

JUSTADS 

 **RONI
SZUCHMAN**

Foto: Tábata Spongano



Criativity in Sight

Roni Szuchman, Specialist in Creating innovative solutions for professionals, companies and industries, collects successful cases in Brazil and abroad.

A man with dark hair and a slight beard, wearing a black button-down shirt, stands with his arms crossed. Behind him is a vibrant, abstract, and somewhat chaotic background featuring splashes of orange, red, and blue, with various shapes like a bird and a keyboard visible. The overall tone is creative and artistic.

**The Genius of Creative
Marketing Arrives in Brazil**

veja

Veja online magazine report,
September 2019



The Advertising Man

It's a bird! It's a plane! No, it's The Advertising Man! The cell phone rings, waking up our hero, 09:38 am, but he doesn't mind being woken up so early, because he is The Advertising Man - defender of entrepreneurs and the oppressed.

- Help, my sales are down 5% this month! - says the customer. This is a job for The Advertising Man! He quickly takes off his pajamas, puts on his jeans, cool sneakers, shirt, belt and his powerful blazer. Get in your expensive car and quickly arrive at the customer, 12:35 pm!

Faster than bankruptcy news, stronger than integrated action, more egocentric than the TV presenter, he is The Advertising Man - the one who sees everything! Wherever he goes, he takes passionate sighs (actually this only happens with handsome guy like me - and not with bald and paunchy people like you), there is no case without a solution, there is no planning without conclusion and no campaign without awards, because

he is The Advertising Man - There's no need to fear, The Advertising Man is here! The customer is desperate, in tears. It shows graphs and research, but nothing shakes our hero, because he is The Advertising Man - the Ever-Living! "I walked through the valleys and mountains of Wall Street, my name is engraved on the pages of directory advertising books, I entered the Cannes Lions' den, I and only me, no one else, because I am The Advertising Man, I am always right and I will always be right."

So The Advertising Man uses his hypnotic superpowers and convinces the client to invest in more media, breaking the competition and the dark side of the force! You didn't remember my astuteness!

When the 4 Ps are weakened, when the target is no longer hit and your marketing analyst is a sucker, call: The Publicist! - "By the powers of Brainstorm, I have the account!"

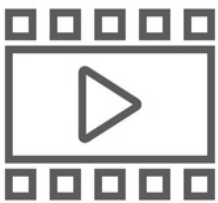
Roni Szuchman

A man with short brown hair and a slight smile stands outdoors. He is wearing a dark blue blazer over a white button-down shirt, which is open at the collar. He also wears blue trousers and a brown leather belt. His hands are in his pockets. The background is filled with green palm trees and foliage.

**“Understanding
my clients'
challenges and
creating strategies
that make them go
beyond their goals
is my differential.”**

@tata2pongano

ALCANTARA



Video for 46 Energy Drink



[Watch the Video](#)

Video for Drone Kids School



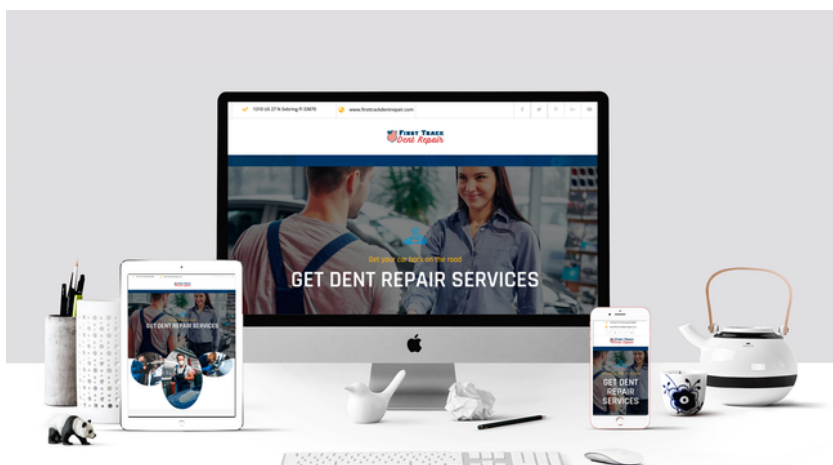
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Video for Unimed Medical Insurance



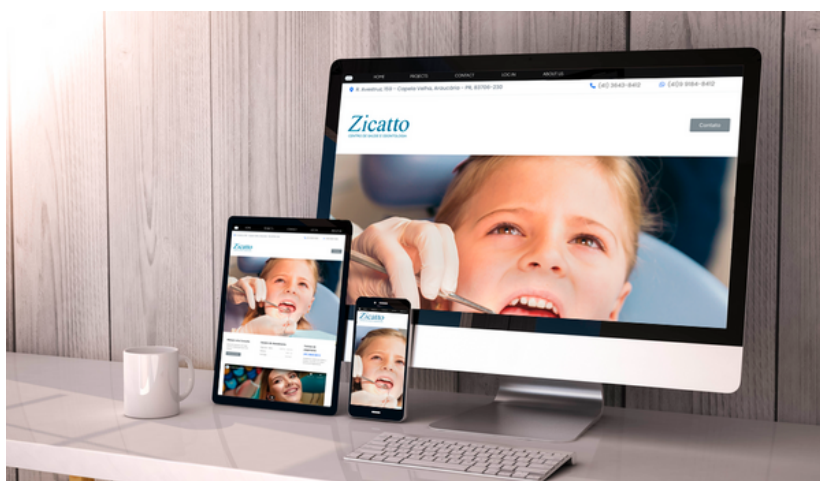
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Website for First Track Dent Repair



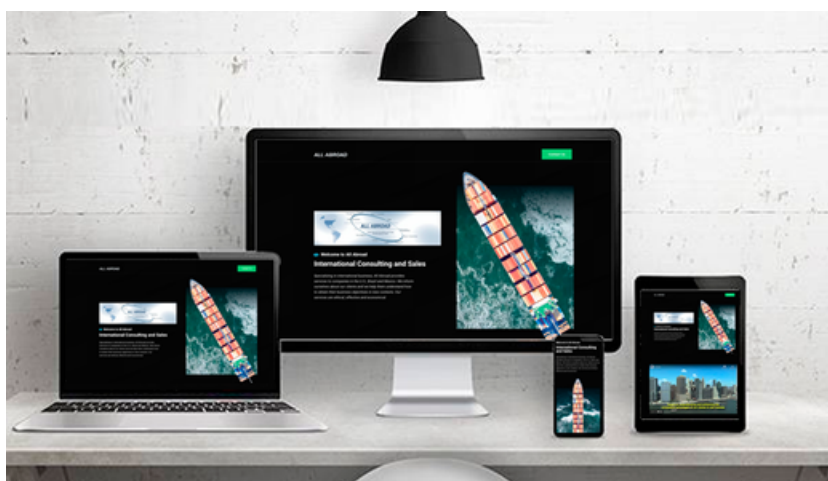
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Website for Zicatto Dental Clinic

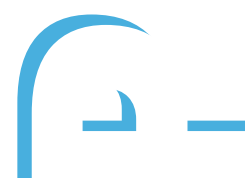
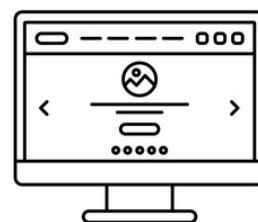


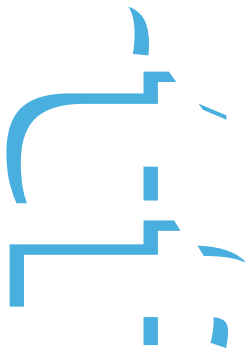
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Website for All Abroad International Consulting and Sales



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Logo for First Track Dent Repair



Logo for Tadini Risk Management



Logo for Orthopedics Clinic



DR. EDUARDO OSTERNACK
CIRURGIA DE OMBRO E COTOVELO

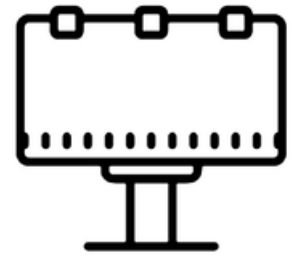
Ad for Water Savings Company



Ad for Soundproof Window Company



Anúncio for Handcuff Industry



החלפת המונитор

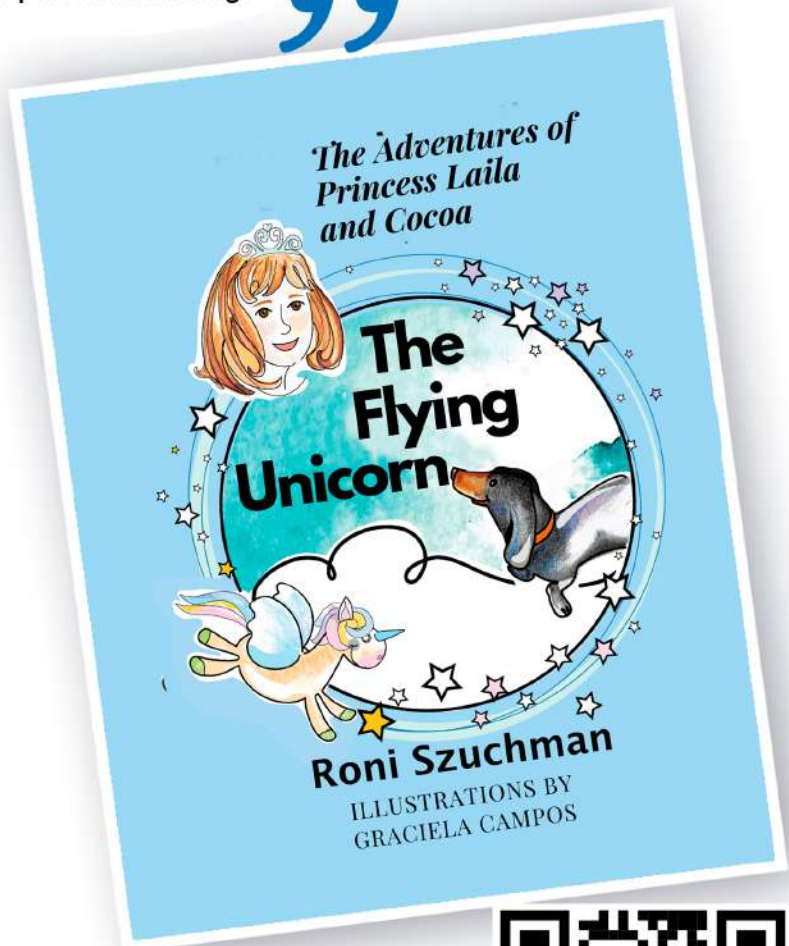




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Parents often read children's stories to their kids, but Roni is not one of those parents, he wrote a children's book for his daughter – in which she is a princess and the family's dog, her faithful sidekick. Detail: just for his daughter! Roni told us that after some issues at school, his father talked to the teacher and she recommended to read more books. - "It was a revelation to me! Read, encourages me to write! When I was 13 years old, my notebook would go around the classroom, everybody wanted to read it. That's when I realized that I was a creative person. So I decided to study Advertising and Marketing. In college, there I published a literary magazine and got some money for it. At that time I started working as an advertising writer, then I got promoted to art director and finally creative director. When I graduated, I went to study English in London, which was crucial to my career as an international speaker. That's why I want to stimulate and encourage my daughter's imagination. It will be part of her being!

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**INTERNATIONAL
SPEAKER**