

Creativity / Commerce / Culture / Collaboration

Spring 2015



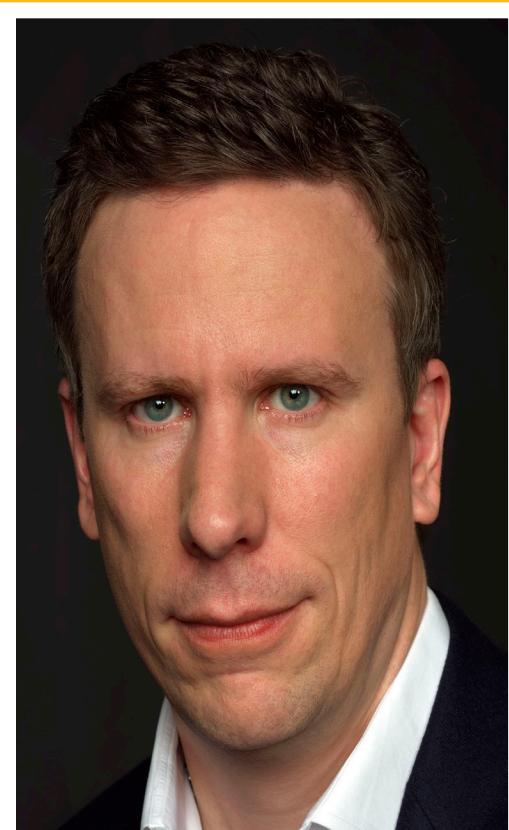
## VCU Brandcenter Friday Forum

Mar. 3 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue



# Jonathan Cude

Partner & Chief Creative Officer / McKinney



Jonathan joined McKinney in 2003 from Wieden+Kennedy, where he created award-winning work for Nike and Diet Coke.

As creative director, Jonathan helped McKinney pioneer the digital and social worlds with groundbreaking campaigns such as the Audi A3 launch, The Art of the Heist. In 2008, he was named McKinney's chief creative officer.

Under Jonathan's leadership, McKinney has won at every major award show, including The One Show, D&AD, the CLIOs, the ANDYs, the Webby's, the Effies and the IAB MIXX Awards. But he is most proud of his Cannes Lion-winning work for Nike, Audi and Big Boss Brewing.

Most recently, Jonathan was the creative lead behind the Samsung spots starring Kristen Bell and Dax Shepard, which have more than 30 million online views, and Sennheiser's first global campaign targeting young millennials, Let Your Ears be Loved.

Topic / Everything You Ever Wanted to Know About Life and Advertising (Depending on What You Want to Know)

Descriptor / The title kind of says it all, doesn't it?