

# SANTY

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## **SANTY TAPS ADVERTISING HALL OF FAMER KEN SPERA AS CHIEF CREATIVE OFFICER** *Creator of GEICO Gecko and other advertising successes joins growing creative shop*

**SCOTTSDALE, Ariz. (July 14, 2016)** – Santy has landed advertising industry hall of famer Ken Spera as the agency's new Chief Creative Officer. Snagging a candidate of Spera's repute is a huge victory for the Scottsdale/LA-based Santy, and a testament to the full service marketing agency's emerging national presence. Known as the creator of the iconic GEICO Gecko and other award winning ad campaigns, Spera was attracted to Santy's robust roster of national clients, and, coming from Detroit, Arizona's warm and sunny weather.

"My timing may be off making a move to Arizona in the mid-summer, but it's certainly spot on with Santy. There's an energy there that I've seen before, and I'm excited to take it to new creative levels," said Spera, who arrived in July with his high school sweetheart wife, two sons, and a Labradoodle. He is filling a position formerly held by Bret Koehler, who will oversee a new LA-based service division at Santy to be announced later this summer.

Spera joins Santy following more than 25 years of winning awards and working on familiar brands including Mercedes Benz, Saab, The UPS Store, Bush Beans, Bank One, Minute Maid, Sprint, Progressive Insurance, Mazda, Serta, America's Best Eyeglasses, Blue Cross Blue Shield, and many others.

Spera credits his mentors at The Martin Agency with setting him up for success. He cut his teeth working on brands that would make any creative salivate, and snagged numerous awards as the agency's Senior Art Director. While there, Spera won and directed the GEICO account, a brand he built and shaped for six years, and turned into a household name. His creation of the iconic GEICO Gecko earned several awards, including induction into the Advertising Icon Hall of Fame in 2003, and a place on the Madison Avenue Walk of Fame in 2004. During his 15 years at DONER Advertising, Spera started the agency's first interactive/digital department, and became Senior Vice President in 2007. His work evolved with the industry, crossed all advertising platforms, and garnered multiple awards and international acclaim. He won the Cinema Award at the London International Awards Show for a Progressive Insurance TV spot, and his charge to reenergize the Serta's iconic sheep campaign landed him on the *Advertising Age* Marketer A-List for outstanding brand marketing and creativity in 2013.

"There are a lot of incredibly creative minds out there, but Ken Spera is the whole package, and that's a rarity," said Santy President Dan Santy. "He's creativity on steroids, has a trophy case that may not fit in his new office, and he's humble. That's the stuff that inspires employees and takes brands to new levels."

Spera's arrival at Santy is timely, and strategic. The recent acquisition of LA-based S+L PR gave the agency a bigger footprint in the LA market and immediate entry into the fashion and action sports industry. The

agency employs 50 full service marketing and PR professionals, representing growth of 65 percent over the last year, and more than 125 percent since 2012. Santy uncovers undiscovered insights and executes strategic campaigns resulting in steady growth and an impressive roster that includes locally-known brands like China Mist Tea, Paradise Bakery and Peter Piper Pizza – as well as other nationally known brands such as Harvest Snaps, Chevy's, Delta, PeiWei, Pocky, and Bona Floor Care Solutions, among others.

For more information about Santy, visit [santy.com](http://santy.com).

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