



VCU Brandcenter Friday Forum

Feb. 11 / 11am - 12:30pm / VCU Student Commons Theater / 907 Floyd Avenue



Teresa Iezzi

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Teresa Iezzi is a New York-based writer, editor and curator. She is editor of Advertising Age's Creativity, one of the world's best known and regarded voices of all things creative in advertising and design. Iezzi is also the creator and programmer of CAT, the Creativity and Technology event, a regular contributor to Advertising Age and a frequent speaker on creativity and popular culture at industry events and in the media.

Topic / The copywriter is dead. Long live the idea writer.

Descriptor / Copywriters have shaped advertising and shaped culture for nearly a hundred years. For a big chunk of those hundred years, copywriting meant a few pretty specific things. The digital revolution has obviously brought huge changes to brands, agencies and creatives and the scope of the creative's job now is potentially limitless.

So what is copywriting now? This presentation will look at how the job of the copywriter, and the creative, have changed and, in many ways, expanded in a digital/social world.

How have the creative process and the creative team changed?

What are agencies looking for in creatives?

If the audience controls the brand's message, what's the job of the creative?

Also: we'll look at some creative work and trends and at the creative process of some of the industry's most notable talent.