



VCU Brandcenter Friday Forum

Jan. 29 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

Chris Edwards

Copywriter, Creative Director, and author of the upcoming memoir *BALLS*



Chris made his advertising debut in 1993 as a copywriter at Arnold, a high profile ad agency in Boston. There he used the principles of branding and marketing to orchestrate what was quite possibly the most widely accepted and embraced gender transition of its kind. All while building an award-winning advertising career spanning nearly twenty years. He was the first to use YouTube content on television with two guys rapping about McNuggets and is responsible for the earworm, Gimme back that Filet-O-Fish, gimme that fiiiish. Both spots went viral and infiltrated pop culture. He was also part of the creative team on Truth, which was recently ranked one of the Top 15 Ad Campaigns of the 21st Century.

Chris left his Arnold post as EVP, Group Creative Director to write his memoir, *BALLS*, due out this fall. In addition to his book project, he freelances in advertising, blogs for Adweek and The Huffington Post and inspires audiences of all shapes

and sizes. He uses *Downton Abbey* as a substitute for Ambien, is addicted to the NYT crossword puzzle and can often be found buying grocery store birthday cakes for no apparent reason.

Topic / Chris Edwards has *BALLS*.

Descriptor / Changing your gender from female to male takes balls. And if you're gonna do it in front of 500 coworkers at the largest ad agency in Boston, you better have a pretty big set. Come hear how this award-winning creative director used what he learned working in advertising to achieve the ultimate rebranding: himself.