

Creativity / Commerce / Culture / Collaboration

Spring 2012



VCU Brandcenter Friday Forum

Mar. 9th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Joe Alexander

Executive Creative Director / The Martin Agency



In over 20 years in the ad business, Joe has been a copywriter and creative director at some of the best agencies in the world. He grew up in the analog world, but has fully embraced digital, creating multi-channel stories for major brands including UPS, Walmart, PING, LivingSocial and more.

Joe has created thought-provoking stories for a variety of social and political causes, but is especially proud of his work for two presidents: John F. Kennedy and Barack Obama.

He's been lucky enough to win every major ad award, including multiple One Show pencils. In 2010, his real-time digital recreation of the 1969 Apollo 11 moon landing for the JFK Presidential Library won 5 Lions at Cannes, was named campaign of the year by Creativity and was selected one of the Best of the Digital Decade by The One Club. His love of storytelling has been a natural outlet for a second career: directing. He's created content for Avis, The American Cancer Society, PING and Pizza Hut.

Joe served on The One Show jury in 2000 and 2009. He also represented the One Club on its inaugural trip to China in 2003.

His best work to date? Not even close. His three amazing daughters: Shannon, Mackenzie and Riley.

Topic / Your talent is like fire. Unless you feed it, it dies.

Descriptor / Joe Alexander, ECD at Martin, talks about what it takes to be a great creative. Plus, shows some of his favorite recent work from the agency.