

Creativity / Commerce / Culture / Collaboration

Fall 2012



VCU Brandcenter Friday Forum

Sept. 28th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Augusta Duffey

Executive Creative Director / Gannett



Augusta is the Executive Creative Director of Gannett. She has been in the creative industry for almost 20 years and has been involved with digital for almost as long. She got her start in design, but has had a multi-channel experience ever since.

Her background includes: Pentagram, KBP&S, Euro RSCG, Digitas, Saatchi & Saatchi Healthcare, Ogilvy & Mather, and the list continues.

Topic / Remaining Relevant

Descriptor / How brands remain relevant in this age of social media and why this is an increasingly important theme in marketing and advertising.