



## OSCAR FONTOURA JR

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### Resume:

- Large experience as art director and creative director in brazilian advertising agencies, as Talent Comunicações and FCB.
- Projects for over 120 clients from different segments made on graphics, electronics media, and web digital. Also photo and video (recently).
- More than 50 awards as creative in advertising (Cannes – Sawa; festival Ibero Americano, London Int festival; NY Festival, and Brazilian festivals).
- Specialization in Advertising (bachelor); Art History; Google Adwords, Inbound, and Digital Midia; Video and photo.
- Brazilian Portuguese (native), English and Spanish speaker.
- Also sax player

*Graphic Design, Art Direction, Branding, Video Production, Branding Design, Branding, Digital Marketing, Website Design, Ecommerce, Inbound, Digital Media, Promotional Design, Packaging Design*

Oscar Fontoura Junior, Brazilian from São Paulo has been working in advertising since 1979, first as an art director, and later as creative director and owner of his own business, since 2000.

He worked in some very important agencies in Brazil as Talent Comunicação, as art director (1988-1990) and FCB (Foote, Cone & Belding), first as art director (1993-1997), and later as creative director from 1995 to 1997. During this time he worked with many international brands, respecting its international policies, as Colgate – Palmolive, Faber Castell, Mastercard, Johnson, L’Oreal, Lancome.

Since 2000’ he decided to run his own business.

At Fontoura Hot Digital he manages branding projects; and developed his own methodology based on his experience with these international brands, the *Hot Branding*.

**He plans, creates and produce advertising (print, tv, web), including cross media campaigns. Also he plans and manages web sites and ecommerce construction. He got knowledge in digital media as Adwords, Inbound strategye.**

Nowadays, he manages Anna Pegova - Paris , a small french brand settled in Brazil. Anna Pegova is his client since 2004, and attributed an expressive value to its brand in Brazil. Another current client is the Imigrantes Ecological Park, a sustainable enterprise settled for Kunito Miyasaka Foundation. Since 2010, Óscar has been accompanying its development and branding, creating marketing positioning, brand design, slogan, web site, and now the hole signs inside the Park.

<http://fontourahot.com.br/digital/branding-acessibilidade-e-sustentabilidade/>

Recently, last three years, has been directing and producing commercials for web and broadcast. So his knowledge and experience for creating and producing goes from print media, to film, to digital interactive and web.

During his career he acquired a multimedia experience, what helps him a lot to plan cross-media campaigns. Nowadays he has done some courses to get knowledge in digital media, as Google Adwords, Social Media and Inbound Strategies.

Graduated in advertising, by Escola de Comunicações e Artes – Universidade de São Paulo (1983). He got specific technical specializations in Art History, studio lighting for movie, film edition, interactive media, design for internet websites, Google Adwords, and Inbound by Hubspot. In 2017 he started an MBA on Digital Media at ESPM/ São Paulo (see below), but stopped to take care of his business.

He got something like 60 national and international prizes and honors, working as creative in advertising agencies. Some of his jobs are mentioned on Sawa (Cannes Advertising festival), NY Festival Annual publication, London Advertising Festivals, and FIAP (Ibero-American Advertising Festival). During this period he had the opportunity to develop communication projects in various areas, for-sized customers multinational and local companies, participating in international projects to launch global campaigns.

He also is musician and sax player and work as volunteers on social campaigns.

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## *Activities & Services*

- Branding strategy and design. Including branding manuals building ( see at <http://fontourahot.com.br/digital/portfolio/marca/#> )
- Management of global branding policies in companies headquartered in Brazil, or other marketings (<http://fontourahot.com.br/digital/clientes-atendidos-oscar-fontoura-jr/>)
- With mastery of the graphic, electronic, and digital platforms, its activities involve: creation, design and production for graphic material (folders, packaging); advertising campaigns, and non-media
- Creation, design and production for web sites, e letters, ecommerce, e learning, online campaigns on Google Adwords, Google Panels and Face Book, and others social media
- Creation, production and direction for video and photography
- E-commerce website bulding and management - [www.blessoptical.com.br](http://www.blessoptical.com.br) (active); [www.delaurentis.com.br](http://www.delaurentis.com.br) (active); [www.hotdot.com.br](http://www.hotdot.com.br) (not active)
- E learning ([to watch a free class click here](#))

More info check site and short presentation at: <http://fontourahot.com.br/digital/suportes/>

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## *Graduations, Courses & Training*

- *Advertising and Propaganda - School of Communications and Arts / University of São Paulo (Graduation - 1979/1982)*
- *History of Art - Armando Álvares Penteado Foundation (Incomplete Degree - 1986)*
- *Saxophone- New Music School (Reading Musical- Solo and improvisation / 3 years- 1987)*
- *Adobe Dream Weaver Technical Specialization Course (2000)*
- *Specialization Course Adobe Premiere (2000)*
- *Flash Specialization Course - Authorized Centers (2001)*
- *Technical Specialization Course - Lighting for Cinema and Video (Senac - 2014)*
- *Technical Specialization Course - Advanced Adwords - Gobec / Google Partner (2015)*
- *MBA - Management of Communication in Digital Media - 2017 (incompleted)*
- *Master in Digital Media (by SINAPRO-2017 )*

- *Inbound* (by Hubspot- 2018)
- *Inbound Marketing* (by Hubspot – 2018)

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## *Advertising Agencies where he worked and Won Prizes*

### **GTM&C GRUPO DE TRABALHO EM MARKETING E COMUNICAÇÃO (São Paulo / Brazil) / 1982-83**

*Prêmio Colunistas / Ouro – Institucional – Metacril/ Clube do Acrílico*

*Prêmio Colunistas Nacional / Prata – Automobilístico – Freios Varga*

*Clube de Criação de São Paulo / Anuário – Valisère*

### **TERRA DE PROPAGANDA (São Paulo / Brazil) 1984-85**

*Prêmio Colunistas São Paulo / Prata – Esmaltes Risqué*

*Prêmio Colunistas São Paulo / Prata – Tecelagem Vânia*

### **CBBA/PROPEG (São Paulo / Brazil) 1985-89**

*FIAP Festival Ibero Americano de Publicidade / Ouro – outdoor/ CCPL/ Leite B Paulista*

*FIAP Festival Ibero Americano de Publicidade / Ouro – anúncio/ Repro Fotolitos*

*FIAP Festival Ibero Americano de Publicidade / Prata – tv/ CCPL/ Leite B Paulista*

*Finalista- tv / New York Festival / CCPL/ Leite B Paulista*

*Revista About/Voto Popular – Ouro-tv / CCPL/ Leite B Paulista*

*Revista About/Voto Popular / Ouro-outdoor/ DDPL/ Leite B Paulista*

*Clube de Criação de São Paulo / Anuário / Direitos Humanos 1*

*Clube de Criação de São Paulo / Anuário / Direitos Humanos 2*

*Clube de Criação de São Paulo / Anuário / ReproClube dos Diretores de Arte / Anuário / Direitos Humanos 1*

*Clube dos Diretores de Arte / Anuário – Repro*

### **TALENT/ COMUNICAÇÃO (São Paulo / Brazil) 1989-91**

*Prêmio Abril de Publicidade / Finalista – VidaInvest Bamerindus*

*Clube de Criação de São Paulo / Bronze- tv Lacta Páscoa*

*Clube de Criação de São Paulo / Prata – VidaInvest*

### **ADAG (São Paulo / Brazil) 1991-1992**

*New York Festival – Finalista- tv / Q Refresco / Ping Pong Amazônia*

### **FCB / FOOTE, CONE & BELDING (São Paulo / Brazil) 1992 - 97**

*New York Festival / Bronze- rev./ Banesto*

*FIAP- Festival Ibero Americano de Publicidade / Bronze- rev/ - Banesto*

*FIAP- Festival Ibero Americano de Publicidade / Bronze- tv/ Governo de Curaçao*

*SAWA- Cannes / Finalista- rev. / Santista Têxtil 1*

*SAWA- Cannes / Finalista- rev. / Santista Têxtil 2*

*London International Festival / Finalista- rev. / Barilla*

*London International Festival / Finalista- tv / - Santista Alimentos/ Maionegg's*

*London International Festival / Finalista- rev. / - Santista Alimentos/ Boa Sorte com Ferm.*

New York International Festival / **Finalista**- outdoor / - Santista Alimentos/Mila  
Prêmio Abril de Publicidade / **Finalista**- campanha rev./- Gradiente/ Celulares  
Prêmio Abril de Publicidade / **Finalista**- campanha rev./ - Tintas Coral  
Prêmio Abril de Publicidade /**Finalista**- rev./ - Tintas Coral  
Clube de Criação de São Paulo / **Prata**- tv/ Governo de Curacao  
Clube de Criação de São Paulo / **Prata**- tv/ Santista Alimentos/ Margarina Bem-te-Vi  
Clube de Criação de São Paulo / **Bronze**- jornal/ Notícias Populares  
Clube de Criação de São Paulo /**Bronze**- rev./ Tintas Coral/ Copa  
Clube de Criação de São Paulo / **Bronze**- outdoor/ Celular Gradiente  
Clube de Criação de São Paulo / **Bronze**- jorn/ Jodaf  
Clube de Criação de São Paulo / **Bronze**- jorn/ Notícias Populares / Leão Lobo  
Clube de Criação de São Paulo / **Anuário**- tv / Tintas Coral / Sogra  
Clube de Criação de São Paulo / **Anuário**- tv / Santista Alimentos/ Farinha Boa Sorte  
Clube de Criação de São Paulo / **Anuário**- tv / Tintas Coral / Sogra  
Revista About / **Ouro**- Prêmio Cliente Anuário- tv / Cadeia Santista  
Revista About / **Ouro**- Prêmio Voto Popular- tv / Cadeia Santista  
Revista About /**Prata**- Prêmio Voto Popular- campanha tv / Óleo Cocineiro  
Revista About /**Ouro**- Prêmio Voto Popular- tv / campanha Tintas Coral / Coralmur  
Revista About / **Ouro**- Prêmio Cliente- tv / campanha Tintas Coral/ Coralmur  
Revista About / **Prata**- Prêmio Cliente- rev. / campanha Série Lápis / Faber- Castell  
Prêmio Colunista de São Paulo / **Ouro**- tv / Santista Alimentos/ Farinha Boa Sorte  
Prêmio Colunista de São Paulo / **Bronze**- tv / Tinta Coral / Sogra  
Prêmio Colunista de São Paulo / **Bronze**- an / Faber- Castell  
Prêmio Colunista de São Paulo / **Bronze**- an / Tintas Coral / Colorservice

**THE GROUP SB AMERICA (São Paulo / Brazil)1997-2000**

Revista About / **Ouro**- Prêmio Cliente- tv / Campanha Editora do Brasi

**FONTOURA HOT BRANDING (São Paulo / Brazil) since 2000**

(I decided not register any more work in festivals since 1999)

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## List of advertising and design clients since 1983 to 2018

<p><b>Health &amp; Care</b></p> <p>Anna Pegova</p> <p>Colgate Palmolive</p> <p>Germaine Monteaux</p> <p>Warner Lambert / Lubriderm</p> <p>L'oreal</p> <p>Lancôme</p> <p>Biotherm</p> <p>Tampax – Tambrands</p> <p>UP John - Farmácia Laboratórios</p> <p>Immedin</p> <p>Niasi Cosméticos: Esmalte</p> <p>Risquè, colônias, tinturas para cabelo Nuance e Biocolor.</p> <p>Citrovit</p> <p>Bless Optical / De Laurentis</p> <p><b>Automotive</b></p> <p>Freios Varga</p> <p>Bridgestone / Firestone</p> <p>Asia Motors / Towner</p> <p><b>Educational/ Cultural</b></p> <p>Faber-Castell</p> <p>Gulliver Brinquedos</p> <p>Revista Veja – Ed. Abril</p> <p>Editora do Brasil</p> <p>Notícias Populares</p> <p>Harmonia Educação e Cultura</p> <p>SENAC Cursos de Extensão</p> <p>Parque Ecológico Imigrantes</p> <p>Fundação Kunito Myiasaka</p>	<p><b>Corporate /Institutional</b></p> <p>Cia. Suzano de Papel e Celulose</p> <p>Associação dos Produtores de Papel Cartão e Celulose</p> <p>Rhodia</p> <p>Construtora Arão Sahn</p> <p>Lopes Consult de Imóveis</p> <p>Harmonia Educação e Cultura</p> <p>Metacril/Clube do Acrílico</p> <p>Carbocloro</p> <p>ISS Services</p> <p>Santa Ercília Holding</p> <p>Governo do Estado de São Paulo</p> <p>Governo do Estado do Maranhão</p> <p>Governo do Estado de Roraima</p> <p>Prefeitura de Osasco / Adm. Parro</p> <p>Voith Hydro</p> <p>Windlogistics Freightforwarding</p> <p>Fundação Kunito Myiasaka</p> <p>Parque Ecológico Imigrantes</p> <p><b>Tourism &amp; Hotels</b></p> <p>Governo de Curaçao</p> <p>Oficina de Turismo de Cartagena de Indias- Colômbia</p> <p>Hotel Mofarrej Sheraton</p> <p>Rede de Hotéis Meliá</p> <p><b>Household</b></p> <p>SC Johnson</p> <p>Tintas Coral</p> <p>Lorenzetti</p> <p>Trorion Colchões</p>	<p><b>Food &amp; Beverages</b></p> <p>Ajinomoto - Sazon</p> <p>Cervejaria Schincariol</p> <p>Cadbury's Schweep's</p> <p>CPL- Cia Paulista de Laticínios</p> <p>Cervejaria Belco</p> <p>Cevall Alimentos</p> <p>Etti</p> <p>Lacta</p> <p>Kellogg's</p> <p>Massas Renata</p> <p>Pastificio Selmi</p> <p>Perdigão</p> <p>Santista Alimentos</p> <p>Vinagre Castelo</p> <p>Sucos Maguary</p> <p>Q Refresco: Fresh, Fest, Ping</p> <p>Pong</p> <p>Remy Lacave</p> <p>Vinho Chianti Ruffino</p> <p>Whisky Dewards</p> <p>Whisky Ballantine's</p> <p><b>Fashion &amp; Textile Industry</b></p> <p>Santista Têxtil</p> <p>Valisère</p> <p>Richard's</p> <p>Cia. Hering</p> <p>Wrangler Jeans</p> <p>Puc Infantil</p> <p>Nike</p> <p>Santista Textil</p> <p>Levi's</p> <p>Harry's</p> <p>Brooksfield</p> <p>Calçados Búfalo</p>	<p><b>Tecnologie / IT /Electronics</b></p> <p>Novell Network</p> <p>Lotus Education</p> <p>Gradiente Telefone Celular</p> <p>Labo Computadores</p> <p>Brastemp</p> <p>Cygnus Equipamentos de Som Profissionais</p> <p>Semp Toshiba</p> <p>SSI- Simpósio de Segurança em Informática (ITA)</p> <p>Trorion Colchões</p> <p>Tivit</p> <p>Fujitsu -Plasma Tv</p> <p>Nakamishi- áudio e home-theater</p> <p>Mc Intosh - high fidelity sound systems</p> <p>Siemens Aparelhos Auditivos</p> <p>Unisys Brasil</p> <p>StockPhotos</p> <p><b>Financial</b></p> <p>Grupo Martinelli</p> <p>Bamerindus Seguros</p> <p>Banco Multiplic</p> <p>BFB -Itau</p> <p>Lloyds Bank</p> <p>Banco Banesto</p> <p>Fininvest</p> <p>Mastercard</p> <p>Bic Banco</p> <p>Citibank (prospecção)</p>
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