



BARTOLUCCI REJOINS LEO BURNETT AS SENIOR VEEP

A stylized, handwritten signature of 'Leo Burnett' in black ink.

Joe Bartolucci has rejoined Leo Burnett, Chicago, as senior vice president and creative director. He will oversee creative efforts for both Leo Burnett USA, and marketing services subsidiary Arc Worldwide. Bartolucci was most recently group creative director at Tribal DDB, part of the DDB Worldwide unit of the Omnicom Group. He began his marketing career in 1995, as a driver of the Oscar Mayer Wienermobile. Leo Burnett Worldwide is an advertising company, created in 1935 by Leo Burnett. Burnett was responsible for the creation of the Jolly Green Giant, the Marlboro Man, Toucan Sam, Charlie the Tuna, Morris the Cat, the Pillsbury Doughboy, the 7up Spot, and Tony the Tiger.

<https://blog.granted.com/>