



VCU Brandcenter Friday Forum

Nov. 1 / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Scott Bell

Creative Director / Droga5



Scott's great grandfather was a policeman and amateur boxer in New York until he was shot while walking his beat. This brush with death convinced him to give up police work and leave the city to become a traveling vaudevillian with an act that featured ventriloquism and pole climbing. Three generations later, after graduating from the University of Kentucky and Miami Ad School, Scott returned to New York City to pick up where his great grandfather left off and pursue a career in advertising.

Scott came to Droga5 by way of JWT and Barton F. Graf 9000, and has created work for clients like Newcastle, Puma, Motorola, Dish Network, JetBlue, MTV, Smirnoff, Swedish Fish and Domino's. His work has been recognized by Cannes, One Show, Clios, D&AD, Radio Mercury and Young Guns. Scott's favorite drink is bourbon, and his favorite meat is pork. He also has an extensive collection of second-hand t-shirts, eats jalapenos daily, and hates cats. He has yet to be shot on the job but maintains an interest in ventriloquism just in case.

Topic / Getting Away With It

Descriptor / How to get away with a career in advertising by seeing what you can get away with every day. Scott will share stories of his time in advertising from the fourth grade until present day.