

Stu Heinecke Bio

Drawing Attention author Stu Heinecke is one of the world's foremost experts on the use of cartoons in advertising, marketing and sales promotion, having blended cartooning and marketing for nearly thirty years.

In his book, Mr. Heinecke asserts that the lessons learned from countless marketing campaigns about the application of cartoons can be applied to all sorts of missions, personal or professional.

He and his collaborators, including several of the world's top cartoonists found in *The New Yorker*, have created numerous record-breaking campaigns for some of the world's biggest direct marketers, including Time, Inc., AT&T, *Forbes Magazine*, *Harvard Business Review*, GSK GlaxoSmithKline, Sandoz Pharmaceuticals and the NBA and NHL.

Throughout his career, Mr. Heinecke has battled many of the top "experts" in the direct marketing industry -- including advertising legend David Ogilvy -- all of whom claimed "humor does not work" in marketing and advertising. His 2010 nomination to the Direct Marketing Association's Hall of Fame came in recognition of his compelling body of work, which has proven beyond all doubt that humor is, in fact, extremely effective in those missions and more.

A prominent cartoonist whose work can be seen in countless marketing campaigns and occasionally in the pages of *The Wall Street Journal* and other publications, Mr. Heinecke is the President and Founder of CartoonLink (CartoonLink.com), a service that helps marketers apply the powerful effects of cartoons in their campaigns. Heinecke lives in Seattle with his wife, three kids, two Dobermans and a snake.



Drawing Attention *by* Stu Heinecke

How to unleash the incredible power of cartoons in marketing, advertising, sales promotion, job search, VIP contact campaigns and more

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