

## **Russell J. Redmond** **Advertising Federation of Greater Hampton Roads** **1988 Silver Medal Award Honoree**



Russell Joseph Redmond was honored as the recipient of the 1988 Silver Medal Award, the 25<sup>th</sup> presented by the Advertising Federation of Greater Hampton Roads.

Russ, who served as president of Redmond Fugate Amundson Rice & Ross, passed away in September 1987, but his contributions to advertising in our market will be long remembered.

Redmond's advertising agency career began in 1960 when he joined sister-in-law Jean Bruce and Ben Matthias to form an agency. In the years that followed, partners changed and the agency became Redmond Amundson and Rice. In 1986, RAR merged with Richmond-based Fugate & Ross to form RFAR&R.

The first two clients at Russ' agency were McDonald's and Farm Fresh Supermarkets. What began as a small account with McDonald's grew to include responsibility for over 50 restaurants throughout Virginia and North Carolina.

When Russ and Farm Fresh first began in 1960, the agency had only three employees and the grocer had only one store. Thanks in part to the untiring efforts of Redmond, the Farm Fresh account (which merged with Giant Open Air supermarkets in 1986) grew to include 66 stores in Hampton Roads, Richmond and North Carolina.

As his clients grew, so did Russ' agency, evolving from a three-person shop in 1960 to an agency with 25 employees and \$12 million in billing from clients in six states.

He was considered one of the most experienced and most adept account executives for retail advertising in the state. Russ was fond of saying his agency catered to people's basic needs: "A roof over their head, a car to drive, a hamburger to eat, and a movie ticket in their hand." But Russ' agency gave his clients much more than the basics.

For example, Russ introduced the heavy vendor support program for Farm Fresh. It allowed the manufacturer of products to share in the costs of commercial production and television air time for the benefit of both. Russ also introduced the massive "Tell a Friend" campaign which helped Farm Fresh boost sales nearly 25 percent. He also was widely recognized as a leader in political advertising and was actively involved in many successful state and local campaigns throughout Virginia and North Carolina.

Russ was a native of Chicago but had lived in Hampton Roads for over 30 years. A 1955 graduate of the College of William and Mary, Russ remained involved in the school's activities. He was a member of the school's President's Council and on the Board of Directors of the William and Mary Education Foundation. He is survived by his wife of 30 years, Carolyn, and four sons.

Russ Redmond was one of the most hard-working advertising people around. He was always willing to meet with clients at any hour, no matter how short the notice. His genuine concern for the welfare of his family, his clients and employees was one of his most admirable traits. He touched many of our lives, both professionally and personally. And we are, no doubt, better for it.