

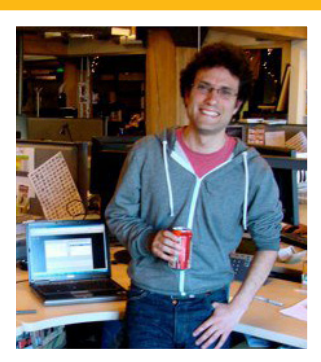


VCU Brandcenter Friday Forum

Feb. 25 / 11am - 12:30pm / VCU Student Commons Theater / 907 Floyd Avenue

Adam Creeger

Technical Architect / AKQA



Creeger is living his dream. When he was a boy, he wanted to write software. Now he is a man, now he writes software. But he's not your average geek.

For the past 5 years he has been working with some of the digital advertising industry's brightest stars at AKQA in London and San Francisco, helping to turn their ideas into reality. He's played a central role in some of AKQA's most famous work, including the Cannes Cyber Grand Prix winning Fiat eco:Drive, and has learned a fair few things along the way. He is passionate about the creative

process and the amazing things that happen when technology is thrown into the mix. He wants to share all of that with you.

Topic / We Have The Technology

Descriptor / We know that digital has changed the advertising game forever – in this talk, we'll peek behind the scenes of Fiat eco:Drive and highlight some key principles to consider when conceiving, creating and evolving digital ideas and collaborating with technologists.