

MY NAME IS **HARVEY SCHAEFER**.

MOST OFTEN, I'M A **COPYWRITER**.

THIS IS **MY PORTFOLIO**. IT HOLDS
EVERYTHING I WANT YOU TO KNOW
AND NOTHING I DON'T WANT YOU
TO KNOW.

IF YOU LIKE MY WORK, THERE'S
MORE. IF YOU DON'T LIKE IT,
THERE'S A LOT MORE.

e schaefer.harv@gmail.com

c 6166662626

twitter & instagram @harveygerard

ss# 376-7caughtyouthief

HARVEY SCHAEFER/
COPYWRITER/2010-2013

FERRIS STATE UNIVERSITY 2012-2013

“It’s not what you know, but what you do with what you know.” This message was the driving force behind Kantorwassink’s 3rd year with Ferris State University. With that smashmouth concept in hand, the agency served the Bulldogs some strategic, hard nosed, “ah-ha”-inducing creative.

CAMPAIGN INCLUDED: OUTDOOR,
PRINT, DIGITAL, TV, OUT OF HOME

RIGHT: PRINT

ORNAMENTALHORTICULTUREINTERIORARCHITECTUREBIOCHEMIS-
TRYBIOLOGYBIOLOGICALSCIENCESBIOTECHNOLOGYENVIRONM
ENTALBIOLOGYACCOUNTINGANDFINANCEACCOUNTINGTECHNOLO
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SCIENCESHOMEECONOMICSTEACHEREDUCATIONHISTORYTEACHE
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TUREPROFESSIONALTECHNICALBUSINESSANDSCIENTIFICWRI
TDCOMPOSITIONWRITINGCHILDCAREANDSUPPORTSERVICESMANA

180 degree offerings let you find the profession that matches your passion.

HARVEY SCHAEFER/
COPYWRITER/2010-2013

FERRIS STATE
UNIVERSITY
2012-2013

BELOW: VAN ANDEL ARENA
FLOOR STICKER

*AT THIS MOMENT, YOU'RE
A STEP AHEAD OF THE
PERSON BEHIND YOU.
KEEP IT THAT WAY.*

FERRIS STATE UNIVERSITY
IMAGINE MORE

HARVEY SCHAEFER/
COPYWRITER/2010-2013

FERRIS STATE
UNIVERSITY
2012-2013

RIGHT: PRINT

*WORRIED
ABOUT THE
STATE OF
MICHIGAN?*

THIS SHOULD MAKE YOU FEEL BETTER.

Ferris State University has over 13,000 students, at 19 locations statewide, who all share one goal: Make Michigan mighty again. And with more than 180 unique degrees in all the fields that matter in Michigan, our students learn what it takes, to take what they've learned, and put it to work.

So, if you're still worried about the future of Michigan, don't be. It's in good hands.

FERRIS STATE UNIVERSITY
IMAGINE MORE

HARVEY SCHAEFER/
COPYWRITER/2010-2013

FERRIS STATE UNIVERSITY 2011-2012

Selects from the sophomore year of
Kantorwassink's FSU campaign.

CAMPAIGN INCLUDED: OUTDOOR,
PRINT, DIGITAL, TV

RIGHT: OUTDOOR



HARVEY SCHAEFER/
COPYWRITER/2010-2013

FERRIS STATE
UNIVERSITY
2011-2012

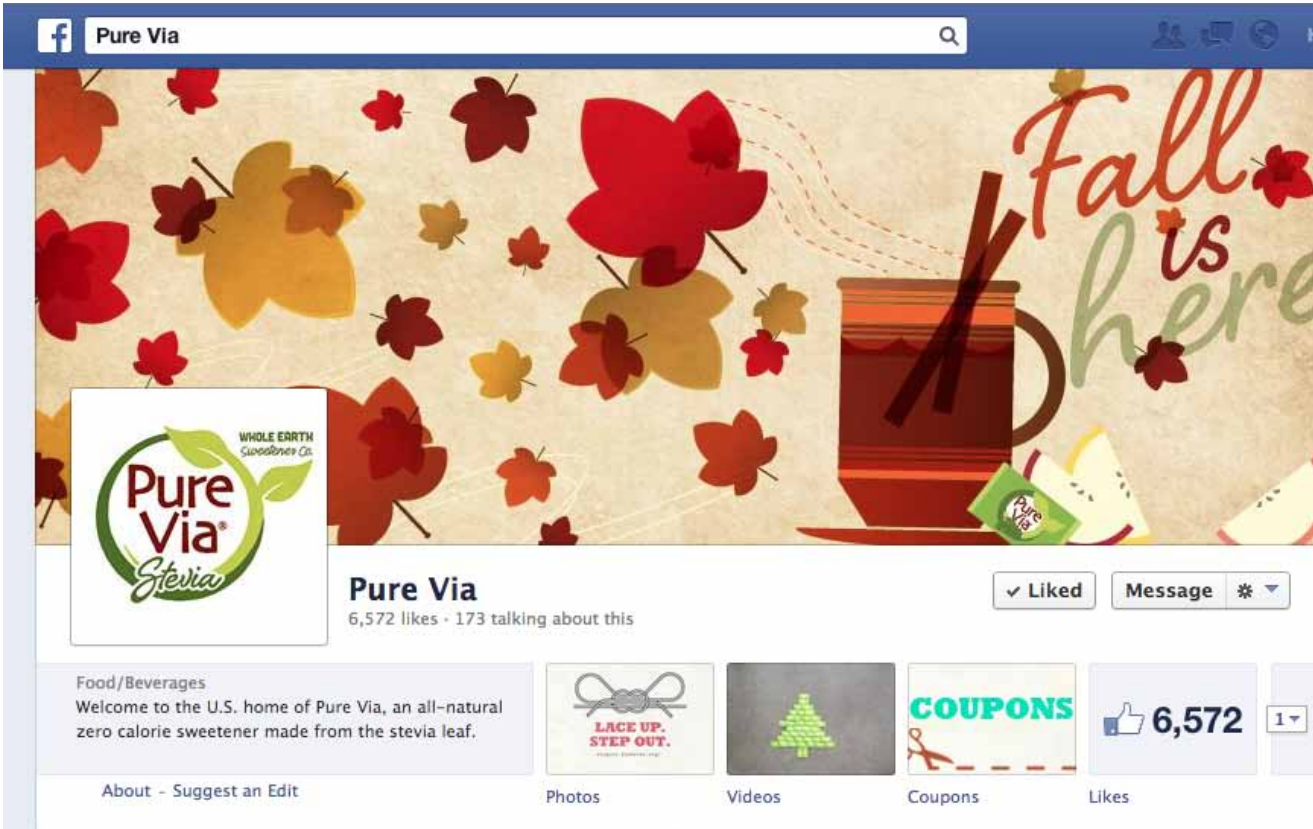
TOP: BUS WRAP
BOTTOM: OUT OF HOME (UNUSED,
BUT NOT UNLOVED)



PURE VIA

If you don't like your coffee like you like your (insert word here), you might have heard of Pure Via, a Stevia-based, all-natural sweetener from the makers of Equal. Tasked with the sweetener's social media accounts, Kantorwassink produced engaging, on-brand creative each week for this tasty treat.

FACEBOOK & TWITTER



INTEGRATED ARCHITECTURE

Integrated Architecture, a Grand Rapids based, internationally renowned architecture firm, enlisted my help in writing a series of brand-affirming print ads. These were the result, and what resulted from these was applause, and what resulted from the applause was a resurgence of business the likes of which IA hadn't seen since our second-to-last recession. Co-ink-e-dink? I think not.

PRINT

We're not going to show you pretty pictures of our great-looking buildings.

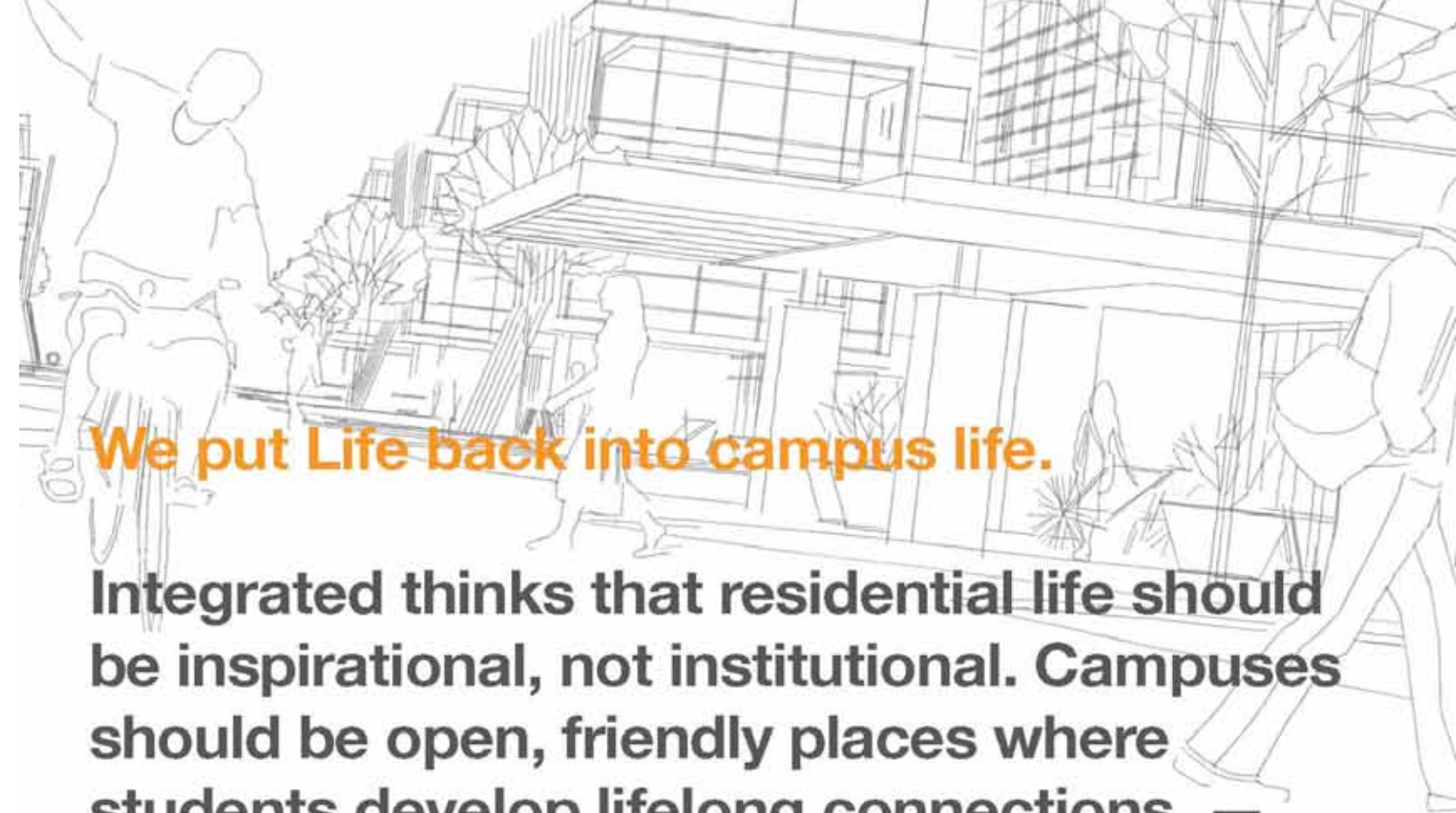
We're not going to talk about how we were green before green was red-hot.

We're not going to list our many national design awards, credentials and countless client testimonials.

Everyone does that.
And we're not everyone.

We just want you to know that Architecture can actually transform the world, by inspiring people to work together, better, and in harmony with nature. That's what we do.

We Are Integrated.



We put Life back into campus life.

Integrated thinks that residential life should be inspirational, not institutional. Campuses should be open, friendly places where students develop lifelong connections — with each other, the environment and their own potential.

Our Higher Ed portfolio includes dozens of sustainable athletic, classroom and residential spaces. From deans to dance majors, profs to point guards, Greeks to grounds crews, our designs bring out the best in everyone on campus.

We are Integrated.

INTEGRATED ARCHITECTURE

PRINT

SUSTAINABILITY IS NO LONGER JUST A TREND, IT IS A COMMITMENT. IT IS AN INVESTMENT. A BUILDING DESIGNED TO BE SUSTAINABLE IS A BUILDING DESIGNED TO BE PROFITABLE. WE UNDERSTAND THE EARTH'S ELEMENTS ARE NOT OBSTACLES; THEY ARE OUR TOOLS. AND KNOWING THE RIGHT QUESTIONS LEADS TO THE RIGHT ANSWERS. OUR DESIGNS ARE APPROACHED FROM AN ORGANIC PERSPECTIVE, BUILDING ON THE ELEMENTS OF SUN, WATER, AND EARTH. IT IS ARCHITECTURE DESIGNED TO REFLECT YOUR CORE VALUES. IA IS ONE OF THE FIRST FIRMS IN THE COUNTRY TO CREATE LEED-CERTIFIED BUILDINGS. WE'RE THE FIRST IN MICHIGAN TO EARN LEED GOLD FOR NEW CONSTRUCTION. ARCHITECTURAL MAGAZINE NAMED IA AS ONE OF THE TOP FIVE MOST RECOGNIZED SUSTAINABLE FIRMS IN THE NATION. UNDERSTANDING THE COMPLEX RELATIONSHIP BETWEEN MOTHER EARTH AND OURSELVES IS, QUITE LITERALLY, OUR LIFE'S WORK. WE WANT TO HAVE MINIMAL NEGATIVE ENVIRONMENTAL IMPACT AND MAXIMUM RETURN FOR ECOLOGIES, ECONOMICS, AND COMMUNITIES, FROM THE FIRST DESIGN CONCEPTS TO THE LAST OCCUPANT LEAVING ITS DOORS. SUSTAINABILITY IS OUR STARTING POINT FOR EACH AND EVERY PROJECT WE DO.

HARVEY SCHAEFER/
COPYWRITER/2010-2013

NUTRILITE SEED TO SUPPLEMENT

Kantorwassink helped Amway illustrate the unique ways in which their supplement brand Nutrilite, engineers, tests and creates their products. We also got free vitamins, which temporarily made those little vertical lines on our finger nails go away, but they're back now.

PRINT



NUTRILITE SEED TO SUPPLEMENT

PRINT (CLOSE UP)



Science in service of nature.



The path to perfection

How Nutrilite farmers and scientists work hand-in-hand to combine the best in nature with the best of science to create the vitamins, minerals and supplements that put millions of people around the world on the path to optimal health.

explore

"Our planet is home to everything we need to achieve optimal health. We explore the globe in search of plants packed with powerful nutrients."

Don Pusateri, MS
Amway Research Associate

Being first and best means finding the botanicals

with medicinal, healing or health-inducing properties and determining which parts of each plant are most effective.

discover

"The foundation of good products is good ingredients. We work year round to discover new benefits in plants from around the world."

Amit Chandra, PhD
Amway Research Phytochemist

Nutrilite biologists, chemists and scientists utilize global

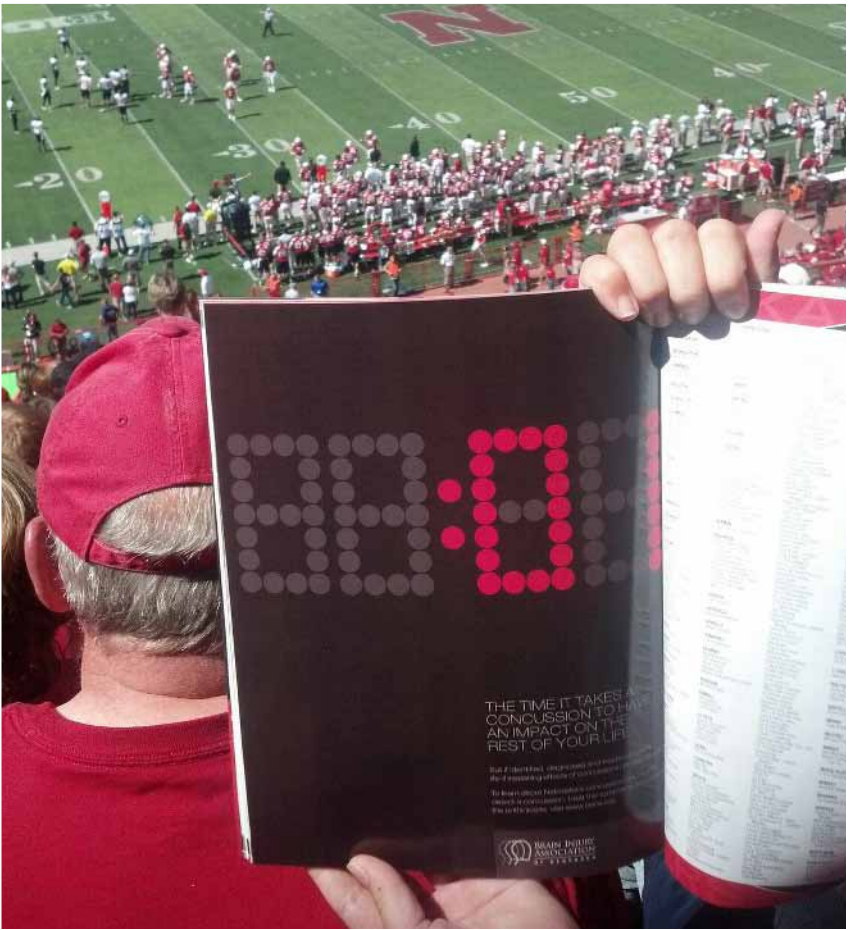
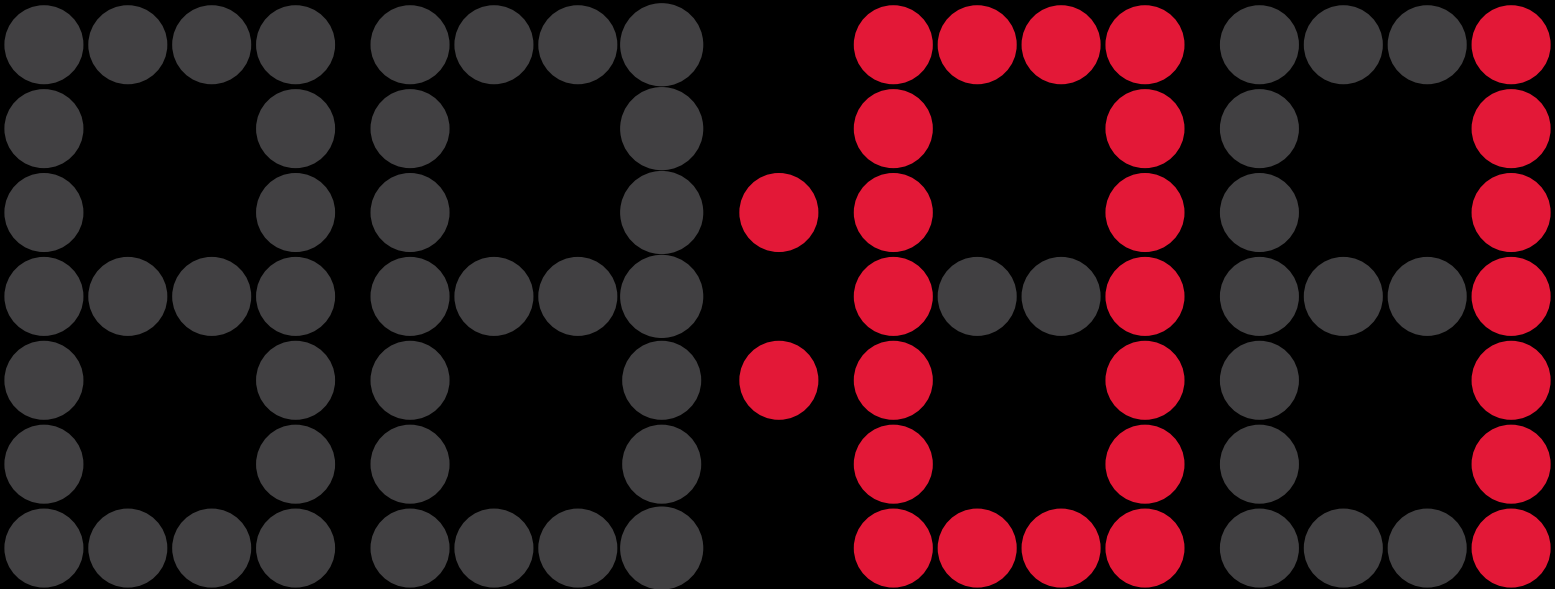
research and scientific innovation to identify the most powerful and effective nutrients in select botanicals.

HARVEY SCHAEFER/
COPYWRITER/2010-2013

BRAIN INJURY ASSOCIATION OF NEBRASKA

Most advertising doesn't save lives.
Except in this instance. Kantorwassink
helped BIA-NE get out the good word
on the bad (ok, really, really bad) side
effects of sports-related concussions.
As an unfortunate recipient of a few
myself, I knew just what to say. This ad
ran in the Nebraska Cornhusker's 2012
football program and was most likely
used to sop up beer at some point.

PRINT & PROOF



THE TIME IT TAKES A
CONCUSSION TO CAUSE
A **LIFETIME** OF DAMAGE.

But if identified, diagnosed and treated properly,
life-threatening effects of concussions can be prevented.

To learn about Nebraska's concussion law, how to
detect a concussion, treat the symptoms and prevent
the unthinkable, visit www.biane.org.



HARVEY SCHAEFER/
COPYWRITER/2010-2013

MOSS TELECOM

These are the first two ads I ever had published. I'm proud to tell folks (read: potential employers) that I publicly dissed a well known, well-trademarked brand at my first chance. Beyond the snark, these introduced the world to a partnership between MOSS and HP that lives on, breathes on and geeks on today.

PRINT



**Goes green
when you go home.**

When you're out, HP's new 3503 IP phone slips into "deep-sleep mode" and uses up to 50% less energy. And when you're in, it integrates with your Microsoft Outlook™ for easy access to all your contacts.

Making Technology Work For Business



**Improve
Your Outlook™**

The sleek new HP 3503 IP phone with Microsoft Outlook™ integration. All your contacts, exactly where you need them, on a high-resolution, backlit display.

Nothing personal, Rolodex. It's just business.

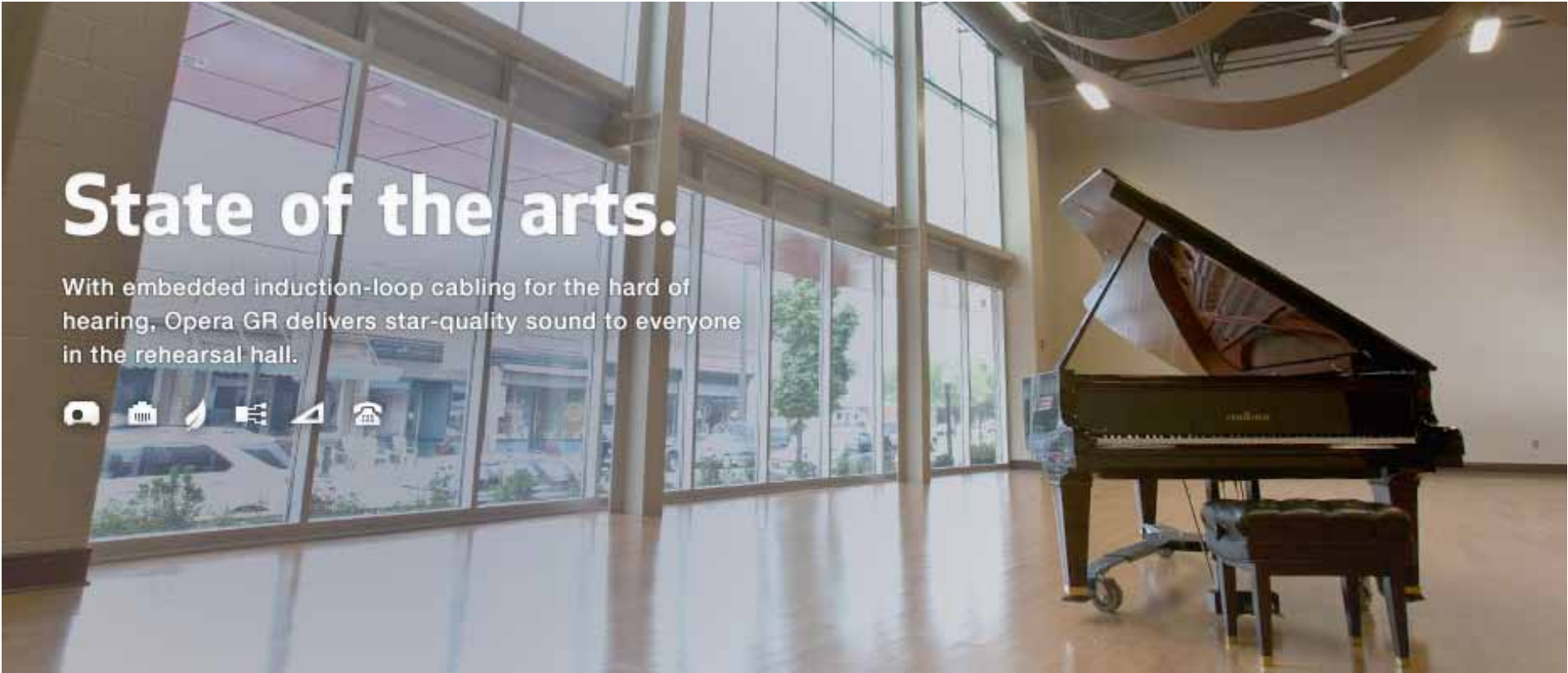
Making Technology Work For Business



MOSS TELECOM

These case studies on the homepage of MOSS Telecom’s site introduced visitors to the brand, the work and the breadth of services offered.

WEB: WWW.MOSSTELE.COM



State of the arts.

With embedded induction-loop cabling for the hard of hearing, Opera GR delivers star-quality sound to everyone in the rehearsal hall.



Major play for the minor leagues.

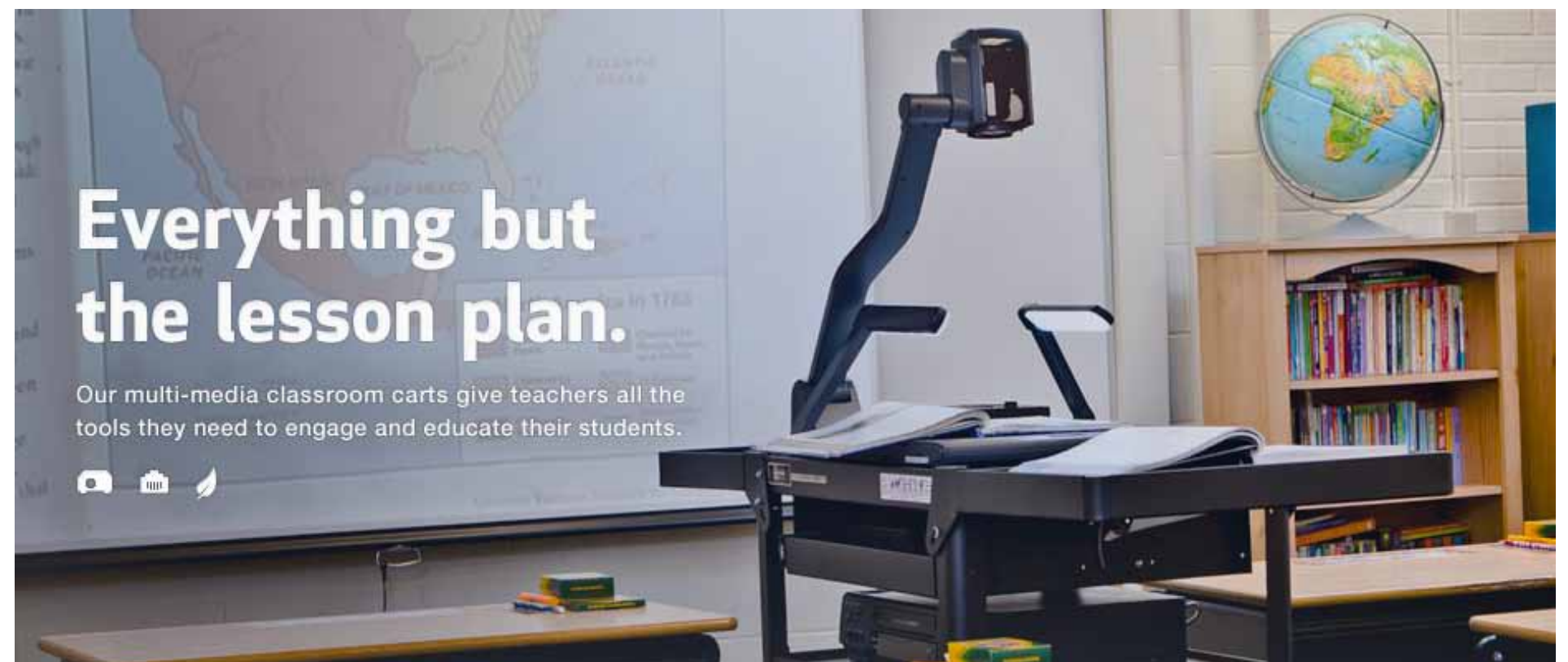
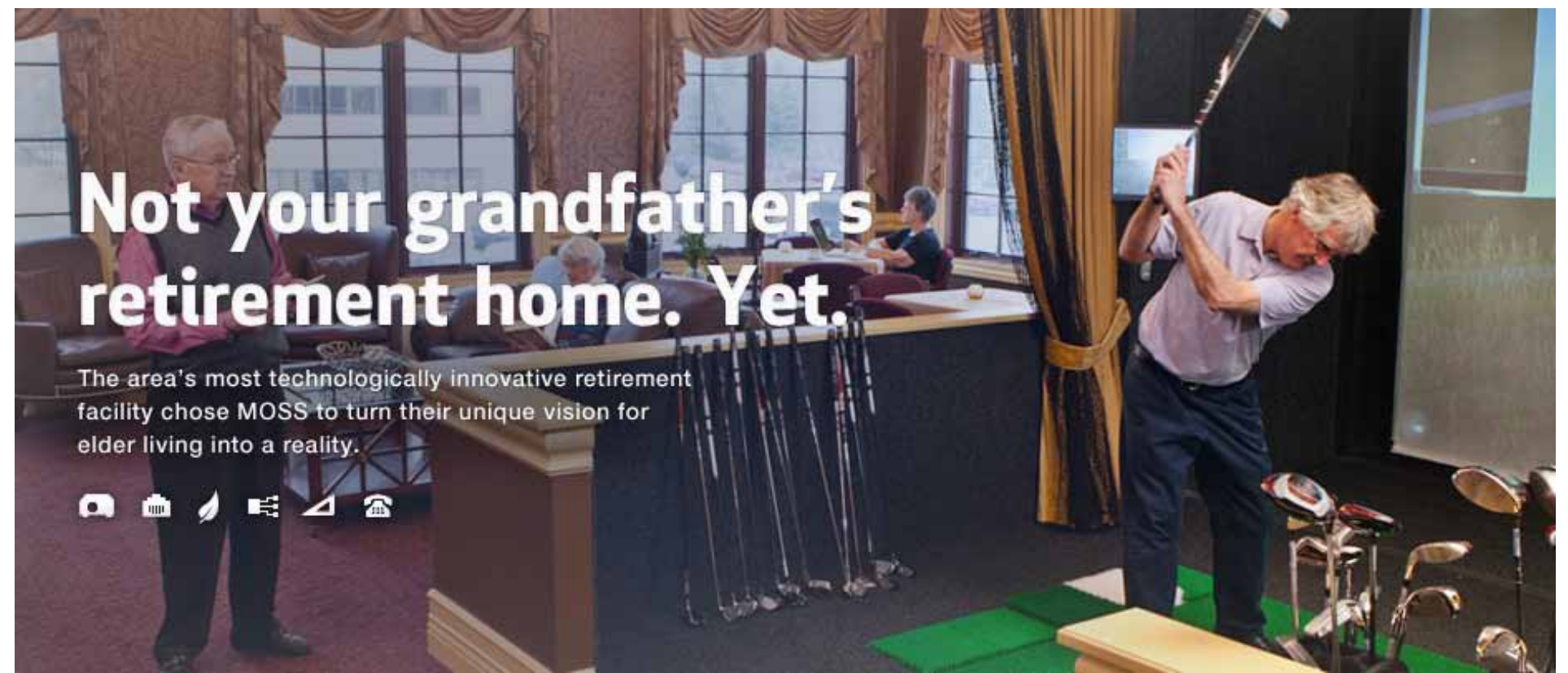
The home team called us up to design a connection between the announcer’s box and the scoreboard.



HARVEY SCHAEFER/
COPYWRITER/2010-2013

MOSS TELECOM

WEB



PERRIGO

You didn't even know Tylenol had been recalled, did you? Perrigo, a West Michigan-based pharmaceutical manufacturer, guessed you might not, either. That's why Perrigo, as Tylenol's competitor, asked Kantorwassink to change that. *Copywriter's note:* I consider the "recall" headline to be one of my finest, even if it never saw the light of day. Sigh.

PRINT/POINT OF SALES

WE'VE HAD YOUR BACK...
AND YOUR HEAD...
AND YOUR TUMMY...



TYLENOL HAS BEEN OFF THE SHELVES FOR A WHILE, AND WITH GOOD REASON. While Tylenol has been recalling products and issuing apologies we've been right here.



IF YOU
RECALL,
WE WEREN'T.

Due to quality issues, the makers of Tylenol have spent the last few years recalling their products and issuing apologies. We've spent that time stocking the shelves with safe, high quality medications that have the same effective ingredients and provide the same effective relief.

HARVEY SCHAEFER/
COPYWRITER /2010-2012

THE HIGHEST QUALITY. AND THE TRACK RECORD TO PROVE IT.

When Tylenol products were recalled, we remained. Providing products that adhere to the same FDA standards, compare to the same active ingredients and provide the same effective relief – only at much lower prices.

The reasons you switched, are the same reasons you should stay.



**You wouldn't have
noticed Tylenol
was off the shelf,
if you hadn't noticed
all the money
you've been saving.**

Due to quality issues, the makers of Tylenol have spent the last few years recalling their products and issuing apologies. We've spent that time stocking the shelves with safe, high quality pain relief medication that you can count on – at savings that add up.

HARVEY SCHAEFER/
COPYWRITER/2010-2013

PETER ISLAND RESORT & SPA

White sand beaches. Endless turquoise waters. A pink rum drink with matching umbrella. Amway Hotel Collection's Peter Island Resort & Spa is nothing short of spectacular and now, thanks to Kantorwassink, so is their website. I won't reveal the psychological ramifications of working on this site in the midst of a grey, Midwestern winter, but the post-launch boost in reservations suggests the juice was worth the squeeze.

WEB: WWW.PETERISLAND.COM

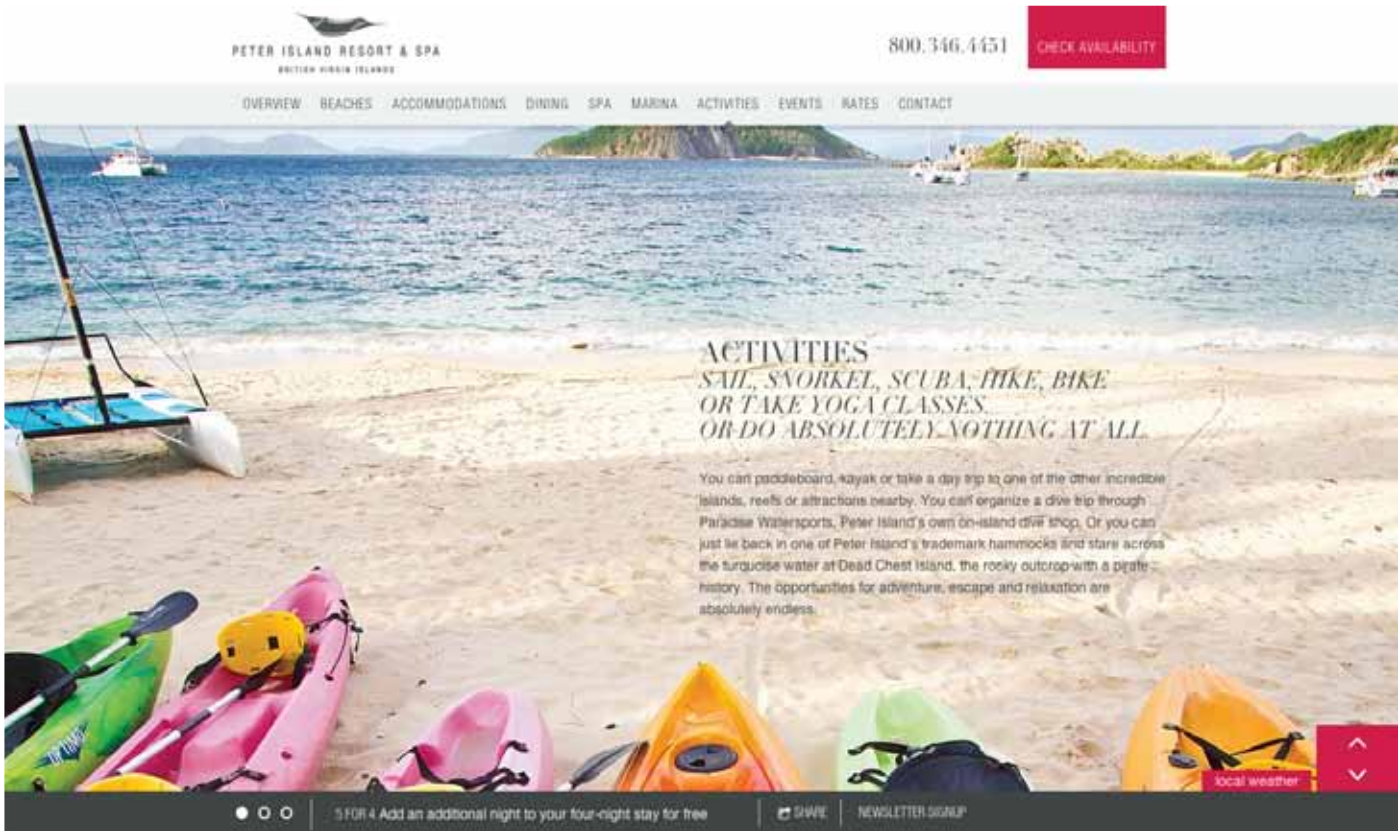
ACTIVITIES
PAGE/

BEACHES
PAGE/

BEACHES

*WHICH BEACH YOU CHOOSE WILL
LIKELY BE THE MOST DIFFICULT
DECISION YOU MAKE EVERY DAY.*

Five pristine white sand Caribbean beaches, each one with its own unique personality, ensure that each day at the beach is a totally different day at the beach.



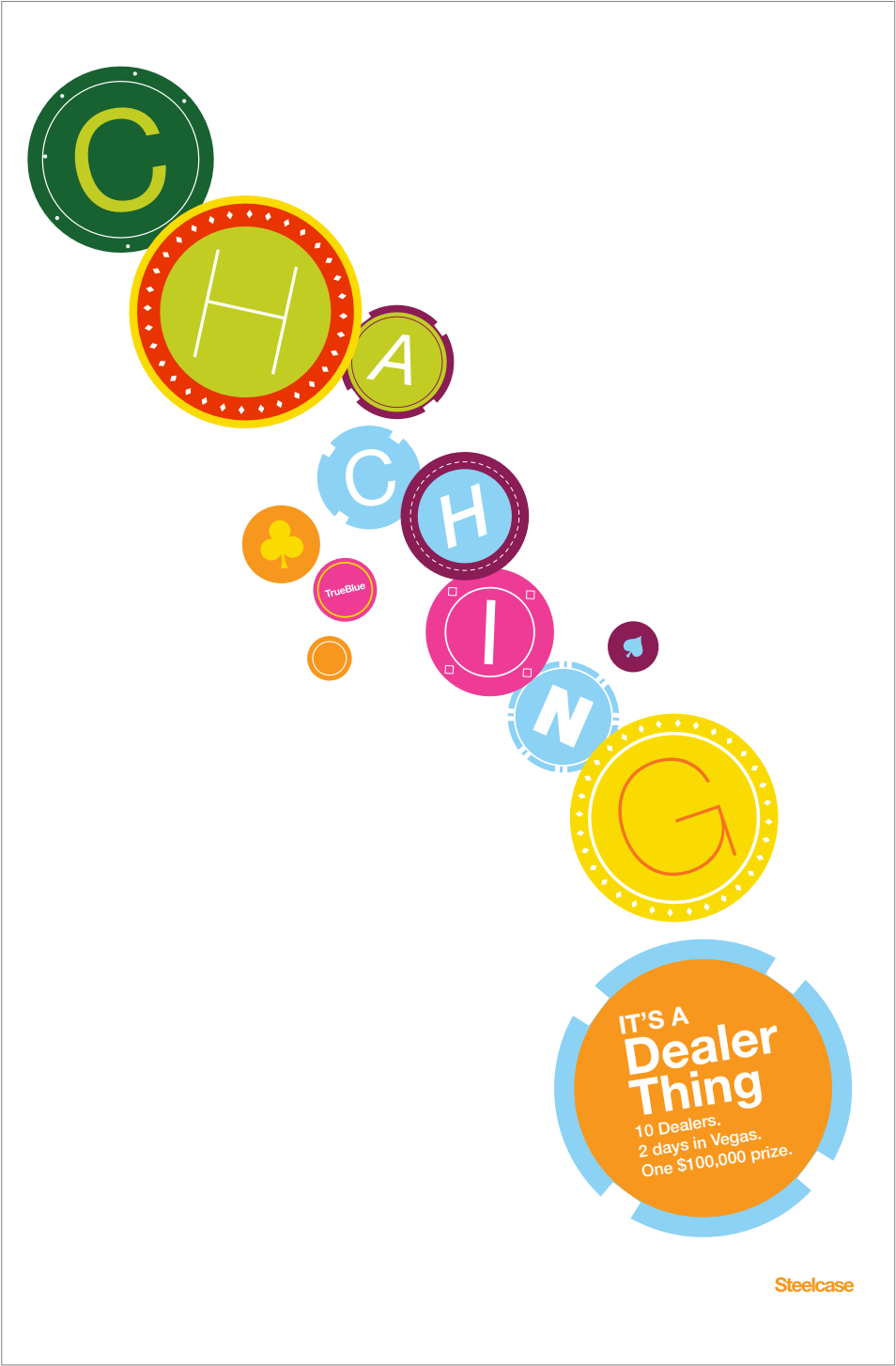
STEELCASE

The global leader in high-end office furniture had noticed a slump in dealer sales. So, the company challenged them to double down for chance to win big: an all-expense-paid trip to fabulous Las Vegas. Despite a few dealers still sporting Mike Tyson tattoos, the gamble paid off big for Steelcase.

POSTER/POSTCARD/PRINT



You've got to be in it to win it.
Be one of North America's
top 10 dealers and take
to the desert to compete for
one \$100,000 grand prize.



DOWNTOWN MARKET

The summer of 2013 introduced a lot of things: a royal baby, “The Twerk,” the end of Breaking Bad. It also welcomed something that had the potential to transform a whole community. Grand Rapids’ Downtown Market is an all-in-one grocer, farmers’ market, brew pub, kids kitchen and more. Think Seattle’s Pike Place Market, but with less patchouli oil. Downtown Market’s website, launched in the fall of 2012, served to get West Michigan’s taste buds a-tinglin’.

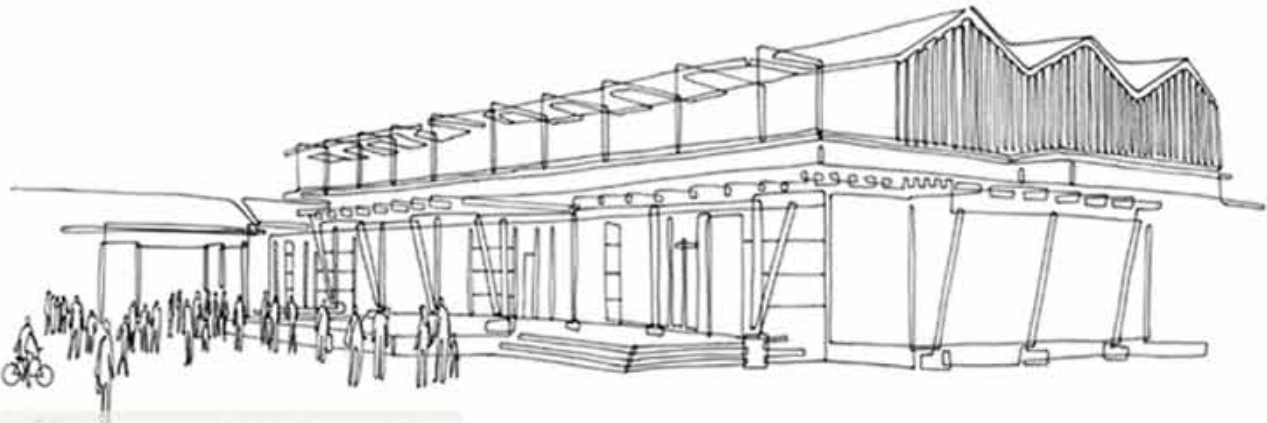
WEB

ABOUT
PAGE/



435 IONIA SW
GRAND RAPIDS MI
49503

GOOGLE MAPS



*All that's great
All in one place.*

If it helps you wrap your head around it, think of it as main street with a produce market, kitchen, garden, school, performance hall, bakery, brewery, eatery, butchery, flowery meeting place + market.



WHERE IS IT?

Downtown Market is on Ionia Street, just south of the Wealthy overpass. Smack-dab in the heart of Grand Rapids, it's accessible, convenient and welcoming, just like West Michigan. Oh, and there's free parking.

WHAT IS IT?



*Home to anything your
taste desires.*

There's nothing to savor, smell, feel, or experience just yet, unless, of course, you love the taste of sawdust. But beginning in the summer of 2013, Downtown Market is going to change the way you experience food culture.

MORE

GET
INTO IT
SUMMER
2013

TUMBLR FEED

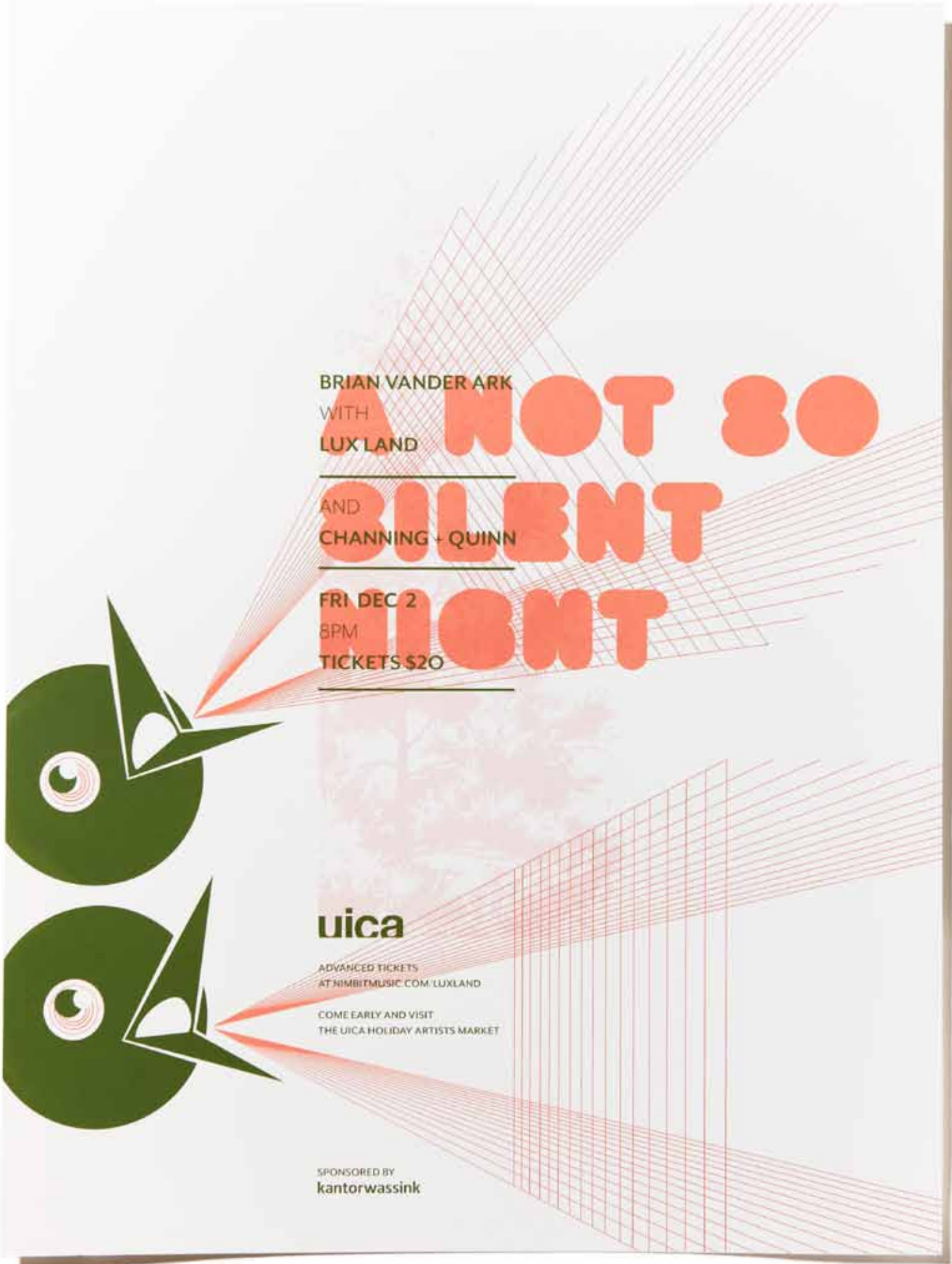


HARVEY SCHAEFER/
COPYWRITER/2010-2013

URBAN INSTITUTE OF
CONTEMPORARY ARTS

A project for Grand Rapids' UICA's annual Christmas Concert. This should include a photo of the AD/CW team responsible for this ADDY-winning piece, complete with two confused, "that thing won?" facial expressions. It may have not earned "Best of Show," but we celebrated as though it did.

POSTER



WEST MICHIGAN CITIZEN CORPS

In 3rd grade, I hid from a tornado in my school's basement. From then on, I was determined to write a radio spot that helped my community better prepare for the dangers of natural disasters. 20-ish years later, my dream was realized with this script. And while that's not a "true story," it was helpful in an awkward elevator ride with the spot's sound engineer, who had apparently never met another human being before.

RADIO

WMSRDC
CITIZEN CORPS // Clare County

5.June.2012
:30/Radio

“BE THE DIFFERENCE”

MUSIC: DARK AND OMINIOUS SLOWLY BUILDING TOWARD
A CRESCENDO

AVO: Do you know the difference between a disaster and a tragedy?

A disaster is when a tornado, flood or fire strikes. A tragedy is when you’re not prepared and the unspeakable happens.

Disasters can’t be avoided.

MUSIC: SWITCH TO MORE UP-BEAT MUSIC AND SOUND DESIGN

AVO (cont.): Tragedies can.

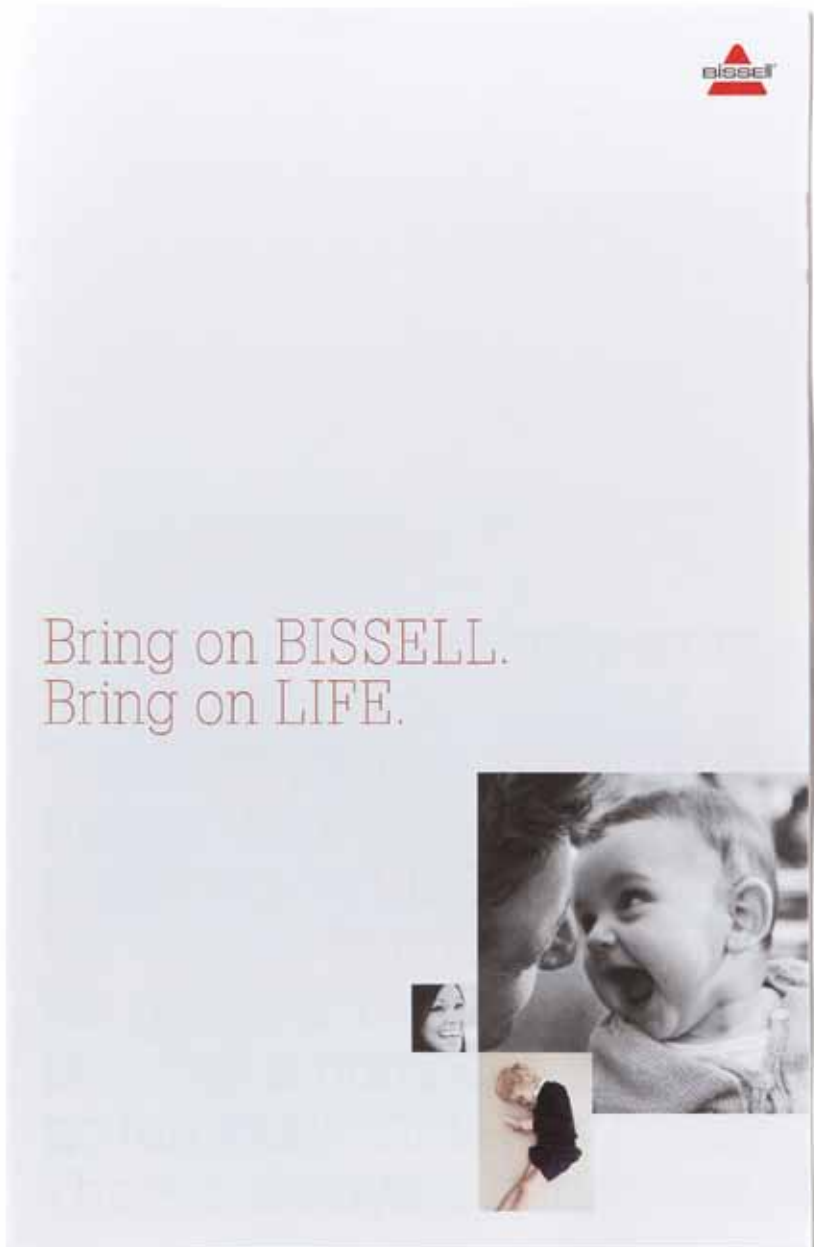
Citizen Corps preparedness programs train you to make your family, home and community safer, stronger and better prepared for emergencies and disasters. If you care, prepare. Call (989) 539 – 6161.

BISSELL

Not many kids grow up dreaming of designing vacuums for a living. But if they did, and they saw this recruitment brochure Kantor-wassink made for BISSELL's HR department, they sure as shootin' would know where they wanted to work.

BROCHURE

COVER/

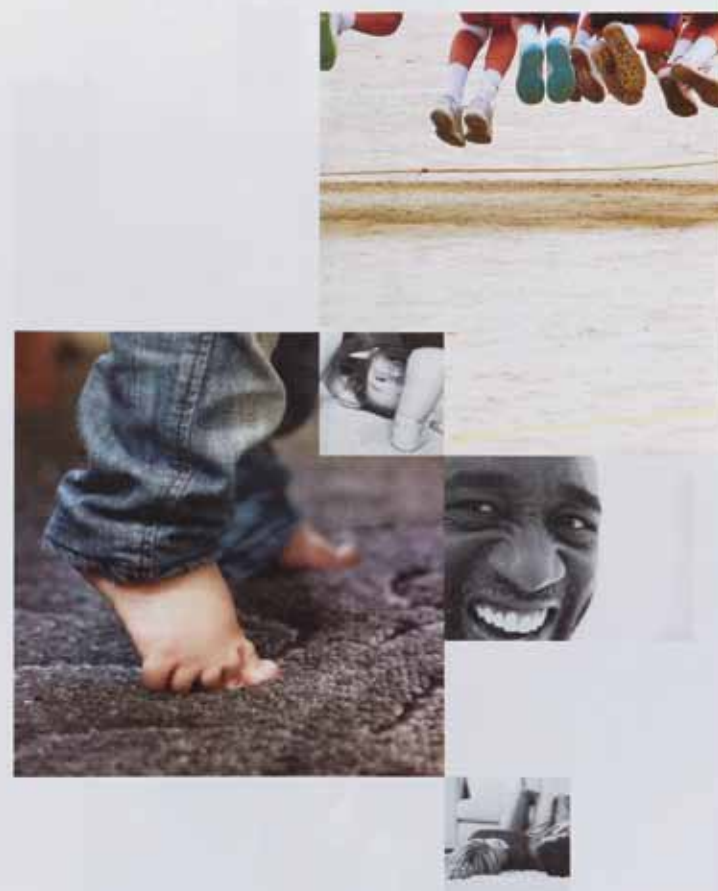


OPENING SPREAD/

BISSELL

BROCHURE CONTINUED

Bring on life. The things that make life better are often the things that make our lives messy. Family. Friends. Pets. Parties. Pitter-pattering little feet. Red wine on white carpet. Root beer floats in the family room. We'll clean up later.



Every one of the products we make are inspired, in one way or another, by the company we keep.



- We'd like to thank some of the real people who inspire us this month.

Namely:
 Estelle
 Henry
 Rodney
 Elaine
 Mimi
 Jimmy Senior
 Jan
 Jimmy Junior
 T.J.
 Jimmy III
 Susann
 Bultha
 Stann
 Frances
 Rafferty
 Oh, and Ziggy
 the Wonder C



THANK YOU.

I HOPE THIS IS JUST THE
START OF SOMETHING.