



VCU Brandcenter Friday Forum

Dec. 7th / 11am - 12:30pm / VCU Brandcenter Lecture Hall* / 103 S. Jefferson St.

*ALTERNATE LOCATION

Jorge Calleja

Group Creative Director / The Martin Agency



Jorge Calleja is a Group Creative Director at The Martin Agency. He was born and raised in Mexico City. His early passion for Multimedia communication and design led him to become one of the early digital creative minds in the advertising industry.

He worked for many recognized digital firms around the country, and it was in 2005 when he was one of the first digital minds that made the crossover to traditional advertising, at Goody Silverstein & Partners in San Francisco. For the next couple of years he led the art direction of accounts like Got Milk?, HP, Rolling Rock and others, earning top recognition by winning prestigious awards such as "The Black Pencil" and "The Grand Prix" in Cannes.

Tempted by a bigger challenge of working on global brands, he moved to Amsterdam to work for the distinguished firm Weiden+Kennedy, where he became Global Creative Director for Coca-Cola, Honda, and Lego. During his years at W+K he worked on campaigns such as "The Happiness Factory," "The Coke Side Of Life," "Open Happiness," "Ninjago" and "Coke Zero."

In 2010 his nostalgic passion for digital arts led him to the young, energetic French-Canadian firm called Sid Lee. He was then responsible for all the creative output of the Amsterdam office. There he was asked to run the freshly won sports global business of adidas. He helped in the development of the campaign "All In" and he also aided in acquiring the business of the giant car brand Volkswagen.

He is one of those very unique hybrid minds that understands the value of storytelling and its crossover with technology. His most recent achievement was bringing Oreos' US market to The Martin Agency.

Topic / Digital. It's so 2010!

Descriptor / There has been a seismic shift over the past decade in how human beings are connected around the world and how they relate to each other and the things that matter most to them. This, in addition to new technologies, an environment of mass customization, channel growth and media fragmentation, and the speed of transactions and innovations, has all combined to seriously challenge marketers today. - Nike.

What are the implications to modern advertising?