

Creativity / Commerce / Culture / Collaboration

Spring 2014



VCU Brandcenter Friday Forum

Jan. 17 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

Bill Davenport

President, Wieden + Kennedy Entertainment



Wieden + Kennedy Entertainment produces branded and original content. WKE is currently developing and producing TV, film and web projects for P&G, Dodge, Nike and Old Spice. WKE is also developing several original feature film and television properties.

Bill is a Wieden + Kennedy partner and twenty-five-year agency veteran.

Topic / Ooh La La

Descriptor / Ohh La La is Bill's musing on the ad business in general, a brief look at branded content and a few tips on getting in the business and surviving.