



## VCU Brandcenter Friday Forum

Dec. 3 / 11am – 12:30pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

### Jesse Coulter

Creative Director / CAA Marketing at the Creative Artists Agency



Jesse Coulter is a Creative Director at CAA Marketing, a division of Creative Artists Agency, an entertainment and sports agency based in LA with offices in New York, London, Nashville, and Beijing. Coulter is based in the LA office and works with many of the world's leading brands, including Coca-Cola, Diageo, Microsoft BING, Chipotle, Mattel, and Dell, among others.

CAA Marketing was the driving force behind such recent successes as the first and second brand films ever accepted to the Sundance Film Festival; the reinvention of the Transformers brand as a summer blockbuster film; the creation of innovative content for the (RED) campaign; and hit music videos for Mariah Carey and Miley Cyrus.

Prior to joining CAA Marketing in 2006, Coulter began his career at Lowe and Partners San Francisco, followed by work at Leagas Delaney in 1999. In 2003, went to Wieden+Kennedy New York, where he worked with Nike, ESPN, and others.

Coulter's creative talents span the fields of advertising, branded entertainment, viral marketing, and mainstream media. His work has been acknowledged by magazines and industry award shows alike. Coulter created the first spot ever to be downloadable on iTunes. He has developed commercials disguised as music videos, featuring rapper Common for Nike's brand Jordan and The Black Eyed Peas for ESPN that aired on MTV and BET. In 2006, Coulter won the Cyber Grand Prix Lion at Cannes for a viral video featuring Marc Ecko tagging Air Force One.

Coulter's work at CAA extends beyond corporations. He is developing brands and content for the agency's professional athletes, musicians, and motion picture talent.

Coulter also made his directorial debut in 2006, helming the NBA Playoffs promo campaign for ESPN and ABC. He directed spots for Nicholas Negroponte's One Laptop Per Child, and a vote-related campaign for GAP.

Coulter graduated from University of Oregon with a degree in Journalism and Communications.

### Todd Hunter

Marketing Agent / Creative Artists Agency



Todd Hunter is a Marketing Agent at Creative Artists Agency (CAA). Hunter works in the Los Angeles office and represents many of the world's leading brands including Microsoft, Dell, Chipotle, Coca-Cola, Elle Magazine, Mattel, and V Australia (a Richard Branson airline).

Hunter began his career at Deloitte Prague in the Technology, Media, and Telecommunications group. He joined CAA in 2006.

Hunter graduated from Lehigh University with a B.S. in Marketing and a B.A. in International Relations. He holds the Lehigh University's Williams Prize in Business and Economics, is the winner of the 2001 Lehigh Nike/Accenture Business Competition, and is a PhiBetaDelta International Scholar.

Topic / The Wide Open Brief

Descriptor / CAA Marketing drives business results for its corporate clients by putting brands into popular culture and popular culture into brands.

So what the hell does that mean?

It means the brief is wide open. From entertainment partnerships like Coca-Cola and American Idol to original entertainment platforms like Hasbro's Transformers and lots of case studies in between, the creative and marketing professionals within CAA develop solutions using virtually any and every aspect of entertainment. The art of the possible is infinite. Sounds fun until you're staring at a blinking cursor on an empty monitor. Actually, it's fun. Really fun.

Creative Director Jesse Coulter and Creative Todd Hunter will share CAA's unique way of developing work for their clients, including Coca Cola, Mattel, bing, Diageo, Elle, Dell, Revlon, Chipotle and more. VIP gift bags included.