



It's time.

The case for the ad world's most deserving man.



KEVIN DILORENZO

Chief Executive Officer

MATT BURGESS

Chief Creative Officer

October 11, 2023

Kevin Swanepoel
Chief Executive Officer
THE ONE CLUB FOR CREATIVITY
450 West 31st Street
New York, NY 10001

Dear Kevin,

Bob Barrie is a creative force whose time has come to be inducted into the One Show Creative Hall of Fame.

As Bob's business partners, we're excited to share this compelling case for his induction. His impact on the world of advertising and design is undeniable. And, his contributions to our industry are nothing short of iconic.

Unparalleled Creative Talent: Bob's ability to craft unforgettable campaigns and concepts is the hallmark of a true creative genius. His work consistently achieves that elusive balance between art and commerce. And the greatest compliment of all is that it is timeless. See: Time. Jim Beam. Hush Puppies. United. Etc.

Mentorship and Legacy: His influence extends beyond his own work. He has been a dedicated mentor to countless young creatives, nurturing the next generation of talent. His commitment and passion for sharing knowledge have contributed to the ongoing success of the advertising industry.

Career Defining Moment: Bob will be retiring this spring, in April of 2024. He leaves an agency with great footing, great opportunities and a great body of work in his wake. We have been blessed to have his creative direction and ideas for as long as we have. His next chapter will certainly continue to surprise us all.

We look forward to your review of our case and your confirmation of Bob to your hall of fame.

Kevin & Matt



DAVID LUBARS

CHIEF CREATIVE OFFICER WORLDWIDE
CHAIRMAN NORTH AMERICA

September 21st, 2023

Kevin Swanepoel
Chief Executive Officer
THE ONE CLUB FOR CREATIVITY
450 West 31st Street
New York, NY 10001

Hi Kevin,

I'm writing to strongly endorse Bob Barrie as an inductee into One Club Creative Hall of Fame. Strongly endorse!

I worked with Bob at Fallon from 1998 to 2004. During that time, he blew me away with his singular creative brilliance and, so important, his intuitive understanding of a client's soul.

Another way to put it: his ideas and design sensibility are modern and forward, but I always felt he had the approach of classic 1960s forces like Helmet Krone and Roy Grace. Brilliant, reductionist insights combined with visual perfection.

Some of the things he did during our short time together: the global award-winning animation campaign for United Airlines; the TIME magazine red border campaign; famous campaigns for Nikon, Citibank, Lee Jeans and BMW. And, of course, there are all the wonderful things he did before and after.

Proof: Bob's been named to ADWEEK's National All-Star Creative Team five times; he's had 270 entries accepted into the One Show, including 43 awards; he's won numerous New York Art Director awards, Clios, EFFIEs, Communication Arts, AICP and Cannes Lions.

As you well know, Bob served as President of the One Club for Art & Copy in New York from 1998 through 2001. He's given talks in locations as diverse as Stockholm, Singapore and Milwaukee. And he's judged dozens of shows, from Hong Kong to Cannes.

On top of this, he has a lovely and devoted family.

I hope you'll induct Bob, Kevin, it'll make the Hall of Fame that much famier.

My best

David

Official Letterhead of Bob Moore, Chief Creative Officer, Ret.

To: The One Club Creative Hall of Fame

Hello, friends.

I have had the opportunity to work at some of the finest agencies in the world, including W+K and Fallon, and with some of the finest, most creative people in the industry.

And they don't come finer or more creative than Bob Barrie.

When I was asked to write a nomination letter for Bob, I was, frankly, a little intimidated knowing that Bob would eventually read this. Because, Bob is, in fact, a great writer. In fact, as an art director, he's a better writer than a lot of the writers I've worked with.

This is not an exaggeration.

My second reaction to the request was one of shock. Surely, I thought, Bob Barrie must already be in the Hall. So, here's my pitch and I hope to God I don't mess it up.

I don't need to go into the awards he's won, because he's won all of them. I recall someone once saying, "I don't know why they just don't call it, 'Bob Barrie's The One Club'."

Instead, I'd like to extol his character. Bob Barrie is the finest example for my "The Best Creatives are often the Best People" theory. It basically posits that the very best of the best have a quiet confidence and down-to-earth humanity that makes them, well, nice. And not just Minnesota Nice. I'm talking Global Nice.

The best creatives don't have to flex. They don't need to posture or play politics. They are free to be genuine, supportive, inspirational, funny, and self-deprecating. If that isn't the dictionary definition of Bob Barrie, I don't know what is.

So, yeah. His standards are high. His work is great. He's won the awards.

But, in my humble opinion, Bob deserves to be in the Hall of Fame based on the quality of his character alone. Bob Barrie is a great creative. He's an even better person.

And of course, we could always use another Bob in the Hall.

With Profound Respect and Best Wishes,

Bob Moore

When Bob and I were young, about 150 years ago, we used to do something we called “The Tall Guy Dance”.

We called it that because it consisted of two tall guys dancing.

Together.

Like complete dorks.

Being 6’6” and willing to dance like dorks were just two of the things Bob and I shared. Along with Mike Lescarbeau, Bob was the person who encouraged, inspired, (and actively helped) me become an advertising creative person.

Bob was already a creative superstar when I joined Fallon McElligott Rice as an assistant account executive in 1985. And yet from day one, he let me hover around and indulge my creative wannabe-ness. I didn’t go to VCU or Creative Circus. My ad school was simply looking over Bob Barrie’s shoulder.

Bob was the busiest and most prolific creative person at the most award-winning agency in the country, yet he gave me all the time in the world. He laid out the very first ads I ever wrote as a crappy junior account guy hoping to become a writer.

And then, when I became a very *very* junior entry-level writer, he teamed up with me. It would be like Roger Federer agreeing to have a high schooler be his doubles partner. But that was Bob. He was egoless and he just liked making stuff, didn’t matter so much with whom. Bob could have made brilliant, paradigm-changing work with my 2-year-old Labradoodle, that’s how transcendently good he was. And is.

If Bob had left advertising after his time at Fallon, he’d have been worthy of entering the One Club Creative Hall of Fame. But of course, he didn’t. He went on to create not only more incredible advertising, but more incredible advertising agencies.

Again, no surprise. Bob loves working with people, and people love working with Bob.

One final thought regarding Bob and the aforementioned “Tall Guy Dance”. It’s probably not smart to give meaning to something so irrefutably stupid, but here I go.

I think Bob did the dance because he felt so much joy in the creation of advertising. And he wanted everyone around him to feel that joy as well. And they *did* feel it. And it became contagious. And it led to more wonderful work. And more incredibly bad dancing.

Others will speak of Bob’s incomparable accomplishments. I’ll just leave it here. Bob is in the Hall of Fame of everyone he’s ever worked with, he deserves to be in yours.

Thank you.

A handwritten signature in black ink, appearing to read "James Barrett". The signature is stylized and cursive, with a long horizontal line extending from the end.



Carol Henderson/Basket of Kittens

763-656-3439 carolhenderson47@mac.com 1800 Westwood Hills Drive Minneapolis, MN 55426

September 22, 2023

To the One Club Hall of Fame Selection Committee,

The following is a letter of support for Bob Barrie's inclusion in the ONE CLUB Hall of Fame. I first met Bob when I was hired as an art director at Fallon McElligott in 1990 and have worked with him, off and on, for the past 33 years.

In all of those years, Bob Barrie never gave me one piece of advice about how to be a good art director. He didn't 'mentor.' He didn't 'critique' or 'give feedback.' He just did his job and if you were smart, you watched every move he made.

Some of his moves.

Show up earlier than you have to. Sit at your desk and work. Every single day. If a client kills 6 campaigns, come up with a 7th. And an 8th, if you have to. And make them all good. When that campaign gets bought, art direct with a light hand, not a heavy one. Don't fuss over color correction. Don't nitpick and retouch something to death. Know that no amount of nattering is going to save a weak idea. Start with a great idea then execute it efficiently and simply. Oh, and perfectly. Then go to lunch. Spill some guacamole on your shirt. Then some coffee. Then go back to work and sit at your desk and do a bunch more legendary shit. Go to some meeting you can't avoid and keep drawing up great ideas while you sit there. Spill some more coffee on your shirt. Wander into other art directors' offices and look at the work on their walls. Smile a bit. Tap a layout, nod and go 'hmm.' Wander out. Spill some coffee on their carpet on your way out. Be kind, but somewhat embarrassed when wide-eyed young creatives are 'so honored to meet you' at a happy hour. Carry a briefcase long after it's cool to do so (actually, that was never cool, but I don't recall anyone ever giving him any shit about it.) Win every advertising award imaginable just by doing what you love, not by trying to win every advertising award imaginable. Keep the job title 'Art Director' on your business card until your partners force you to begrudgingly adopt a bigger one. Go home to your family most days by 5:30. Put coffee and food stained shirt in hamper.

Never expect anyone to be impressed by anything you've done while making an impression on everyone, every single day.

Repeat every day for your entire career.

Now, I have known the worst, egomaniacal meat sack 'legends' this business has ever fostered. I have worked with and for a few of them and learned all the things I never wanted to be. I have also worked with and for a number of bonafide 'legends' who were wonderful to me and who made my work better.

But I have only ever tried to emulate one person in this business: Bob Barrie.

And I've never stopped watching him.

Okay, that's made it weird, but it's true. I've never stopped learning how to be great from him.

Bob would never expect or seek this honor, but I can't think of anyone who deserves it more. And if he gets it, I'll make sure he hasn't spilled any coffee on himself before he accepts it. Well, I'll try. No promises there.

Sincerely yours,

Carol Henderson

Carmichael Lynch.

Dear One Club,

I had the great fortune to work with Bob Barrie on the Time Magazine campaign at Fallon, so I was able to witness his “Rainman-like brilliance” firsthand.

I honestly believe that Bob is a savant when it comes to creating brilliant, enduring campaigns and he undoubtedly belongs in the One Club Hall of Fame immediately, if not sooner.

In the 80s and 90s, no creative person dominated the award shows and inspired more envy than Bob Barrie. Even more than Tom McElligott, Bob became the mustachioed face of the entire Minneapolis advertising revolution.

His campaigns for Jim Beam, Hush Puppies, Time, Nikon, Porsche and United Airlines were legendary and graced the walls of more junior creatives’ cubicles than you can possibly count.

He inspired us all to be better, hungrier and more resilient. *And he did it all while being the nicest, kindest person you’d ever meet.*

Before I came to Fallon, we used to eagerly flip to the back of One Show annuals to count the staggering number of rows that Bob Barrie had after his name in the index. Not the number of ads, mind you. *The number of rows.* Bob would routinely get 20, 30 or 40 ads accepted each year and have row after row of page numbers to show for it. It was always more than any other creative. Hell, it was usually more than any other agency.

I even heard stories of another much-awarded Fallon creative who actually started adding his middle name on all of his entries just to make his name longer in hope of adding another row to his own index count.

For decades, Bob gave us all something to strive for, however unreachable.

For that alone, he deserves to be in the One Show Hall of Fame.

He’ll always be in mine.

Dean Buckhorn
Group Creative Director
Carmichael Lynch



October 10, 2023

Dear Members of the Selection Committee,

I'm honored to submit this letter of support for Bob Barrie's nomination to the One Club Creative Hall of Fame.

As part of this process, I'm guessing you'll receive a tsunami of letters from junior creatives who were inspired by their teachers, senior execs who fought epic battles alongside their trusted teammates, passionate producers, proud mentors, and loyal partners.

But few that offer the perspective of a former account management intern.
Because that doesn't matter very much.
Unless maybe it does.

When I started at Fallon in 1997, I was so young that the first thing Pat Fallon ever said to me was, "Are you old enough to drink that?" Fresh out of college, I had accepted an internship and been assigned to the Sports Illustrated pitch. Which is where I first met Bob.

He and his partner had created a print campaign featuring images directly from the magazine. On each image, they'd identify one small area that could tell a larger story. Then they'd tear out that portion of the image, and in its place, insert a quote that poignantly captured the moment.

It was an elegant way to highlight superb photography and writing. But for me, the most amazing part was this: Bob insisted that the "torn out" pieces look as real as possible. So, he meticulously shredded countless itty, bitty strips of paper to create a "perfect tear" for each ad.

I stood outside his office, watching, perplexed. I didn't know much about advertising at the time, but I knew enough to know that one of the most talented professionals in the industry was relegating himself to the duties of a kindergartener.

But that's what made Bob special. No detail was too small. And he wasn't above the tiniest of tasks (literally). It was the first time I started to realize what "craft" really meant and to appreciate the thoughtfulness, patience, and care it took to make something remarkable.

Over the years, I saw Bob work his magic in ways big and small. The extra step to ensure something was even more beautiful. The well-timed comment that made a client reconsider. The measured and steady approach, even when stakes and tensions were high.

For much of that time, I was just a young account exec working my way up. And as someone who wasn't particularly noteworthy in Bob's universe, it would've been easy—even understandable—for him to completely ignore or dismiss me.

But he didn't.



He always answered my questions, regardless of how ridiculous they were. He treated me with respect. And he never made me feel less than him or anyone else. The way he worked shaped the way I saw this business. The way he treated me impacted how I saw myself. And he set the bar for every creative, every concept, and every campaign I've encountered since.

Bob's legacy will undoubtedly carry on in the work he's created and the brands he's built. But perhaps even more importantly, in people like me. People who watched how he conducted himself as an art director and a human being. And who are now charged with setting the same example for the next generation.

Thank you for your consideration.

With gratitude,

Kara Buckner
President and Chief Strategy Officer, Fallon

To: The One Club Creative Hall of Fame

Ask any seasoned advertising professional whether Bob Barrie belongs in The One Club Creative Hall of Fame and a common response will be, “Wait, he’s not in it already?”

Even as I worked alongside Bob for twenty years, it seemed a foregone conclusion that he would one day soon take his place there, among the most revered creative practitioners in advertising.

After all, the work spoke for itself. Across every client category, across all media, Bob’s trademark wit and visual eloquence breathed new life into brands that often had lost their currency. Jim Beam Bourbon, Hush Puppies Shoes, Time Magazine, United Airlines and many others regained relevance and market share thanks to Bob’s nonstop, year-in-year-out barrage of brilliant, award winning campaigns.

And amidst all this success, did Bob demand a title? No. Not interested. Bob wanted to make the work, and in so doing, he demonstrated that being a truly great creative person was the most important role an advertising career could ever offer. The net result: I believe Bob has inspired more young creative people over the last forty years than any other individual working in advertising, regardless of title.

Beyond blinding artistic talent and unparalleled drive, Bob Barrie had another secret weapon; humility. As suggested by his willingness to work in the trenches at all hours, Bob was an always-approachable colleague, fiercely supporting the work of others, and making pains to give credit where due. Many of the people writing letters here in support can recount moments when, despite their own self-doubt, Bob reassured them and stood up for them. I know he did it many times for me.

To this former creative, The One Club Creative Hall of Fame always meant a lot. I remember researching the output of each inductee in depth, finding massive inspiration every time. I believe Bob Barrie’s impact, influence and consistently inspiring work put him in a league with those all-time greats. I believe the next generation of creators needs its gaze directed to his legacy of brilliant ideas. And so, unless we all missed something and Bob was, in fact, inducted long ago, I write to make a humble suggestion: It’s time.

Mike Lescarbeau
Fallon, Hill Holliday, Leagas Delaney, Fallon, Ogilvy & Mather,
Carmichael Lynch, retired.



Bruce Bildsten
Executive Creative Director

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Dear One Club Directors

I hereby nominate Bob Barrie, Art Director, to the One Club Hall of Fame.

Note that I did not say "Chief Creative Officer" or "Worldwide Creative Director." No, just "Art Director". Because for his entire quarter century at that great creative agency Fallon, that's all Bob wanted on his business card.

Yet, Bob was the one every Fallon creative looked up to. Every single one of us. Bob Barrie, Art Director, just put his head down and did the work. One iconic campaign after another. He made it look effortless, even though it never was. He was humble, even though we knew he had amassed a mountain of One Show pencils. He was generous, always ready to make a suggestion that made your work better or would inspire the most junior creative. And he was progressive, back when the industry was clearly not, choosing women and diverse creative partners over the white males that dominated the industry in the 80's and 90's.

If Fallon had a soul, it was Bob. If Fallon had a heart, it was Bob.

He created iconic campaigns that that were at once smart, elegant, and populist. From his Time Magazine "red border" campaign to United Airline's animated rhapsody, Bob's work stands the test of time. Porsche, Citibank, Nikon, Coke, Lee Jeans: All brilliant, timeless work.

After leaving Fallon for his own agency: Barrie DiRozario Dilorenzo, re-branded as Rise and Shine and Partners, Bob reluctantly took a CD title. But that was only because he now fully embraced the role of mentor and leader. Especially mentor. All while he continued doing brilliant campaigns for United Airlines and so many more. Good reason Advertising Age named it the best small agency in America. Twice.

But now he shifted his focus to the future. Building a proudly independent agency that put the work and the people first. There, he became laser focused on inclusion and diversity, building an agency with his partners that embraced diversity in every sense of the word.

There may be sexier, flashier ad celebrities to consider for this honor, but none more deserving than Bob Barrie. Art Director.

Sincerely,

Bruce Bildsten



Tucker Barrie

October 3, 2023

To: "The One Club Creative Hall of Fame" Selection Committee

I know Bob Barrie.

I haven't known him the longest, nor have I been able to appreciate the full breadth of his work for a significant portion of my life spent by his side, but I know Bob Barrie. I know the force that helped shape the beauty in my worldview and I know the man who nurtured my own developing creativity.

I know the stoic guy who would bring me along to photoshoots as a young kid and allow me to wander the halls of Fallon, where I'd find the positivity of his aura inescapable. The wake of self-sustaining echoes that would follow me were variations of "Your Dad's kind of a rockstar here" or "Do you know who your Dad is?" ... Yes, but not in the way they meant it. Not yet. But it became apparent that if I were to ever step out of his monumental shadow (he casts the brightest of shadows, but a shadow nonetheless), I'd need to carve my own path in life outside of the ad world.

I didn't fully appreciate how this next moment would completely shape my future at the time, but when I was fifteen, my Dad brought me behind the scenes of a United Airlines spot he'd been working on, called "Dragon". It was there that I first fell in love with stop motion animation. It was pure magic.

Now in my early 30's, I've had the extraordinary privilege of collaborating with some of the most distinguished filmmakers in the industry, lending my expertise to Guillermo Del Toro, Wes Anderson, and Charlie Kaufman.

Very recently, I received one of the animation industry's most prestigious personal accolades, the Annie Award for 'Outstanding Achievement for Character Animation in an Animated Feature Film' for my work on Guillermo Del Toro's Pinocchio, a career milestone that I owe in large part to my father. Not because he ever handed me a job, lined up an internship, or even emailed a referral (the topics never even came up), but because he instilled in me the same sense of wonder and appreciation for the subtleties of the world that he's known for.

I know Bob Barrie, and while many others can speak more to his influence on a macro scale, I wanted to provide my small, but powerful anecdote. This is my heartfelt tribute to the immense impact he's had on my life – not only as my Dad – but as a creative inspiration that breaks far beyond industry barriers.

I can't think of anyone more deserving for this accolade.

Thank you for your consideration.

Best,

A handwritten signature in cursive script that reads "John Tucker Barrie". The signature is written in black ink and is positioned below the typed name.

Tucker Barrie



September 28, 2023

Dear One Club Nomination Committee,

I would like to nominate Bob Barrie to be inducted into the 2024 One Club Creative Hall of Fame. I could take moment here to talk about all the amazing work Bob has done. But this may be easier: open a One Show Advertising Annual and skip to the index. Then look up Barrie, Bob.

I joined Fallon in 1995 and I remember the first time walking around the creative floor. It was like its own Hall of Fame. One famous person after another. Bob's office was the same as everyone else's. Except it had Bob in it. I remember he was working on an ad and I interrupted him. He reached out his hand and said, "Hi, I'm Bob." I couldn't believe I was shaking Bob Barrie's hand. The guy whose work I had studied, and tried unsuccessfully to emulate for years. Luckily, every day comes with a night. You always come back to the basics. All the great Lee Jeans, Jim Beam, Porsche, Hush Puppies campaigns.

Bob's impact on the advertising community cannot be measured. Like a mathematician reducing an answer to its simplest form, Bob was able to take an idea and distill it until it could be reduced no more. So when you saw one of his campaigns you were struck by its simplicity. Missing completely the days and weeks that went into making it that elegant.

One time, Bob gave a talk at a Fallon retreat about an assignment for Time Magazine. It's a talk he's been asked to give on many occasions. He told us that three times he created a campaign that he thought was amazing. And each time the campaign was killed and he was sent back to re-

concept. When most creatives would have been plotting revenge on the CD and getting their portfolios in order, Bob went back to his office and created a fourth campaign. The Red Border campaign for Time Magazine. The print campaign of the decade.

That kind of sums up Bob. Quietly creating many of the most memorable campaigns in the history of advertising. Bob never did show us the first three campaigns that he did for Time Magazine. But I'll bet they were killer.

Sincerely,

A handwritten signature in black ink, appearing to read 'Scott Vincent', with a long horizontal flourish extending to the right.

Scott Vincent
Director
Hungryman Films

On the subject of Bob Barrie,

I spent a great deal of my life actively trying NOT to be inspired by Bob. As his step son, putting up a wall came naturally. So ignoring his jokes and attempts to foster mutual interest was something I thought I was good at. I thought wrong.

Here I am 30 years later, an Art Director/Creative Director at Mirimar Creative Group. How did this happen? I tried so hard not to follow in his footsteps, but nevertheless, I fell face first into the exact same career. And like Bob, I might love it a little too much.

So obviously despite my best efforts, that tall funny man managed to inspire me.

My guess is it's because he doesn't force things. Bob is not a hard sell guy, and he does not fill a room with his ego. Ironically it's this humbleness in his approach to life and creativity that makes his thinking absolutely unignorable. He might not be the loudest in the room, but when he speaks up we can't help but listen. He is truly the perfect combination of wit and restraint. It's no wonder my attempts to ignore him failed.

Bob, you are one of my favorite people. Not just because we are family, or because you're one of the best Art Directors to walk this earth, but because you helped break through the hard shell I had as a kid and taught me how to open up to new people and ideas. This is a core lesson I will never forget.

Thanks Bob,

Kristopher Wong

Dear One Club nominating committee,

I was attending a Twins/Tigers baseball game the other day. While munching on my hotdog, I overheard a guy next to me confidently state, " I just don't think Miquel Cabrera will get into the Baseball Hall of Fame anytime soon."

Hearing that, my wife nearly had to apply the Heimlich maneuver, as I began choking on my dog. It's almost a certainty that Miggy will be a first-year inductee into that prestigious group of players.

That's exactly how I feel about Bob Barrie.

In my humble opinion, no other creative deserves their place in the "other" HOF more than Bob.

Since I've started this baseball analogy, let's try putting Bob's advertising career into those terms.

For ball players, we gauge their performance on batting average, homeruns, etc. For creatives, our base standard for creative excellence is primarily awards shows. And few rival the prestige of the One Show pencil.

Back in (I believe it was the late 80's), Bob started putting up staggering numbers, one's that I believe will never be broken. As an emerging creative at the time, I was perusing the latest One Show annual as we all did faithfully.

And then I saw it.

Back in the index where they highlight the page numbers of the different creatives, there was this person who had a column of numbers all to himself, dwarfing the likes of the Goodbys, Wiedens and other AGENCIES! Numbers which are page numbers mind you, not individual ads, dedicated to one person. Bob has garnered 270 accepted pieces of work into the One Show but the most impressive is his **43** One Show Pencils! These are Ted Williams-esque stats.

I could go on and on about not only the incredible batting average Bob had throughout his career, but what about the sheer power of his output? Never settling for the bunt singles to get on base, but creating epic campaigns for United Airlines, Jim Beam, Lee Jeans, Hush Puppies. Then there's Bob's long-running campaign for TIME Magazine that was named the Print Campaign of the Decade by the One Club, which to this day are still some of my favorite ads.

There are other "hidden" factors baseball uses to determine whether someone is deserving of a Hall of Fame career. Such as leadership and what they've given to the game. Bob has held the position of President of the One Club, created his own award-

winning ad agency after being one of the pillars of a fledgling Fallon for 25 years, and been responsible for launching and mentoring the careers of so many other truly amazing creatives.

My apologies for this pitch. Pun intended.

Not everyone loves baseball as I do. I get it.

But when it comes time to choosing your next slate of One Club Hall of Fame inductees, please do me this one favor:

Keep it to yourself if you decide not to include Bob Barrie's name.

Otherwise, you'll owe me another hotdog.

Warmest regards,

Paul Asao

Paul Asao

Senior Manager/Group Creative Director
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