

RON ANTONETTE

R. ANTONETTE COMMUNICATIONS

Ron Antonette has worked on campaigns promoting family & parenting brands since 1990, when he first donned a Teenage Mutant Ninja Turtles costume at Dodger Stadium for a client photo shoot. A veteran of both agency management and corporate PR roles, Ron has developed and led consumer brand marketing, corporate communications, integrated promotions and partnerships, and special events programming for Fortune 100 companies and some of America's best-known brands.



A strategist whose unique, eclectic brand PR experience ranges from Mickey Mouse and Swatch to Amazon.com and Magellan GPS, Ron continues to serve clients across a variety of industries as principal of R. Antonette Communications. His recent client and project work includes a Communications-Director-For-Hire role for home improvement brand Solatube; authoring a social media-driven campaign and 2010 PR strategy for Nestlé's Butterfinger; providing strategic counsel to a risk management consultancy; sourcing direct-to-audience opportunities for a law firm specializing in firefighter and labor issues; and contributing to the upcoming launch of a specialty toy brand.

Ron's considerable experience in toy industry marketing communications includes in-house and agency roles with Mattel, 12 years of award-winning work for client Playmates Toys, and programs for Disney Consumer Products, LEGO and GP Toys. His in-house role at Mattel as director of brand public relations for its Boys division (comprising its Wheels, Entertainment, Games and Tech properties) included the launches of several well-reviewed technology-based products and Hot Wheels automotive aftermarket accessories.

During more than 14 years at public relations agency GolinHarris (Los Angeles), Ron helped build brands and raise the profiles of such companies as Cold Stone Creamery, Musicmatch, Peet's Coffee & Tea, and Playmates Toys. A leader of its global youth marketing practice, Ron was the senior manager on the agency's Mattel and Nestlé accounts, lead communications counsel to Hollywood's Ralph Edwards Productions, and directed many of the firm's programs for The Walt Disney Company. His experience with Disney included the openings of Disneyland's new Tomorrowland and Disney's California Adventure; the launch of the Go Network (go.com); and the Poohfest and Mickey's Hometown Parade campaigns for Disney Consumer Products.

For GolinHarris client Playmates Toys, his team introduced brands ranging from Teenage Mutant Ninja Turtles, Star Trek, and Earthworm Jim, to the electronic doll Amazing Ally that helped initiate the news trend of "technology & toys." Ron also led the company's corporate communications efforts. He managed the global PR introduction of the LEGO creative learning toy MyBot; helped launch the Swatch Platinum watch; and led various Amazon.com assignments, including its toy store opening and a celebrity auction event with Ryan Seacrest. He also contributed to the grand openings of The Venetian Hotel in Las Vegas, Kidspace Children's Museum (Pasadena, Calif.) and the Metro Blue Line.

Ron's most recent agency role was an executive position at Fleishman-Hillard (Los Angeles), where he led local new business efforts and contributed to family/parenting and social media outreach efforts on behalf of select national clients. Ron was a practice group leader of the firm's national consumer marketing team; drove consumer tech and corporate communications work for Magellan GPS, including OEO and social media leadership, program development for trade shows, and securing strategic marketing partnerships; and provided communications counsel to regional clients Safeway (eco-friendly brand launch via social media), Denny's (rock music program), Jiffy Lube (recycling program), and Enterprise Rent-A-Car (California initiatives).

Ron also has served as director of corporate communications, grocery foods, for ConAgra Foods, where he authored and managed programming supporting the company's more than two dozen shelf-stable food brands, including Hunt's, Chef Boyardee, and Swiss Miss, and led corporate PR initiatives around sponsorships, bundled events (multi-brand promotions) and product placement.

His teams have earned PR industry awards for the launch of the Toyota Matrix, a campaign promoting used music CDs for Wherehouse Entertainment, and communications programs for Cold Stone Creamery, ConAgra Foods, Icebox.com, LEGO, Pasadena Tournament of Roses and Playmates Toys.

Ron was a trustee scholar at the University of Southern California, where he earned a bachelor's degree in journalism/public relations (sports information emphasis) and also was program director of student radio station KSCR. He is involved in USC Annenberg School of Communications alumni activities, participates in the Long Beach PR/Marketing Round Table, and is a member of the Motor Press Guild, Social Media Club L.A., and the Public Relations Society of America (PRSA) and its national PRSA Counselors Academy.

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