

## Who's Who: Advertising

### **Yvette Craddock, founder/managing member, Click Marketing Solutions LLC**



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**Age:** WND  
**Years with firm:** 5.5

**Your career path: pure planning or fortuitous circumstance?** My career path has been primarily the result of fortuitous circumstance. I always wanted to be in a creative industry. Along the way, various tasks in my previous jobs

have been creative. One Saturday morning, I happened to be in the bank. An eccentric man stood in front of me, and we began chatting. It turns out he was a furniture designer who lived up the street from me. He was looking for someone to handle his marketing. We developed a friendship over the next several months. That friendship led to the opportunity to oversee the marketing strategy for the debut of his 10,000-square-foot showroom in High Point, N.C. I relocated from Los Angeles to High Point to manage this project. It was the most successful show he'd ever had, and that experience catapulted me into the world I live in today.

**If not advertising, which industry would you have tackled?** Definitely fashion. I've been designing my own clothes for decades and have been working with a tailor the past 10 years. Before my time on this planet is over, I'll be in some part of the fashion industry.

**Are the advances in communications technology making your job easier or harder?** Both. There is an abundance of clutter to filter through to find the credible, quality tools that will make a truly positive impact on your business and that of your clients. However, when you find it, you want to tell everyone.

**The ad that still stands out in your mind:**

A campaign series I created for Gold's Gym that was a bit on the provocative side. The ads featured fit, attractive people covered in very little. The sepia-toned photos were tastefully done and drove home the message the campaign was touting. The series elicited a lot of emotion from people, from all ends of the spectrum. That is exactly what you want every ad to do.

**Top-ranked item still on your life's to-do list:** Win an Addy.