



VCU Brandcenter Friday Forum

Apr. 10 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

Rob Reilly

Global Creative Chairman, McCann Worldgroup



As Global Creative Chairman for McCann Worldgroup, Rob is responsible for creative oversight of the McCann brand globally as well as developing multiplatform approaches by leveraging McCann Worldgroup's broad capabilities and communications resources to help clients meet their creative challenges with precision and impact.

Rob joined McCann Worldgroup from Crispin Porter + Bogusky, where he served as Partner/Worldwide Chief Creative Officer. Rob joined CP+B in 2002, after spending a decade at a number of New York ad agencies. He began his CP+B career as a copywriter, creating some of the most talked-about campaigns in history. In his role

as Worldwide Chief Creative Officer, he drove the creative vision for all of CP+B's clients around the globe, including category-leading brands such as Microsoft, American Express, Burger King, Windows, Domino's Pizza, MetLife, Best Buy, Paddy Power, Grey Poupon, Charles Schwab, KRAFT Macaroni & Cheese, JELL-O and Xbox.

A highly-awarded creative, Rob's work has been recognized at Cannes with multiple Titanium and Grand Prix Lions as well as three Interactive Agency of the Year awards. He has served on a number of industry awards juries, including as President of the Cannes Titanium and Integrated Jury. Rob is also a member of the Cannes Chimera, The One Club Board, the Facebook Creative Council. He is also a member of the White House Entrepreneurship Task Force.

Topic / Creativity Is The Only Way To Survive

Descriptor / Rob Reilly examines why courageous creativity is the only way for a brand to survive in today's challenging marketing landscape.

The days when advertising alone can solve client problems are long gone. Clients are looking for bigger solutions. And these solutions require bravery and magic.

Reilly explores how agencies can be true partners with their clients and help them solve their greatest challenges—by any means necessary. And how, through this process, they can create lasting meaning.