



VCU Brandcenter Friday Forum

Mar. 20 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

Jamie Barrett

Founder & Creative Director / barrettSF



Jamie began his career in 1986 as a below average account person at Fallon McEligott in Minneapolis. Hoping he'd do less damage in the creative department, Fallon rehired him as a copywriter. Inspired by the switch, Jamie went on to create hundreds of print ads, most of which are stored in labeled boxes in his attic.

In 1990, Jamie left for Portland, Oregon where he began an eight-year run at Wieden+Kennedy. There he wrote award-winning Nike work for Michael Jordan, Charles Barkley, Andre Agassi, Pete Sampras, Tiger Woods, and the Atlanta Olympics. In 1996, he was named the lead creative director on the Nike business.

In 1998, Jamie joined Fallon, NY as Partner and Executive Creative Director. Within two years the shop had won four Cannes Gold Lions, and its billings had quintupled to \$250 million. In 2000, Jamie was named Adweek's National Creative Director of the Year.

In January 2002, Jamie checked with his wife and found they had three children under the age of two. Together, they made the decision to leave New York City and relocate to Goodby, Silverstein & Partners in San Francisco. In his first four years there, Jamie developed award-winning work for Saturn, eBay, HBO, the Oakland A's, and Comcast. In 2002, his Saturn "Sheet Metal" commercial was awarded Commercial of the Year by both Adweek and Advertising Age. In 2004, his eBay work was awarded Campaign of the Year by the Association of Independent Commercial Producers (AICP). In 2005, Comcast was named Adweek's National Campaign of the Year. In 2006, 2007 and 2008, Jamie was named one of Creativity's Top 50 creatives. IN 2009-2010, Comcast's "Rabbit" was the world's most awarded commercial, according to Ad Age's Creativity magazine, and the NBA's "There Can Be Only One" campaign won a Cannes Lion.

In the fall of 2012, Jamie and Patrick Kelly had a beer at the Old Ship Saloon in San Francisco and decided to start barrettSF. Now entering year three, barrettSF has grown into a full-service agency with tables, chairs, 22 employees, and a healthy roster of clients.

Topic / A new chapter.

Descriptor / Jamie and Rafi Kugler, Director of Recruiting at barrettSF, will share a bit about themselves, barrettSF, and also our culture. What makes this slightly different, is that we're asking for audience participation to help with the culture part.