

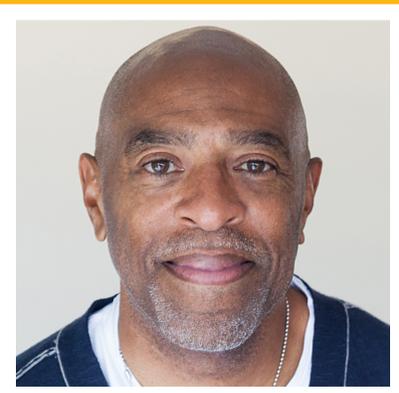


VCU Brandcenter Friday Forum

Jan. 23 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

Danny Robinson

Senior Vice President, Group Creative Director / The Martin Agency



Danny Robinson is a creative with an MBA. He is the cofounder of Vigilante, one of the most written about “urban” advertising agencies of the past decade. He helped orchestrate the giveaway of 276 Pontiac G6s on The Oprah Winfrey Show — one of the most famous brand integrations in marketing history. He was The Martin Agency’s lead creative director on the biggest new business win in the company’s history — Walmart. And he was once voted by the Stand-Up New York Comedy Club as “one of the funniest men in advertising.”

At Vigilante, Danny wrote and was creative director on the first television commercials for rappers Jay-Z and Foxy Brown and actor Samuel L. Jackson. He was the creative leader and writer behind award-winning campaigns for Sprint, Major League Baseball, Pontiac, Snapple and Heineken. He also oversaw all of the advertising and event business for Johnnie Walker Black Label. During Danny’s time as chief creative officer, Vigilante was awarded the AAAA Multicultural Agency of the Year Award two years in a row.

Since joining The Martin Agency in 2004, he has applied his sharp wit and strategic mind to brands like AOL.com, SIRIUS Satellite Radio, Hoover, The Alliance for Climate Protection, TYLENOL, Pizza Hut and the AMC Network. He is currently a creative director on Hanes, Ritz Crackers, Tic Tac, OREO and Sparkle Paper Towels.

In addition to other creative awards, Danny received a One Club ADCOLOR Award for creative excellence for his body of work and service in the industry.

Danny attended Hampton University where he earned his bachelor of science in art education. He received his master of business administration from Atlanta University.

Topic / Diary of a Black Mad Man

Descriptor / How I stumbled into advertising and why, in spite of how much I hate most of it, I decided to stay.