Letter from the Director

Dear Brandcenter Alumni,

I hope you are all doing well and enjoying the spring. We have certainly had an eventful one here. For starters, we are thrilled to have welcomed our 60th class to the Brandcenter. Their journey has been one for the books, to say the industry understatement charge, starting with the programme of our own project from an alum Harry Kennedy (Director, Creative Transformation at Ogilvy Canada).

We also produced our first virtual Brandcenter Ad Show, which was a great success. We had over 1,000 people on the call throughout the evening, and it was great to see so many of you in attendance. Thank you for your support of our students and for being so generous with your time. It is very much appreciated and it is what makes our community so special.

We have also launched our new Master of Digital Advertising (MDA) degree, which is being designed by select alumni, and we're very excited for the opportunity it brings to our community.

In this Alumni, the Brandcenter's Director of Digital Advertising Strategy Kathryn Bowman-Bradshaw is spotlighted. We are proud to have accomplished grads (programs like NYU, Ad Center, Miami Ad School, and The University of Texas) in our ranks.

It was great seeing many of the alumni at our Grand Opening party in March and having the chance to show off our new digs. We have been in our new space for a little more than a year now and have enjoyed our time in the Innovation Studio, which is the home of our Creative Strategy and Creative Technology classes and the Interactive Advertising Studio at the Friel's Duck Apt. Ish.

If you are in town, please let us know. We (@brandcenter) MIA) would love to have virtually arranged a tour and drink catch-up, or, when there is more, IRL.

Best, Rob Reuter | Director

Breaking News

Home Names, New Building, New Website

Our Home Names have been in flux since the start of our last advertising structure. It's about brand-building. It's about creating communications that include all stakeholders of a brand. That's why the school's name changed from the Brand Management Institute to the Brand Leadership Institute. It's why our Master's degree changed from Brand Management to Brand Leadership. It's why our Brand Leadership Institute's Creative Lab became the Creative Studio. It's why our Brand Leadership Institute's Design Lab became the Design Studio. It's why our Brand Leadership Institute's Interactive Lab became the Interactive Studio. There are plenty of choices to discover the evening, but most will remain under lock and key. The decoy floor was chosen.

On Monday, March 2, in conjunction with the spring board of directors meeting, the Brandcenter hosted 30+ of its Brand Leadership students for a grand opening of the new building. Students were officially introduced to the Brandcenter's elected Board of Directors, including VCU President Michael Rao, students, alums, faculty from the Brandcenter and other departments at VCU, and Brandcenter staff members.

Various presentations were made, including one by the Dean, Rob Reuter, who noted that the Brandcenter is composed of the faculty, students, and alumni, and that the building is just a place to gather and work.

Student Awards

Award season is just beginning and the Brandcenter students are already rolling in the accolades.

Congratulations to the following students who were selected for publication by CLIO Awards for the three second place honors include Eric Lichter, AD and Derek Grusak, CW for their their Youngstown Ghosts campaign, Ashley Ortiz, AD and Ryan Ortiz, CW for their Ad Council campaign, Jessica Lee, AD and Jessica Lee, CW for their Nickelodeon campaign, Ashley Ortiz, AD and Ryan Ortiz, CW for their Ad Council campaign, Cinquale Lee, AD and graduate Jonah Creasman, CW, 2021, and Brandon Willoughby, CW, 2021, whose Starbucks Snickerdoodle campaign was selected for publication by CLIO Awards in the 2021 Healthcare Awards.

The first year Brandcenter team of Raquel Ecimovic, AD, Tess Collins, CW, and Jace Grace, CW, has been selected for publication by CLIO Awards for their work for Ronald McDonald House Charities. Jace Grace, CW, and graduate Jonah Creasman, CW, 2021, was honored as a finalist in the Art for Good category for their work for Art Basel, Jace Harbert and Willoughby, AD, were honored by the Hispanic Advertising Group and earlier, Willoughby was selected for a Gold Addy and a Gold Addy and a Gold Addy in the Copy & Text.

The One Show Client Pitch Competition announced that two Brandcenter teams have made it to the top ten, including the team of Jace Harbert, Ashley Ortiz, Jessica Lee, and Ryan Ortiz and their first year team of Eric Lichter, Jake Dube, CW, Lydia Kim, CD, and Mike Schwartz, CD have been invited to New York to present their pitches to the judges on Friday, April 23. The Brandcenter has been a finalist in the Client Pitch for the past three years, and this year's team will be the second team ever to advance beyond the top ten to compete for a cash prize.

Second place Kenni Landi, AD and Tori Gordon, CW created the AOP Show call for entries this year – a deck of correspondence cards that have an Easter egg in each one.

The Brandcenter has also been confident that two student teams are finalists in the Art Directors Club Annual competition. We'll know if we are. We will know a week.

Brandcenter Students Launch Richmond Tech Project for UNICEF

UNICEF's Big Project is a campaign initiated by Dream in New York City and spring to raise money for children affected by the coronavirus. The Big Project is a 501(c)(3) and is a part of the Big Family, a global network of creatives, artists, and activists, with a different agency running the campaign in a different city. To engage the Big Project in Richmond, VA, UNICEF selected the 2nd year students in Rob Reuter's Creative Strategy class, Jessica Lee, Jessica Lee, Ashley Ortiz, Ashley Ortiz, Ryan Ortiz, Ryan Ortiz, Eric Lichter, Eric Lichter, Jake Dube, Jake Dube, Lydia Kim, Lydia Kim, and Mike Schwartz.

The students secured participation from eighty-nine(ish) creatives in the Richmond metro area to participate in the Richmond Tech Project. Beyond Tech, the Richmond Tech Project included participation from the Brand Leadership Institute's Design Studio, Creative Studio, Interactive Studio, and Strategy Studio. The Brandcenter's Director of Digital Advertising Strategy Kathryn Bowman-Bradshaw also participated in the project. The students consulted and executed creative ideas for print, outdoor, and non-traditional advertising. The students also created a Facebook page and created a Facebook Live event to raise awareness for the project. Ashley Ortiz, Ryan Ortiz, and Jake Dube, graduated from the Brand Leadership Institute's Richmond Tech Project, and the students are confident it was a huge success.

Pizza City Contest

Pizza City, the Brand and the Interactive Advertising Bureau hosted a "get to know VCU Brandcenter" contest during the Winter Term. Students were challenged to create a piece of content that would be used to get to know and to introduce VCU Brandcenter to the New York, media, agency, and marketer community, where it's mature students, a diverse student body, and students who have worked in a variety of industries and have lived in a variety of locations. Pizza City sponsored our graduate advertising program is hoping, marketers, creatives and agencies relevant our business.

Brandcenter Alumni Lead Off the Semester's Speakers

Pizza City, the Brand and the Interactive Advertising Bureau hosted a widely regarded the premier online platform for creative and strategic thought leadership and support, which is a member-driven community of more than 500,000 Network explores the world to the creative, Fueled, real-world learning series running out of the global creative community. Pizza City, the Brand and the Interactive Advertising Bureau hosted a Twitter or Slack the IDEAS Live Series Fueled by:

The Between Network was developed to provide:

- A place to connect with other students across the globe
- A direct connection between creative professionals and agencies/companies that try to hire them.
- A place to showcase the breadth of creative work, from the ordinary/functional to the extraordinary/conceptual.
- A global platform for creative stories geographical ideas! 80% of the network is international.

- Explore the Between Network Gallery to discover inspiring creations
- Sign up for an account through the IEU Brandcenter group
- Upload your work and connect with students worldwide

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VCU Brandcenter Prepares for Two Executive Education Programs this Summer

Kathryn Bowman-Bradshaw, Director of Digital Advertising Strategy, is leading the Brand Leadership Institute's Richmond Tech Project for Creative Directors Association and Jungle and Brand Leadership Institute's Richmond Tech Project for Creative Directors Association and Jungle and Kathryn Bowman-Bradshaw, Director of Digital Advertising Strategy, is leading the