

The Nomination of
Donna Weinheim

One Club
Creative
Hall of Fame

01

Introductory Letters



May 23, 2023

Distinguished Council of Judges,

Advertising will never be as good as the work Donna did. Like “Where’s the Beef?”, “Russian Fashion Show” and “Hamburger A and Hamburger B” for Wendy’s. Or making vegetarians scream in horror at “Meatza Meatza” and having stretchy cheese pull a plane out of the sky for Little Caesar’s. Then of course, there’s Pepsi! She made some of the greatest Super Bowl spots ever. Back when advertising was fun, Donna was the one to beat.

I believe her passion, her mentorship, her love of making us smile, her dedication to creative excellence in the face of all the roadblocks still inspires us all and is the more important reason to induct her now.

The One Club does a great service for our industry, and I’m not just saying this because I’m a Hall of Fame member. You have the ability to shine a light on the greats very few know or talk about. Donna’s story needs to be told, and you, distinguished judges, are the ones who can tell it.

Thanks for listening. :),

Love,

Lee Clow
Chairman, Media Arts Lab
Global Director, Media Arts, TBWA (retired)



February 23,
2023

The Hall of Fame Nominating Committee
The One Club
NY, NY

In 1984, Donna Weinheim had the misfortune of being both a woman and an art director. Everyone knows that in our industry the writer gets all the credit - Goodby, Wieden? But everyone also knows it takes a team to create something great. In 1984, while at Dancer Fitzgerald Sample, Cliff Freeman asked Donna Weinheim to be his partner on a Wendy's assignment. Together they created "Where's the beef?". One of the most iconic commercials in advertising history.

Somehow it became Cliff Freeman's "Where's the beef?". One can only imagine how different our industry would be, if back in 1984, Donna got equal credit. Can you imagine how many generations of art directors and women would have been inspired? Luckily, Cliff knew how great Donna was. He made her a partner at Cliff Freeman and Partners. In 1985 she became Creative Director of Little Caesar, steering the creative of CF&P's most famous account.

And if you're thinking, "Yeah, but Cliff was the real talent there", well Donna left CF&P and joined BBDO in 1994. Back then it was a bit of a boy's club but Donna kicked its ass. She was one of a few ECDs on the exclusive Pepsi account. In her first year she won three Cannes lions for Pepsi, and maybe more importantly to BBDO, she won the USA Today Super Bowl AdMeter. Oh, and she didn't have a partner at BBDO. Seriously. For whatever reason, she worked alone. All her world famous, award winning work for Pepsi, FedEx, HBO, it was just her.

Let's give her the credit she's been due for over 38 years. No one (man, woman, or art director) deserves to be nominated for the Hall of Fame more than Donna Weinheim.

Thank you,

A handwritten signature in black ink, appearing to read "Rob Reilly", is positioned above the printed name.

Rob Reilly
Global Chief Creative Officer



June 13, 2023

To the 2023 One Club Hall of Fame Judging Committee:

When I was a little girl, I often heard the phrase,
"Behind every great man is a great woman."

Writing this nomination letter for Donna Weinheim, I realize that Donna is one of those great women. "Where's the beef!" "Pizza! Pizza!" A scale for Hills Department Store scolding, "One person at a time." When we hear those famous phrases, most of us think Cliff Freeman. It's important that we also think Donna Weinheim.

The character actor Edmund Gwenn inspired a quote that reminds me of Donna's rare talent: "Dying is easy. Comedy is hard." Often, we are too busy laughing to realize the genius behind humor. When someone gets it right, it looks effortless. And Donna got it right a lot.

I remember the first time I saw Donna in person. It was from a distance. It was 1991, and she was accepting a Gold Pencil at the revered One Show. She had on the most elegant, highest heels I'd ever seen. Her dress hugged her figure. She was all woman. Not one of the boys, trying to fit in. She took her time walking across that stage. She owned every step. At that moment, my respect for her and what she was doing for the industry went to the next level. The credits for the work? Donna Weinheim/Art Director, Donna Weinheim/Copywriter. She was a one-woman creative phenom and an inspiration to so many of us daring to find our voices in advertising.

When she arrived at BBDO, I could not have been more excited. Pepsi Super Bowl? Of course, Donna would have work in the running. "Boy in the Bottle" became a legendary piece of advertising with, yet, another famous line, "Mom, he's done it again."

This quote from Joe Pytko says it all for me: "Donna would write a few really bizarre spots each year and it was a privilege and a challenge to bring them to life, as they were always on the edge."

You know what else I'd like to see Donna Weinheim write? A hilarious, unforgettable acceptance speech for being inducted into the Hall of Fame.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read 'Susan Credle'.

Susan Credle

Susan Credle
Global Chair & Global Chief Creative Officer
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susan.credle@fcb.com

Snap Inc.

May 14, 2023

Distinguished Judges,

Donna is a true inspiration to me.

Having had the honor of being the Global CCO of one of the most creative agencies in the industry, I can tell you that every top creative knew and was inspired by Donna Weinheim. Her work was referenced all the time. We rarely talked about her as a woman ECD who climbed to the top in five-inch heels, and just told stories of this badass who made some of the most famous campaigns in ad history.

But at every agency she helped make great, you'll also hear how she went out of her way to take women creatives under her wing. Donna will joke about it because she's the funniest writer in the world. She'll say she was just sick of being the only woman CD and needed someone to talk to. But it's obvious when you talk to the countless women that she mentored that she cared deeply about fighting for equality.

Yes, Donna inspired some of the greats. But what about those who have the potential to be great? The ones that are held back because they don't think they fit the mold of what a creative genius can be? Imagine the effect you, the distinguished jury, could have by telling the world Donna's story. It is for this reason that I nominate Donna to the One Club Hall of Fame.

Thank you,

Colleen DeCourcy

Colleen DeCourcy

Chief Creative Officer at Snap Inc.

Former Co-President, Global Chief Creative Officer Wieden + Kennedy



June 23, 2023

One Club Hall of Fame
c/o Nomination Committee

**Re: Recommendation Letter on behalf of Donna Weinheim's induction into
the One Club Hall of Fame**

To whom it may concern:

I am writing to enthusiastically recommend Donna Weinheim for induction into the One Club Hall of Fame. Having worked alongside Donna during her tenure at BBDO, I can confidently say she is a true creative genius deserving of this prestigious recognition.

Donna's contributions to the advertising industry are nothing short of remarkable. Her work at Cliff Friedman on iconic campaigns for Little Caesars as well as her pivotal role in igniting the burger wars with the bold question, "Where's the beef?"—a campaign that left an indelible mark on the industry. And while at BBDO, her unforgettable "Boy in the Bottle" for Pepsi demonstrates her exceptional talent and ability to captivate audiences with her creative vision.

Even with incredible accomplishments and accolades throughout her career, Donna has always remained humble and down-to-earth. She possesses a rare combination of brilliance and genuine kindness, making her an outstanding professional and an exceptional human being. Her unwavering support and mentorship have inspired countless individuals, including myself, and continue to resonate with those fortunate enough to have worked with her.

Donna's impact on my professional growth cannot be overstated. Her ability to inspire, guide, and uplift others is a testament to her character and the lasting and overwhelmingly positive impression she leaves on those around her.

Donna Weinheim is an unsung hero whose remarkable achievements and exemplary character make her an ideal candidate for the One Club Hall of Fame. I wholeheartedly endorse her nomination and urge the selection committee to recognize her significant contributions to the advertising industry. I am confident that Donna's induction into the One Club Hall of Fame will honor her outstanding career and inspire creatives for generations to come.



I appreciate your time and consideration. Please feel free to reach out if you have any questions or require additional information.

Best,

A handwritten signature in black ink, appearing to read "Vann", written over a light gray horizontal line.

R. Vann Graves
Executive Director
Brandcenter at VCU



The Nominating Committee
Hall of Fame NY, NY

I am writing to recommend one of the greatest and most inspiring people that I've never heard of. Literally, never. Not until I got asked to write a recommendation for her. Hearing her story made me yearn for having heard her story earlier in my journey.

I, like Donna Weinheim was, am an Art Director and a woman and I've mostly worked alone. At my first agency, CP+B, which was all male (but one), there were two open roles both partnering with male writers. Actually really one open role, because one of the men said to me "Sorry, I just had a chick partner, and I don't want another."

The only reason I ended up at CP+B was because a lovely gay man gave me a chance. He was very talented, but it turned out he was struggling with substance problems and had to take some time off soon after. The second partner I got carried a gun to work and would send me raunchy photos of women instead of ideas.

The rest of my career I also worked without a partner. You get to the point where you realize it's easier without one if the choice is either giving up credit or giving up respect.

I'm hoping we can finally give Donna the credit she deserves and give women the stories they need to hear.

Tiffany Rolfe
Global Chair, Global CCO R/GA
Sincerely,



I am honored and privileged to submit this letter of recommendation for Donna Weinheim's induction into the One Club Creative Hall of Fame.

"Great Ideas have heart." Donna has always said this is the best piece of advice she ever received. It was given to her at her first job in 1973. "Women aren't funny." Donna says this is the most motivating piece of "advice" she ever received, given to her so many times, she's lost track. She used the first as a north star to create some of the most famous campaigns in advertising history. She used the other as fuel to push her, to prove the ignorant wrong, and to pave the way for the diverse and under-heard voices who would come after her.

Donna's career started as a paste up artist in the studio at Ogilvy and Mather. Needless to say, the agency environment Donna entered in 1973 was as slanted against women as all of the backroom stories and TV series depict. Regardless, Because of her perseverance and genius sense of humor, Donna achieved success quickly. Stanley Becker would famously team Donna up with future AAF Hall of Fame member Cliff Freeman at DFS. In a short period of time, despite real odds against her, she became the only female partner and creative director at Cliff Freeman & Partners, the most highly awarded agency of its time. Then, moving to BBDO to help lead the key Pepsi account, she created some of the brand's most famous campaigns. Always keeping the door of possibility open for diverse talent along the way.

She would in fact go on to craft, arguably, the greatest campaigns of both the 80's and the 90's. Wendy's "Where's the beef?" (1984) has the "highest recall of any TV spot in the 20th Century" according to New York Magazine. Her Pepsi "Innertube" commercial (1995) is the highest rated Super Bowl commercial of all time according to the USA Today AdMeter.

She set the bar for creative genius, winning 16 Cannes Lions in her career. But she also created countless world-famous campaigns that accelerated her client's business. Beside's "Where's the beef?", Donna created "Russian Fashion Show" and "Hamburger A and B" at DFS for Wendy's. Legendary work for Little Caesars "Pizza Pizza" at Cliff Freeman. At BBDO, along with Pepsi "Innertube", she also crafted the memorable and award winning campaigns - Pepsi "Goldfish", HBO "Roach Motel", and FedEx "Oz".

All along this amazing creative journey she had to fight the perception that women weren't funny or even creative. She would always remember those who had faith in her. Including four renowned AAF Hall of Fame Members who saw her genius: Cliff Freeman who asked Donna to be one of his founding partners. Phil Dusenberry (along with Ted Sann) who asked her to help change the "boys club" image of BBDO in the 90's. Lee Clow, who famously said "Advertising will never be as good as the work Donna did." And Joe Pytko, "It was a privilege and a challenge to bring Donna's ideas to life.

Donna personally mentored many of today's creative leaders like Jean Batthany - Chief Creative Officer at Walmart, Marianne Besch - Global ECD Mccarrybowen, and Vann Graves, CCO J. Walter Thompson Worldwide and co-author of "The Black Experience in Design".

Donna has played a meaningful role in defining what it means to be a female in advertising. Many have stood on her shoulders. The list of today's women creative powerhouses who gladly admit to standing on those epaulets include: Susan Credle - Global CCO FCB, Colleen DeCoursey - Global CCO Wieden & Kennedy, Tiffany Rolfe - Global CCO R/GA, and Margaret Johnson, CCO Goodby, Silverstein & Partners.

She was also a personal mentor of mine. I studied her Little Caesars' work and copied the structure of "Russian Fashion Show" for my first Snickers campaign. I would not be the creative I am today without the personal guidance Donna gave me.

After retiring she continued to use her creative gifts to give back. For a number of years she has been a volunteer at the Bridgehampton library's writers workshop. This led to her meeting Amelia Green, a blind, 82 year old African American woman who needed assistance in writing her memoirs about overcoming racism and segregation. Donna worked with Ms. Green for over a year and eventually co-directed the documentary short "Amelia" to let the world know about this incredible woman's life.

Her love of animals inspired her long running campaign for the The ASPCA, "If you're interested in adopting, we're all ears". This led to her ongoing volunteer work for the Animal Rescue Foundation ARF. She also works in fundraising for Stony Brook Southampton hospital. The sole provider of emergency care on Long Island's South Fork. And volunteers annually at the Hamptons Film Festival, helping to bring a large event to the South Fork in the late fall and winter when small shop owners are struggling for revenue.

When Donna started out there were practically no women in agency creative departments. Throughout her career, she never forgot her responsibility to them, always trying to be an example to younger women making their way in our industry. With this goal in mind, Donna wrote her own memoir where she details her experience as one of the few female creative directors in the Eighties in hopes that it will inspire creative women today. The title? A very Donna idea, "Women Aren't Funny".

I truly hope the judges will agree with me that our industry has been made better, in very meaningful ways, by Donna's unparalleled talent, sense of responsibility, and fight for equality

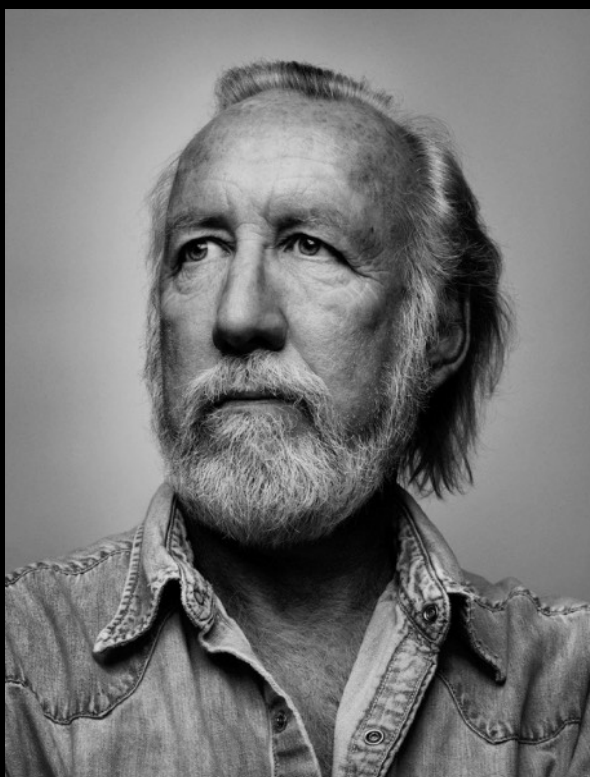
Thank You.

A handwritten signature in black ink, appearing to read "Gerry Graf". The signature is fluid and cursive, with the first name "Gerry" being more prominent than the last name "Graf".

Gerry Graf
Co-Founder/CCO
SlapGlobal

02

Contributions, innovations & impacts in advertising



“Advertising will
never be as good as
the work Donna did.”

Lee Clow. Chairman TBWA/Worldwide,
Hall of Fame Member.

The creative leaders of the past forty years know the name Donna Weinheim. To the people who have proven time and time again that our industry only moves forward when we push the boundaries of creativity, Donna Weinheim is a legend and a true pioneer. The combination of Donna's creative genius and ability to rise to the top of the male dominated creative circles has led to countless creative ideas that have moved businesses and inspired minds to this day. In Donna's 33 year career, she has not only shown that she is a brilliant creative, but an inspirational mentor to other women making their way through the creative world. She has always felt the need to help diverse voices be heard, whether in our industry or in her own community. Donna was creating world-famous, culture setting work in a time when few women were in the creative department. Her perseverance and also her being ahead of today's imperative to help other women and other diverse creators are worthy of the recognition of the Hall of Fame.



Donna was born in Sunnyside, Queens which she credits for giving her such a positive outlook on life.

After graduating from the Rochester Institute of Technology with a BFA in Graphic Design, Donna couldn't find a job as an art director. In the seventies there were few women creators and even fewer women creative directors. To top it off, her god given talent was humor, and she was constantly told "Women aren't funny". This would continue for years. From recruiters, creative directors, and clients. She finally landed a paste up job in the studio at Ogilvy.

Donna's success despite the odds against her is due to her understanding that great ideas are neither male nor female. The only way to get over every hurdle thrown at her was simply to have better ideas than anyone else.

She had to work twice as long, twice as hard, and come up with twice as many ideas to succeed. And she did.

She learned a lot doing paste up in the back rooms of Ogilvy. "I was told great ideas evoke an emotion. I leaned towards humor because if you can either make people laugh or cry. I would rather make people smile." Her hero was Mary Wells, founder of the landmark agency Wells, Rich, Greene. Throughout her entire career, Donna would never forget the importance of having a female role model as a source of inspiration.

Her talent, perseverance, and determination got her to Dancer, Fitzgerald, Sample. Executive Creative director Stan Becker hired Donna as an art director, later promoting her to creative director. Becker knew the perfect partner to match Donna's talent and wit. He teamed her up with Cliff Freeman. The rest is history. Her campaigns for Wendy's, "Hamburger A. Hamburger B.", "Russian Fashion Show", and the legendary "Where's the Beef?" propelled the regional Ohio hamburger restaurant to #3 behind McDonald's and Burger King. The campaigns won every industry award and became part of pop culture. According to New York Magazine, "Where's the Beef?" had the "highest recall of any TV spot in the 20th century". "Where's the beef?" even became the democratic nominee for president Walter Mondale's campaign slogan.

The Washington Post

Advertisers Heat Up Cold War With TV Parodies of Soviets



Cliff Freeman then asked Donna to join him as partner, creative director, and senior VP at his new agency Cliff Freeman and Partners. As a founding partner at one of the world's most awarded agencies, she helped set the benchmark for humor that our industry uses to this day.

At Cliff Freeman and Partners, Donna was asked to lead the agency's top account, Little Caesars Pizza.

She set out to make some of the funniest (and most copied) commercials in advertising history. Donna's "Conga Line" spot is a master class in comic simplicity. The Little Caesar's tagline "Pizza Pizza" is now the second most popular taglines in the world. And the regional Detroit pizza chain rose to the third largest pizza company in the world. Donna's campaign "Laugh it off with the Comedy Channel" launched the cable channel that would later become *Comedy Central*. Her passion for animals and her compassion for anyone in need led her to create the award-winning campaign for the ASPCA *"If you want to talk about adopting a pet, we're all ears"*.

Her newfound status as partner in the most sought out agency in the country allowed Donna to give back and mentor young women creatives. Marianne Besch, who would go on to become global executive creative director at Mccarthybowen, says this about her time working for Donna, *"Donna was a mentor. She steered me through and taught me how to hold my own"*



Donna was then asked by Phil Dusenberry and global creative chairman Ted Sann to join BBDO. The agency had just won “Agency of the Year” at Cannes and it had the reputation as a global creative powerhouse. Donna would raise that reputation, while at the same time devote herself to being a mentor and inspiration for the diverse, unheard voices in the agency. This was not just BBDO in the 90s, but BBDO in the 90s working in the exclusive Pepsi group! In her first year she won 5 Cannes Lions. But maybe more importantly to BBDO, Donna’s Pepsi “Innertube” spot was voted the number one spot on the Super Bowl on the USA Today AdMeter. Twenty years later, “Innertube” was named the “Highest rated Super Bowl ad of all time” by USA Today. And she did this alone. For some reason she didn’t have a partner. Her Pepsi “Goldfish” campaign, as well as FedEx’s “Wizard of Oz”, and HBO’s “Roach Motel” are all on the lists of greatest Super Bowl spots of all time. Donna had once again proven her belief that “great ideas with heart move the business”.

Donna didn’t let her status as one of the best creative minds in advertising go to waste. She gave back to other women and all the unheard diverse voices. Jean Batthany, Chief Creative Officer at Walmart, was a young creative at BBDO with Donna. “Always generous with her time and spirit. Always going out of her way to help the other (few) women in the creative department. Whether she was your ECD or not, you knew Donna was the one to go to for help getting your ideas seen.”

Vann Graves, former CCO of J. Walter Thompson worldwide, who himself has gone on to mentor and open doors for diverse talent as head of the VCU Brandcenter agrees, “Her unwavering support and mentorship have inspired countless individuals, including myself, and continue to resonate with those fortunate enough to have worked with her”.



“It was a privilege and a challenge to bring Donna’s ideas to life as they were always on the edge.”

Joe Pytko. Director, Hall of Fame Member

03

Inspiring the new generation of diverse creative leadership.



“She was a one woman creative phenom and an inspiration to so many of us daring to find our voices in advertising.”

Susan Credle

Global Chair & Global Chief Creative Officer at Foote, Cone & Belding

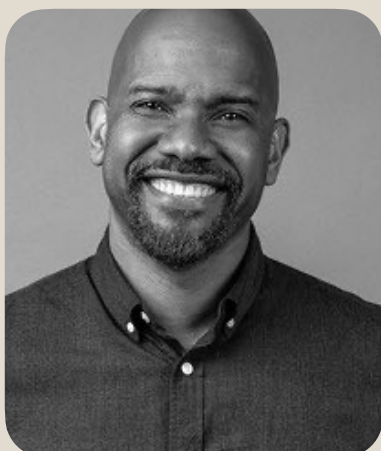


“Sometimes we talk about Donna as a woman ECD who climbed to the top in five-inch heels, but mostly we just tell stories about a badass.”

Colleen DeCourcy

Chief Creative Officer at Snapchat

Co-President, Global Chief Creative Officer at Wieden + Kennedy



“Her unwavering support and mentorship have inspired countless individuals, including myself, and continue to resonate with those fortunate enough to have worked with her.”

Vann Graves

Former CCO of J. Walter Thompson Worldwide

03

Inspiring the new generation of diverse creative leadership.



“I’m hoping we can finally give Donna the credit she deserves and give women the stories they need to hear.”

Tiffany Rolfe
Global Chief Creative Officer at R/GA



“Donna's legacy of work is right up there with all of the greats. But it's also about the WAY she did what she did - with kindness, inclusion, and mentorship of others.”

Lisa Clunie
Co-Founder and CEO at JOAN

04

Awards & Honors



10 One Show Pencils



THE PALEY
CENTER
FOR MEDIA

MoMA

Donna's work is archived in both the Museum of Modern Art and the Paley Center



16 Cannes Lions



Highest Rated Super Bowl Ad of All Time

CLIO
AWARDS

17 Clios



18 Andy Awards

05

Campaigns



Wendy's
"Where's the Beef?" / 1984



Wendy's
"Russian Fashion Show" / 1985



Wendy's
"Hamburger A" / 1985

05

Campaigns



Little Caesars
“Conga Line” / 1991



Hills
“Talking Scale” / 1991



Little Caesars
“Vegetarian Society” / 1991

05

Campaigns



Little Caesars
“Orang” / 1992



Little Caesars
“High Chair” / 1992



Pepsi
“Innertube” / 1995

05

Campaigns



HBO
"Roach Motel" / 1996



Pepsi
"Goldfish" / 1996



FedEx
"Oz" / 1997