



## VCU Brandcenter Friday Forum

November 4<sup>th</sup> / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Avenue

### Tony Fur

**Co-Head of Creative / CAA**

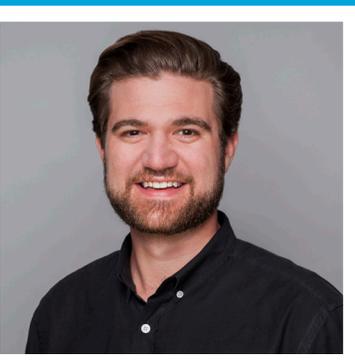


Tony Fur is an Executive within CAA Marketing, a division of leading entertainment and sports agency Creative Artists Agency (CAA). In 2016, he was promoted to co-head of CAA Marketing's creative department. Fur has developed creative content across virtually every aspect of the entertainment landscape, ranging from filmed content and live experiences to mobile gaming and multi-faceted global campaigns. Among the most awarded Creative Directors of the past two years, Fur has been a driving force behind the development and execution of the groundbreaking work being done at CAA Marketing on behalf of all clients, including Coca-Cola, General Motors, Diageo, Chipotle, ABInBev, Burberry, Best Buy, Motorola, and The MacArthur Foundation. Fur is based in the Los Angeles office.

As a Los Angeles native, his surroundings have influenced his strategic and creative approach to the business of branded entertainment. At the age of fifteen, he began his career as an intern at Iconisus, an award-winning motion picture and television print advertising agency, mentored by founder Emrah Yusel. From there, he parlayed his design experience and interest in digital into a CD position within a booming online gambling industry, functioning as a third party media platform for Fox Sports. While in college, he spent a summer at Seed (now SubRosa) helping launch a lifestyle magazine, Inked; design brand identities for local New York businesses; and develop interactive digital experiences for clients Mountain-Dew and Levi's. After graduating university, he has spent his career helping build what CAA Marketing is today.

### Todd Hunter

**Co-Head of Creative / B-Reel**



Todd Hunter is the Co-Head of Creative at CAA Marketing, a division of leading entertainment and sports agency Creative Artists Agency (CAA). In 2016 Hunter was promoted to oversee the efforts of CAA Marketing's creative department. Hunter has developed creative content across virtually every aspect of the entertainment landscape, ranging from filmed entertainment and live experiences to mobile gaming and multi-faceted global campaigns. Among the most awarded Creative Directors of the past two years, Hunter has been a driving force behind the development and execution of the groundbreaking work being done at CAA Marketing on behalf of all clients, including Coca-Cola, General Motors, Diageo, Chipotle,

Neiman Marcus, Burberry, Fender, Keurig, and The MacArthur Foundation. Hunter is based in the Los Angeles office.

CAA Marketing was the driving force behind Chipotle's "Cultivate" campaign, including the animated short film "Back to the Start" featuring Willie Nelson covering Coldplay and its follow-up "The Scarecrow." The campaign has won four Cannes Grand Prix awards in four different categories in the past three years. CAA marketing has also garnered nine Emmy nominations for four brand clients with four wins.

In 2014, Hunter was hailed the third Most Awarded Creative Director by Advertising Age and he was featured on The Holmes Report's "The Innovator 25." Previously, he was selected to Forbes' "30 Under 30" list in 2012. Hunter, who began his career at CAA in 2006, is a Cannes Chimera Initiative member and mentor.

**Topic / From the Mailroom to the Boardroom**

**Descriptor / Building brands inside the world of entertainment**