Creativity / Commerce / Culture / Collaboration

Fall 2012

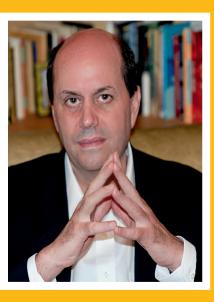


VCU Brandcenter Friday Forum

Sept. 14 / 11am - 12:30pm / VCU Student Commons Theater / 907 Floyd Ave.



Freelance Strategic Consultant / Archetypal Branding



Stephen Fischer is a strategic consultant who specializes in Archetypal Branding. His clients have included: Allstate, BMW, CBS, Coca-Cola, Converse, Disney, Ford, Harrah's, Heineken, Heinz, Hershey's, Jim Beam, Johnson & Johnson, Kraft, Kellogg's, Macy's, Mastercard, Maytag, McDonald's, NASCAR, PepsiCo, P&G, Samsung, Sanofi Aventis, Sara Lee, Six Flags, Unilever, US Army, etc., as well as the A.M.A., A.B.A., Dress For Success, Field Museum and Goodman Theatre.

Fischer has spoken at the Kellogg's Global Marketing Conference, Wrigley Global Marketing Conference, NFL Gridiron Stadium Network, Arrow Electronics Global Strategic Summit, Miami Ad School, VCU Brandcenter and Duke Law. He has also taught at the USC Graduate School of Film & Television, UCLA and Duke University.

Fischer's work as a Hollywood writer / producer includes original screenplays for Warners, Paramount, MGM, Universal, Disney Animation, United Artists, Prominent Features (Monty Python's production company in London), etc. He also wrote the book for HEAT WAVE, the Sixties Motown Broadway Musical, for Berry Gordy. In addition, he created the hit CBS sitcom, MY SISTER SAM, for Pam Dawber, and has written pilots for NBC, ABC, PBS, and Nickelodeon. He is currently writing/producing R-E-S-P- E-C-T, the Stax Bway Musical, with Fred Roos, Francis Ford Coppola's longtime producing partner.

Topic / FROM EMOTION TO MOTION: The Natural Laws Of Storytelling That Transcend Time & Technology

Descriptor / When a brand feels intuitively right, it's because it resonates with something that we already know to be true. Archetypal Branding is a strategic tool that can help give brands this "intuitive sense of rightness." Based on the pioneering work of Carl Jung and Joseph Campbell into the psychodynamics of human storytelling, it has proven effective in brand differentiation, unified global positioning, brand portfolio management, social media, and branded content.