

## **Viewpoint Creative Adds Ian Edelman as Creative Director**

*By Ray Ecke/Right Word Media*

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*Viewpoint Creative (www.viewpointcreative.com), the award-winning creative agency specializing in advertising solutions for entertainment and lifestyle brands, has named Ian Edelman Creative Director for the Boston-based company's Los Angeles office.*

**Former G4 Sr. Writer/Producer for On-Air Promotion To Lead Company's LA Office**

LOS ANGELES, CA -- Viewpoint Creative (www.viewpointcreative.com), the award-winning creative agency specializing in advertising solutions for entertainment and lifestyle brands, has named Ian Edelman Creative Director for the Boston-based company's Los Angeles office. An 11-year creative/production veteran, Edelman was most recently Sr. Producer for On-Air Promotion at the G4 network where he played a key role in the creative development of their on-air promotion including launch campaigns, image spots, network packaging and off-air presentations and marketing.

"We're looking for Ian to play a big part in the continued growth and success of our LA office," said Dave Shilale, Viewpoint's General Manager/Executive Producer. "He brings with him a broad range of creative experience - both as a creative and a producer/director. With Ian aboard we're confident we can continue to grow on both coasts within our core entertainment industry clientele, as well as pursue new opportunities."

At G4, Edelman helped develop and direct successful launch campaigns for a broad range of content including The Man Show, Star Trek: The Next Generation and Fastlane. He also directed innovative promotion and packaging of weekend, late night and automotive programming blocks; repackaged, repositioned and re-launched G4 following G4/Tech TV merger; produced and directed promotional campaigns for special events, including E3 Live and G-Phoria (G4's video game award show); and developed and produced a best of the web pod cast, The Daily Nut, consistently ranked in iTunes top 50 podcasts.

A graduate of Wesleyan University, Edelman directed commercials for such clients as Motorola, Yfly.com and Wiley Publishing before joining G4.

At Viewpoint Creative's LA office, Edelman will work closely with Viewpoint's Executive Creative Director, Mike Middleleer; Creative Director/Design, Joseph Kiely; and Associate Creative Director, Shawn Peters, as well as the rest of the bi-coastal creative team.

"We are extremely excited to have someone of Ian's caliber join our team," Middleleer said. "He's a tremendous conceptual thinker with a razor sharp wit. He writes, directs and skateboards - what else could you ask for?"

For Edelman, joining Viewpoint Creative represents a natural progression in his career. "I am thrilled to be part of such a creative team and excited to make the transition to an agency that works with a diverse and dynamic group of clients," Edelman said.

About Viewpoint Creative:

With offices in Boston, MA and Los Angeles, CA, and 18 years experience, the award-winning creative agency Viewpoint Creative has built a well-earned reputation for its ability to motivate consumers to act with immersive brand experiences. With a commitment to strategic thinking across every conceivable

medium, the company has lent its considerable skills to such clients as ABC, Bose, Discovery, Gillette, HBO, HGTV, PBS, Mattel, Sci Fi Channel and the Wall Street Journal. For more information check out their website at [www.viewpointcreative.com](http://www.viewpointcreative.com).

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