



VCU Brandcenter Friday Forum

Apr. 19 / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Jim Ferguson

Plunger / Fire in the Hole

Creative Consultant/Writer / Mitt Romney Campaign



After spending over 30 years of my career working for three of the best advertising agencies in the world (Leo Burnett, DDB, Y&R), I decided to open my own shop...Fire In The Hole.

So far, so good.

Over the years, I have developed ideas and advertising for clients like McDonald's, Hallmark, Beef Industry Council, Reebok, Dallas Cowboys, NHL, Sony, AT&T, Campbell's, the NFL, Colgate, Nationwide Insurance, American Airlines, Dr. Pepper, 7Up, Kraft, and Conagra, just to name a few.

I have won over 250 National and International Awards, including Gold Lions at the Cannes International Film Festival and two-time Best of Show at the London International Film Festival. I served on every major award jury: Cannes, the New York Festival (three years, head of jury), the Obie Awards, Windy Awards, the Kelly Awards and Addys. I was recognized by Ad Age and Adweek magazines as one of the top copywriters in the US. I was the keynote speaker at Ad Asian and the Brazilian Advertising Conference in Sao Paulo. I headed a group of advertising executives to help elect George W. Bush President of the United States in 2000. I co-wrote an award winning screenplay, Little Giants, for Steven Spielberg's Amblin Productions.

The Ad Council's Safety Belt campaign, "You Could Learn a lot from a Dummy," was recently placed in permanent display in the Smithsonian. The McDonald's "Nothing But Net" ad with Michael Jordan and Larry Bird was recently recognized as the best Super Bowl commercial over the last 25 years by USA Today. Nationwide Insurance's campaign, "Life Comes at You Fast," was touted by Business Insider as one of the best ad campaigns...ever.

Recently, I spent 16 months in Boston working on the Mitt Romney campaign for President. My second presidential campaign.

Topic / What a boy who grew up on a ranch in Texas knows about branding....

Descriptor / Jim will talk about working on two presidential campaigns, George W. Bush and Mitt Romney.