

Warn Your Friends
Tell your friends when the termites swarm is projected to hit their home. Warn now.

ULTIMATE PROTECTION GUARANTEE
100% satisfaction or your money back. [Learn more](#)

CUSTOM TIPS & ALERTS | EXPERT INSIGHTS

Termite Swarm | Termite Tips | Termite Calculator | Pest Activity | HomeXposed

Click "play" or drag the timeline bar to watch the 2010 swarm progression.

Map | Satellite | Hybrid | Terrain

Dallas
Projected 2010 termite swarm
High threat levels for this region.

Termites eat 24/7, never stopping to sleep or rest. [Schedule a no-obligation inspection.](#)

CAREERS | MEDIA AREA | FRANCHISE OPPORTUNITIES | PEST CONTROL COMPANIES | ACCOUNT LOGIN | CONTACT US

city.com
BLOG CALL: Shaping the Cedar Steaks Here
AVERAGE COST OF TERMITE TREATMENT AND DAMAGE REPAIR: \$8,664

TERMITE DAMAGE COULD COST YOU THOUSANDS.

Online

EXACTLY WHICH WEEK ARE TERMITES PROJECTED TO SWARM TOWARD YOUR HOME?



Find out at:
www.MyTerminix.com/5923Belmont_Ave75206

©1-2010

Using the recipient's address from our direct mail database, we developed personalized URL's that sent our audience to a site sharing details about the threat specific to their home.

HOW MUCH MORE LIKELY IS YOUR HOME TO BE CONSUMED BY TERMITES THAN FIRE?



HOW MANY THOUSANDS OF TERMITES MIGHT ALREADY BE INSIDE YOUR WALLS?



Direct Mail



Mini-billboards targeting termites and pests.



Alternative
Mini-Billboards



At a public venue in Dallas, we filled the word E. Coli with live cockroaches to illustrate one of the many diseases these buggers can bring into your home.



Live Outdoor Signage





We mailed 10" x 4" "mattresses" to the heads of major hotel chains. Inside, they found information about bed bugs, solutions Terminix offers and useful guides for their cleaning staff could use to identify bed bugs.

B2B Direct Mail



Strategy: First National Bank of Omaha backs many of the most popular retail credit cards including Ford, FCA, SCHEELS and more.

THIS ISN'T A SKILLET.
IT'S A LEGACY.

This skillet is so much more than that. It's the pan you'll bake Mema's biscuits in.



C-A-L RANCH STORES

Make special moments
MORE REWARDING

3 POINTS
 per \$1 spent at C-A-L Ranch

2 POINTS
 per \$1 spent on fuel and groceries

1 POINT
 per \$1 spent everywhere else

START EARNING



See an associate for details

 | **LINCOLN ACCESS REWARDS VISA®**

Get Rewarded *with* the Things That Move You



VISA

BLAIRE LOLAND

Find out how to turn your passions into Points.

EARN UP TO 31,000 LINCOLN ACCESS REWARDS™ BONUS POINTS!

FEEL THE EARN ON EVERY PURCHASE.



\$50 OFF
 your first SCHEELS purchase.

TEXT SCHEELS TO 60566 TO APPLY.

SCHEELS VISA
 REWARD YOUR PASSION.

Samples of Projects

Landing the attention of C-Suite executives



Facing a new partnership opportunity with Air Canada, FNBO wanted to stand out and make a lasting impression. The goal was to give this potential partner the same high level of experience they intended to offer Air Canada customers.



Elevating the experience.

Custom suitcases arrived at the Air Canada executive offices. To open it, they simply needed to go through the FNBO "text-to-apply" process found on the luggage tag.



Nailing the landing.

Inside the suitcase, the Air Canada executives found engraved whiskey glasses, a mock-up of the FNBO proposed Air Canada credit card, a personalized "itinerary" of how FNBO can bring the card to life and a brochure reviewing the pitch details.

With 100% open rate, FNBO and Air Canada executives were both pleased.

B2B Direct Mail



Strategy: In healthcare, you don't treat the disease. You treat the patient. Written with a smile, this work takes a more human approach to serious subjects.

Change your name to Mommy.

Infertility Services @ The Margot Perot Center



Here, every day is Mother's Day.

Margot Perot Center for Women & Infants



Got baby's back.

Margot Perot Center for Women & Infants



Billboards



Enjoy the old route
with a new hip.

Advanced Joint Care

At Texas Health Presbyterian Hospital Plano, we believe joint pain shouldn't keep you from enjoying your everyday experiences. That's why we offer a full range of joint replacement services including hips, knees, elbows, shoulders and ankles. Our minimally invasive procedures will leave you with less pain, less scarring, less recovery time and more range of motion. So you don't miss another moment.

1-877-THR-WELL
[TexasHealth.org/PlanoJoint](https://www.texashealth.org/planojoint)



Funny how a full range of motion
opens up a full range of emotions.

Advanced Joint Care

At Texas Health Presbyterian Hospital Plano, we believe joint pain shouldn't keep you from enjoying your everyday experiences. That's why we offer a full range of joint replacement services including hips, knees, elbows, shoulders and ankles. Our minimally invasive procedures will leave you with less pain, less scarring, less recovery time and more range of motion. So you don't miss another moment.

1-877-THR-WELL
[TexasHealth.org/PlanoJoint](https://www.texashealth.org/planojoint)



Print

TEQUILA
PATRÓN®



Strategy: Building and maintaining an engaged Patrón audience via email is not a simple task, but creating smart, relevant content helps.

SIMPLY PERFECT.
 PRODUCTS ABOUT COCKTAIL LAB STORIES BUY

NATIONAL
 TEQUILA DAY
 JULY 24TH



TEQUILA 100% DE AGAVE
PATRÓN
 750 ml 40% ALC/VOL (80 PROOF)
 MEXICO MADE IN MEXICO



MIX THINGS UP AT HOME.
 From a Jalisco Mule to a Classic Margarita and beyond, Patrón Tequilas make creating the perfect cocktail for National Tequila Day easy.

SEE RECIPES

A GREAT HOLIDAY LIKE THIS DESERVES EQUALLY GREAT TEQUILA.
 FIND YOUR PATRÓN



SIMPLY PERFECT.
 PRODUCTS ABOUT COCKTAIL LAB STORIES BUY



DÍA DE MUERTOS
 Oct. 31 – Nov. 2

Follow the journey of the Calaveras tree as it shows how the traditions of Día de Muertos let us carry the spirit of our ancestors in the present and into the future. Then see more of what makes this celebration special through our collection of recipes created in the spirit of the Mexican tradition.

DIVE INTO DÍA

Bring a new tradition
 TO LIFE



MIX UP A MARIGOLD MULE
 Garnished with a marigold, the traditional flower of these special days, this cocktail tastes as good as it looks.

SEE RECIPE

BE READY FOR
 Día de Muertos

Pick up your favorite bottle or stop by a happy hour and share cocktails with family and friends — in person or in spirit.

FIND YOUR PATRÓN

TEQUILA PATRÓN

SIMPLY PERFECT.
 PRODUCTS ABOUT COCKTAIL LAB STORIES BUY



Get to know your
 Aged Tequila

Find out how Patrón Aged Tequilas develop their unique colors and exceptionally smooth taste, which makes them perfect for sipping or mixing.

LEARN MORE

Patrón Reposado
 Aged at least two months.

FIND YOUR PATRÓN



Reposado + Soda
 Aged to perfection with a splash of simplicity.

SEE RECIPE

TEQUILA PATRÓN

A small sample of our more successful 2021 emails with strong open and click-through rates.

Emails



Radio Advertising

Strategy: Use the theatre of radio to illustrate the effectiveness of radio advertising.

Client: Radio Advertising
"Prostitution"



:30

MAN: The level of prostitution in this city is ridiculous. Come on, there's a complete monopoly on the industry. A good "old-fashioned" used to cost no more than a five spot. But now you'd be lucky to get as much as a "howdy-do." And don't get me started on the price gouging in the upper-east side. Do they really expect-

SFX: PHONE RINGS

MAN: Hello? No, it's ok. I'm on the radio. Nobody listens to the radio. Huh? Uh-oh.

ANNCR: Advertise on radio. More people are hearing your message than you might think.

MAN: I'm getting sued again aren't I?

Radio



Strategy: Seeing a horse in pain hurts the owner, too. So, we first addressed the emotions involved with lameness before explaining how regenerative medicine can help with healing.



Healing with horse power

Your horse carries great strength inside—it's in her blood and down to her very bones. She even has the ability to heal herself from lameness and joint pain. But she needs a little help. Zoetis Regenerative Medicine Devices allow your veterinarian to concentrate regenerative properties from your horse's own blood or bone marrow to supercharge her healing. It's horse-powered care you can count on.

Learn more at zoetis.com/RegenMedDevices or ask your veterinarian.

 **REGENERATIVE MEDICINE DEVICES**

Pro-Stride
APC

Restigen
PPF

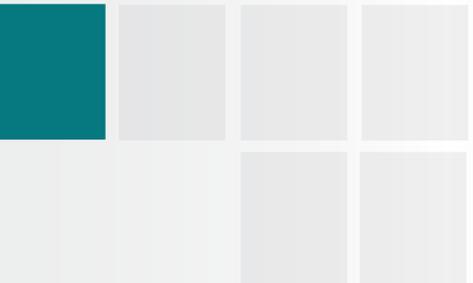
Centrate
BMA

zoetis

Print



Strategy: Your home is a reflection of you, so we focused on the extraordinary individuals and the lifestyles they can expect at such a premium location.



TIME TO CARPE MORE DIEMS.

LIVE WHAT YOU LOVE.

It's time to stop saying, "I've always wanted to do that," and start saying "let's go do it." At Museum Tower, a new adventure awaits every day. In the heart of Dallas, this is your chance to surround yourself with breathtaking views, luxurious comforts, vibrant living and inspiring culture. Indulge in more of your passions, and let our staff plan that private wine tasting or pick up Mavs tickets. And if today's adventure takes you to another part of the world, simply lock up behind you and leave. We'll take care of everything. So come to Museum Tower, and let's start seizing those days.

Discover the dynamic lifestyle waiting for you at blog.museumtowerdallas.com.



mt
museum tower

1918 N. Olive Street, Dallas, TX 75201
info@MuseumTowerDallas.com • 214.954.1234
www.MuseumTowerDallas.com



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ADDING EXTRA TO ORDINARY.

Living at Museum Tower offers an elevated level of service unlike any luxury high rise in Texas. Along with the panoramic views of Dallas and beyond, you will enjoy a 24/7 concierge, pool butler, exclusive owner events, house car service and staff ready to help in the pursuit of your passions. Plus, the poolside cabanas, a private dog walk and a half-acre great lawn provide an outdoor oasis in the heart of the city. Schedule a private tour today and let Museum Tower raise your expectations to new heights.



For a private showing, call or visit our sales center.

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MuseumTowerDallas.com • 214.954.1234 • info@MuseumTowerDallas.com

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Print



EXCEPTIONAL WITHOUT EXCEPTION.

Museum Tower is like no other high rise in Texas. In the heart of Dallas, you will find yourself surrounded by the finest culture, dining and shopping the city has to offer. Catch the ballet, a special art show or dinner with friends without ever stepping foot into a car. Then return home to take in spectacular panoramic views of the city while enjoying a nightcap. Discover the difference for yourself at Museum Tower.



For a private showing, call or visit our sales center.
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SERVICE AT A WHOLE NEW STRATOSPHERE.

Museum Tower, Dallas' premier high-rise, offers homeowners a level of service unlike any other. With 24-hour concierge, valet parking, house car service, exclusive owner events, a staff ready to help in the pursuit of your passions and more, your home truly works for you. Allow us to raise your expectations with not only exceptional views but our higher standard of service.



Homes starting at \$1.35 million
For a private showing, call or visit our sales center.
1918 N. Olive Street, Dallas, TX 75201 • MuseumTowerDallas.com • 214.954.1234



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WHERE EVERY STORY IS AS UNIQUE AS YOURS.

The bold features and exceptional services at Museum Tower, Dallas' premier high rise, complement your unique approach to life. Watch the city come to life from your floor-to-ceiling windows. Or create a tasty spread for friends in your gourmet kitchen. With its flair of modern charm, Museum Tower is truly an exceptional place to call home.



For a private showing, call or visit our sales center.
1918 N. Olive Street, Dallas, TX 75201 • MuseumTowerDallas.com • 214.954.1234 • info@MuseumTowerDallas.com



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Additional Brands

Patrick O'Malley, copywriter

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patrick@patrickomalleycreative.com
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work

Hawkeye

Senior Copywriter: 2017–2022

client list: Capital One, FNBO, Walmart, Melinda Gates, Patrón, Zoetis, Pampers, Jared, ReadyRefresh, SCHEELS + more

Patrick O'Malley Creative

Freelance Senior Copywriter: 2016-2017

client list: Dallas Morning News, Varidesk, Dr Pepper, Snapple, Borden + more

Commerce House

Copywriter: 2012–2016

client list: Texas Health Resources, Samsung, Museum Tower, Go Time Energy, Pizza Hut, First Financial Bank, Paciugo, Great One Cookie Co. + more

The Marketing Arm

Copywriter: 2010–2012

client list: Dannon, Activia, Danimals, Light & Fit, Oikos, Doritos

Publicis Mid-America

Copywriter: 2008–2010

client list: Terminix, BMW, Beano, Juicy Juice, Denny's, TruGreen, BC Powder, Hornitos, Sauza Tequila, Curves, Glaxo Smith Klein, Sylvan Learning Center

Slingshot

Intern: 2007–2008

client list: Medieval Times, Dave & Busters, Concentra Urgent Care, Jack Daniels, Woodford Reserve, Dallas First Presbyterian Church

education

The Creative Circus

copywriting - 2005-2007

Saint Louis University

English, communication - 2001-2005

awards

Effie, ADDY's, D&AD, ECHO, AAF NSAC

interests

marathons, board games, disc golf, golf golf,
fantasy sports, cards, travel, kids

it's about me

I lived in Spain.

I have 2 kids, Grace & Leon

I have run 10 marathons so far and want to run one in each state.

My college radio program was called "What will Mike eat?"

I held the 800m track record at Marcus High School.

I can do the n'Sync "Bue, Bye, Bye" dance.

My favorite author is David Sedaris.

I like games and have even dabbled in designing my own.

My mascots were the Falcons, Longhorns, Marauders, Billikens and Clowns.

I believe Fantasy Football Draft Day is worth taking PTO.

My favorite Medieval Times knight is the Red Knight.

I believe in always using a koozie.

My wife and I met in advertising when she was an AE on Denny's.

Barbecue from Kansas City is the true barbecue.

I was a Division 1 athlete (cross country).

My unwritten novel is written from the zombie's point of view.

My "haven't started" start-up involves fake insurance.

I'm a parrothead.