VCU Brandcenter Friday Forum
Aug. 22nd / 11am - 12:30pm / Brandcenter Lecture Hall / 103 S. Jefferson St.

Nick Law
Global Chief Creative Officer / R/GA

For 13 years Nick has helped shape R/GA's strategic and creative vision; a vision that continues to evolve but stays true to its legacy of combining world class creativity and break-through technology.

As global CCO he leads an increasingly diverse group of creatives that include designers, copywriters, interaction designers and creative technologists. From these disciplines he curates and choreographs teams that collaborate on a variety of work, from mobile applications to TV spots and everything in between.

Since joining R/GA in 2001, Nick has worked with clients such as Nike, Beats by Dre, Samsung, HBO, Johnson and Johnson, IBM, L'Oreal and Google. In that time R/GA has been one of the most awarded agencies in the world, winning every major creative award including 4 Cannes Lion Grand Prix, a Black D&AD pencil and a GRANDY. Adweek named R/GA Digital Agency of the decade and Nike Plus as campaign of the decade.

Nick is on the board of the One Club, has been on every major award show jury (including being president of the Cyber jury at last years Cannes Lions) and has twice been named in the Creativity 50, a list of the world's most influential creative people. He is recognized as an industry thought leader and has been published globally.

Nick began his career as a designer in Sydney, continued as an advertising art director in London and transitioned to digital in the late 90's after moving to New York. His range of experience across marketing disciplines and geographies is an important asset for R/GA as they broaden their offerings and open offices all over the world.

Topic / Balancing Simplicity and Possibility

Descriptor / Our industry is divided between stodgy traditional agencies that are really good at simple brand stories, but have no idea how to innovate; and a bunch of nerds that can innovate up the wahzoo but can't come up with a lucid brand thought. Is there another model? Discuss.