



## VCU Brandcenter Friday Forum

Sept. 23 / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Avenue

### Liron Reznik

Co-Founder & Chief Creative Officer / Skinny



Liron is currently the co-chief creative officer of Skinny, the agency he founded in 2007 with Jonas Hallberg. Skinny focuses on both product and marketing innovation, serving as thought leadership partner and creative architect, helping its clients dominate in the marketplace.

Before starting Skinny, Liron co-headed the brand strategy department at U.S. agency Kirshenbaum Bond + Partners. At KBP, Liron focused on using his creativity, ideas and cultural savvy to take on challenging business problems on behalf of BMW, Diageo, Netjets, LVMH (Moet Hennessy), and Panasonic. Prior

to KBP, he worked at Ogilvy NY on American Express, IBM and Ford. In the process he has helped create award-winning campaigns (including Effies, Addys, David Ogilvy Awards and FWA, Cannes and j.d. powers accolades) that increased awareness, changed perceptions, created cultural momentum and generated sales for his clients.

Liron is a native of Israel, has served three years in the IDF (Israel Defense Forces), holds a high honors bachelor's degree in communications from Tel Aviv's The New School of Media Studies and a master of science degree in integrated marketing communications from Northwestern University.

He pursues music (sub-standard drummer and a fanatic fan), writing and has what some have called an unhealthy obsession with asian pop culture and the remarkably underperforming Nottingham Forest FC.

### Jonas Hallberg

Co-Founder & Chief Creative Officer / Skinny



Jonas is currently the co-chief creative officer of Skinny, the agency he founded in 2007 with Liron Reznik. Skinny focuses on both product and marketing innovation, serving as thought leadership partner and creative architect, helping its clients dominate in the marketplace.

Before starting skinny, Jonas was integrated creative director at U.S. agency Kirshenbaum Bond + Partners. At KBP, Jonas won and led work for Panasonic, Diageo, and Coca-Cola (tab) with a fresh approach that became the Skinny way for brands to treat their products as their best marketing.

In 1998, jonas founded Swedish agency Strobe, a shop that produced innovative, award winning communication concepts for global brands such as Absolut, Adidas, BMW, Levi's, Nissan, Saab, Vodafone and Volvo. Jonas' work on these brands helped raise awareness in markets that would otherwise have ignored them, which in the modicum of current advertising/marketing is the pinnacle - next to changing behavior.

Jonas studied design at Forsbergs School of Communication in Stockholm and enjoys snowboarding on fresh white powder, although otherwise he prefers all things black.

Topic / Think Product. Skinny.

Descriptor / In a world awash with consumer insights, an agency rises to declare 'it's the product, stupid!' Ignoring an industry gone consumer crazy, we explain why the product is king – understanding it, making it, extending it and exploding it is what it's all about. We share examples where product love yielded some impressive work and marketplace results and discuss why there's nothing less appealing than great work on behalf of a crap product.