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ADVERTISING

ADVERTISING; A New Account For a New Agency

By Philip H. Dougherty

Nov. 19, 1981



The New Bohemians: Design as Self-Expression

Jefferson's Monticello Regains 18th-Century Look

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Steven Penchina, who used to write those engaging monk commercials for the Xerox Corporation while at Needham, Harper & Steers, six months ago, left Wells, Rich, Greene, where he was a senior vice president and creative group head, to open Steve Penchina Inc., up to now a struggling, one-man agency.

But thanks to a reference from a friend of a friend, he has got a client who is talking about spending $2 million next year and $18 million in four years: It is Attorneys Professional Association, the legal profession's answer to the Century 21 real estate franchises, and, according to Mr. Penchina, an upscale version of Jacoby & Meyers.

The Miami-based client has 22 offices in Florida and plans to go national. Michael Garlick is the chairman. The first ad will run within a week as a full page in The Miami Herald. The picture will show a hand holding the card under the headline, ''This is all you need to buy real estate in Palm Beach, start a business in Hollywood and get a divorce in Miami.''

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