
Chapter Fourteen

Hot Shop

Things weren't going that well at RBL&W. I'm a hired gun, not even a partner. Right or wrong, I tend to jump ship so I can avoid being pushed later. Another friendly headhunter found me a spot in the sun. Miami's hottest advertising agency invited me to manage an account they won in the video game category. All of my experience with toys, licensing, and niche marketing made me an excellent candidate for the position. Crispin Porter + Bogusky is a smaller agency (about \$40 Million in annual billings). They were starting to get famous for being a creative hot shop. (You get famous in the advertising business by doing the kind of work that captures the attention of award shows and a short list of publications devoted to celebrating excellence in advertising design and production.) I went to college in Miami and was more than happy to return to my old stomping grounds.

I didn't care if I ever returned to a big agency again. I took less money thinking I could grow with the agency. (Some things I never learn.)



Miami 1994

Like at RBL&W, everything changed. My client, GameTek, the video and computer game manufacturer went public. Their sales were erratic. The ads Crispin Porter + Bogusky created were cool. They won awards. GameTek was cool but they didn't generate enough sales to keep the advertising budget healthy.

GameTek didn't fire the agency. It didn't have too. They just stopped spending money.