

Jobs, Green, Pytka inducted into 2012 Creative Hall Of Fame

NEW YORK, US: More than 300 of America's leading advertising industry professionals gathered on the evening of 17 January 2012 to honour Apple's co-founder Steve Jobs, creative Paula Green and director/producer Joe Pytka, 2012 inductees in Creative Hall of Fame. The One Club for Art & Copy also bestowed honours on Robert Lawton, co-founder of Creative Circus/Atlanta, as the inaugural inductee in its new Educator Hall of Fame.



"Induction to The One Club Hall of Fame is the rarest of honours, one bestowed upon the precious few who have devoted their careers to creating pure and beautiful ideas," said David Lubars, 2012 Hall of Fame chairman and chairman & chief creative officer, BBDO. "Ideas that had the power to lift brands, the culture and - I'm sure you'll agree this is not an overstatement - put a brighter face on humanity."

"The One Club is thrilled also to honour Rob Lawton as the inaugural member of our new Educator Hall of Fame," said Kevin Swanepoel, president. "Our mission to champion and promote excellence in advertising in design and use that legacy to educate and inspire future generations is rivalled only by Rob's own passion for pushing his students to greatness at Creative Circus."

Honoured for his creative contribution to design, branding and communications, visionary leadership and passion for design, Steve Jobs not only changed the way we interact with technology and media, but also changed the way we create content in media. Accepting the award on Jobs' behalf was Lee Clow, chairman and global director of TBWA\Chiat\Day\Media Arts Lab, whose long and storied partnership since 1984 continues today.

A pioneer of women in advertising, Paula Green is best known for creating the campaign "Avis. We're only No. 2. We Try Harder," one of the iconic benchmarks in the Doyle Dane Bernbach portfolio, and the lyrics to "Look for the Union Label," the song she wrote for the 75th anniversary of the International Ladies Garment Workers Union (ILGWU) - both of which have stuck in people's minds and remain today part of American pop culture. Like many aspiring copywriters, she worked her way up from writing promotional copy, creating layouts and sales promotion to creating her own agency Green Dolmatch, using her talents for causes in which she believed. Under her own shingle she created an award-winning commercial for early detection of breast cancer for the American Cancer Society and other successful campaigns for *The New York Times*, Subaru and Goya, among others.

Joe Pytka will tell you that he is not of his time, but the time was now for his Hall of Fame induction. He is considered by many to be one of the greatest commercial directors in history with more than 5000 commercials, films and videos to his credit. He is best known for his big-budget Super Bowl ads, including such greatest advertising hits as Madonna's controversial "Make a Wish" video for Pepsi featuring the song "Like a Prayer," "Bo Knows" and "I Am Not A Role Model" for Nike, Ed and Frank for Bartles and Jaymes, and the frying egg commercial with the tagline "This is your brain on drugs."



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With a passion for teaching and a reputation for pushing his students to greatness, Robert Lawton, co-founder of Creative Circus in Atlanta, received honours as the inaugural inductee in The One Club's new Educator's Hall of Fame. Established in 1995 with his co-founder Norm Grey, today the school is renowned for its advertising and design programs with many of its students becoming successful creatives at agencies around the world.

Jobs, Green and Pytka join a long list of Creative Hall of Fame members past and present including Leo Burnett, David Ogilvy, Bill Bernbach, Phyllis Robinson, Jay Chiat and Lee Clow, Hal Riney, Cliff Freeman, Jeff Goodby and Rich Silverstein, Dan Wieden and David Kennedy, Jay Chiat and Lee Clow.

For more information on The One Club Creative Hall of Fame, go to www.oneclub.org/oc/hall-of-fame.

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