

Creativity / Commerce / Culture / Collaboration

Spring 2013



VCU Brandcenter Friday Forum

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

Erik Hanson

Director of Planning / TBWA\Media Arts Lab



Erik is Director of Planning at TBWA\Media Arts Lab in Los Angeles (although he currently lives in NY). He recently rejoined MAL after spending 2 1/2 years at Wieden + Kennedy NY where he worked on a little bit of everything including Delta Airlines, Nokia, Jordan, ESPN, Heineken and Target. In his previous tour of duty at MAL, Erik, in addition to helping to create strategies for Apple campaigns and product launches, also helped to create and launch the philosophy and practice of Media Arts to the entire global TBWA network.

Before moving to Los Angeles, Erik spent 6 years with Fallon Worldwide, beginning in Account Service in Minneapolis working on Archipelago, Nikon and BMW, then in NY where he was an Account Supervisor on Virgin Mobile before making the switch to Planning.

Along the way, Erik worked on many other high profile campaigns for brands such as Holiday Inn, Starbucks, Time Magazine, SoBe, and the Magazine Publishers of America.

In addition to the different professional titles he has held, Erik's more informal titles include singer-songwriter, brewer, runner, malbec lover, optimist, dog owner and Libra.

Topic / What do you know for sure?

Descriptor / This was a question the late, great Gene Siskel would ask in every interview. Oprah stole it, and now I'm stealing it back. Advertising is a business that thrives on subjectivity. Being good at it is about having a strong point of view and figuring out for yourself what you know for sure. I'll share some of mine.