

Creativity / Commerce / Culture / Collaboration

Spring 2013



VCU Brandcenter Friday Forum

Mar. 1st / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Jay Benjamin

Chief Creative Officer / Leo Burnett New York



Jay's desire to connect with and motivate people has taken him around the world from New York to Australia to New Zealand and back to New York, where he now serves as the Chief Creative Officer of Leo Burnett's newest and most experimental office.

In his travels he has become recognized as a new breed of creative thinker, and a valuable partner to some of the world's biggest brands. Under his leadership, Earth Hour became the world's fastest growing brand with Vote Earth. Canon re-established itself as a leader in DSLR photography with Canon EOS Photochains, and the Village Voice has a renewed energy with the creation of New York Writes Itself.

In 2009, Jay was named one of the 40 most influential people under 40 by Adnews magazine. In 2010 he became the most awarded creative director in Australasia at Cannes. In 2012 he led the team that won a Gold Lion at the first ever Cannes Branded Content & Entertainment Lions. But more than all of the industry accolades, Jay's favorite career highlight came in 2007 when over three million people voted one of his Toyota commercials as the "World's Funniest" on a New Years countdown. "My Dad finally understood what I do for a living."

Topic / The Power of You

Descriptor / During a successful career in advertising, you will craft hundreds of ideas, reaching hundreds of millions, or possibly even billions of people. Whether giving people a chance to laugh when there's nothing else funny on, or motivating people to create meaningful change in the world, you will have a powerful voice. This is how Jay is using his. How will you use yours?