

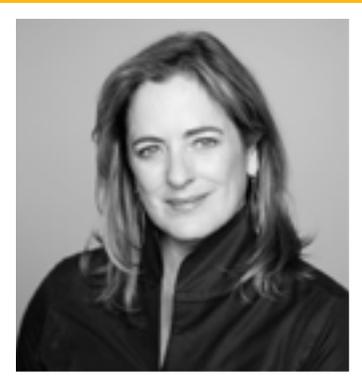


VCU Brandcenter Friday Forum

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

Susan Credle

Global Chief Creative Officer / FCB



The creative brilliance responsible for making the iconic M&M'S "human" and for the legendary Allstate's "Mayhem" campaign once dreamed of a life outside of a suburban neighborhood in the Carolinas after watching Ridley's Scott's "Share the Fantasy" spot for Chanel. Parallels are often drawn between the fictional Peggy Olson from Mad Men and Susan Credle, who started out as an intern at BBDO and moved up the ranks to become EVP, Executive Creative Director. In 2009, she moved to Leo Burnett USA, where she was credited with the shop's creative resurgence.

As Global Chief Creative Officer at FCB, Susan furthers Carter Murray's ambition to burnish the agency's creative product and reputation. Susan is one of the industry's leading creatives and an important voice representing women. She has received numerous industry accolades, including CAF's Chicago Ad Woman of the Year in 2013, Advertising Age's 100 Most Influential Women, Business Insider's Most Creative Women in Advertising and induction into the AAF's Hall of Achievement.

Topic / How to Love Advertising... Again.

Descriptor / Advertising has the ability to not only positively affect business but also people, and even the world. But for too long we helped brands buy their way into people's lives, offering only mediocrity, and over time that behavior hurts our industry. It drives people away. Even great content shown over and over again, can leave us frustrated.

It is as if we have stopped trying to understand advertising's creative ambitions, or forgotten why we are telling the stories or who we are telling the stories to. Thus undermining the value and the potential of what we do - that of creating vision, expression and innovation to help construct a purpose to the otherwise incorporeal businesses and their brands.

In this session, FCB's Chief Creative Officer Susan Credle discusses why content that people love should always be the goal of the best in our business, and how to inspire this passion at every level.