

Creativity / Commerce / Culture / Collaboration

Spring 2012



VCU Brandcenter Friday Forum

Jan. 20th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Bobby Hershfield

Creative Director / Mother New York



Bobby Hershfield is the Creative Director of the Advertising Group at Mother New York. Over the last four years he has led campaigns for K-Y, Dell, CNN, Sweet 'N Low, Sugar In The Raw, Tanqueray and Target, including the most recently awarded Target Kaleidoscopic Fashion Spectacular, named one of the 10 "ads worth spreading" by TED.

Prior to Mother Bobby spent two years as Senior Copywriter at Ogilvy & Mather where he ran Yahoo! and led a global campaign for IBM.

Before Ogilvy, Bobby spent nine years at Wieden + Kennedy where he worked on NIKE and ESPN, developing work for Nike Golf and Nike's NYC effort as well as work across all of ESPN's properties including Sportscenter and ESPNU, a new Network he helped launch. He also developed and led the highly awarded Beta-7 campaign for Sega, named AdAge's top ten campaigns of 2000.

His work has been honored by TED, the One Show, the Clios, including the Grand Clio, D&AD, Cannes, the Art Director's Club, Communication Arts, the Andy's, and AICP.

He has performed standup comedy, written an unpublished novel, and is a rabid fan of television, Cleveland and Boston sports, the University of Michigan and celery.

Topic / Dinosaurs and Other Failures

Descriptor / Bobby Hershfield discusses his experience in advertising and why he never touches mushrooms.