



VCU Brandcenter Friday Forum

Apr. 5 / 11am - 12:30pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

PJ Pereira

Chief Creative Officer and Co-Founder / Pereira & O'Dell



PJ Pereira is Chief Creative Officer and Co-Founder of Pereira & O'Dell with 20 years of experience in the technology and advertising industry. He has been featured Creativity's annual "Creativity 50" featuring those who have made a significant mark on the creative consciousness of our industry. PJ was also named in Advertising Age's "40 under 40" for his bold creative strategies. Most recently, the agency was named to both AdAge and Creativity's 2013 A-Lists.

A seasoned entrepreneur, PJ has held executive roles both at start up agencies such as AgênciaClick, which PJ also founded, to established international agencies such as AKQA where he was ECD working on global accounts such as McDonald's, Nike, Coca-Cola, Visa, Red Bull, Target and Microsoft.

His agency, Pereira & O'Dell, is a new generation of agency that has had an integrated approach from inception. The agency lives by the mantra "what if advertising was invented today?". Among the client roster are Mattel, Intel, Skype, Corona, and Henkel North America. The company has been named AdAge's "Small Agency of the Year" (2010), based on the company's business performance, impact on clients' businesses as well as industry leadership and innovation.

He has received more than 60 international awards during the last 10 years and has served as President of juries at Cannes Lions, London International and One Show Festivals.

Topic / "What if Advertising were invented today?"

Descriptor / What if advertising were invented today? Don't do advertising through a check list. Rethink everything relentlessly and consider integrated techniques. How can branding and digital inspire new kinds of application-based identities? How can we combine the technique of PR and Search to provide a new way of distributing an idea? How can we use the audience-attracting discipline of digital with the fascination of storytelling mastered by films? Never-ending developments and innovations in technology and creativity make this the most exciting time to work in advertising.