

Creativity / Commerce / Culture / Collaboration

Spring 2016



VCU Brandcenter Friday Forum

Apr. 15 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

Matt Walker

Partner/Creative Director / WHITE64



Firmly believes it all begins by listening, questioning, understanding, processing, then taking a leap.

Listen to your client. What's their pain? Ask them questions. Listen to their audience. What's missing? What's clicking? Ask them questions. Start connecting the dots. Come to an understanding. Uncover an insight. Develop a strategy. Then leap. Not carelessly. But brilliantly into honest emotion and genuine connections. Make your work make people feel. Do that, and they will act, they will engage, they will embrace your brand. But it has to be real.

Matt has worked with clients from education to travel and tourism, energy to advocacy, automotive to retail, professional sports teams to a bunch of other stuff. He's won awards. And he loves making people laugh. He loves laughing, too. Loudly.

Topic / LIGHTS. CAMERA. HOLY SHIT. Finding comfort in the uncomfortable.

Descriptor / Think pitches are a pressure cooker? How about producing a new campaign in a couple days? How about doing both while Adobe films your every move? Oh, and you just met your creative partner for the first time. Crazy? A little. Rewarding? Incredibly. We should all do this (but it's especially crucial for creatives): take in every experience and accept any challenge life throws at you. Put yourself in ever-changing situations. Say yes to any and every adventure. Get comfortable being uncomfortable.