

Creativity / Commerce / Culture / Collaboration

Spring 2016



## VCU Brandcenter Friday Forum

Mar. 18 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Nick Kaplan (CW, 2008)

Creative Director / Barton F. Graf



Nick Kaplan is a creative director at Barton F. Graf where he leads work on everything from lawn fertilizer to tasty low-calorie drinks.

Before that, he was at Wieden and Kennedy New York where he worked on ESPN, Equinox and was the copywriter behind the award winning “Whatever’s Comfortable” campaign for Southern Comfort.

He began his career at BBH New York where he wrote campaigns for Axe and Johnnie Walker.

His work has been recognized by all the major award shows and even some obscure ones nobody’s ever heard of.

He graduated VCU Brandcenter where he received an M.S in communications.

Nick peaked athletically when he was 11.

**Topic / I’m sorry Gerry Graf couldn’t make it**

**Descriptor / I just found out that I’m filling in for Gerry this Friday. I have a little over 24 hours to come up with something to say. Welcome to advertising.**