



## VCU Brandcenter Friday Forum

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

# Adam Wohl

Co-Founder, Partner and Group Creative Director / MIR



Adam has spent most of his life telling stories. After graduating the S.I. Newhouse School of Public Communications at Syracuse University, Adam developed films on the Universal lot and championed guerrilla online film marketing campaigns before blogs or social networking portals existed. His first script was one of nine selected from an applicant pool of several thousand by the Warner Brothers Writers Program. Since then, he's written screenplays for a handfull of studios and television networks.

Anxious for a more frenetic pace and the ability to work in creative teams, Adam decided to pursue advertising. After a bit of free-lance work, he co-founded MIR, a mobile and emerging platforms R&D studio and creative consultancy that works both directly with brands and as an agency partner. In its relatively short existence, MIR has garnered several awards and partnered with most large agency networks and every advertising holding company.

When not working on brand campaigns or script ideas, Adam currently writes an eponymous blog about advertising and psychology; a movie review blog with his friend Lars; and a third: a crusade through the greasiest spoons in the five boroughs, in search of the best burger in all of New York City. He lives in the West Village with his sweetie, Dana and Lulu the Wonder Dog.

Topic / Avoiding Professional Insanity: Learning From the Past and the Present to Better Prepare For the Future.

Descriptor /

- The emotional need of an ad campaign's target demographic.
- The psychological make-up of a television audience.
- The idle and uninspired result of a complacent creative and development process.
- And the flawed structure of many companies.

They all leave clues and present obstacles to overcome in order to recognize what changes must be embraced and what path must be followed to deliver success.