

Barney Goldberg

EXECUTIVE CREATIVE DIRECTOR

Los Angeles

barneygoldberg52@gmail.com
office

Experience

Executive Creative Director

Huntington Beach, CA
2012 - Present

Innocean USA

I'm the Executive Creative Director on Hyundai, working on all aspects of the brand from traditional to digital to social. I lead multiple teams across all disciplines. I work on everything from vehicle launches to brand building to branded content and sponsorships (NFL / The Walking Dead / FIFA / NBA). I recently led Hyundai's Super Bowl 53 spot, Elevator. The spot finished #4 (#1 Auto) on Admeter and had 38 million YouTube views. I creative-directed Hyundai's Super Bowl 52 spot, Ref To The Rescue.

I creative-directed Hyundai's Super Bowl 51 effort, Operation Better. The live-commercial garnered critical praise and shortlisted at Cannes in two categories.

I creative-directed Hyundai's entire Super Bowl 50 effort including three in-game spots and one pre-game spot. This included leading multiple teams, selling the work through the Hyundai network and producing all the spots. The spots feature Ryan Reynolds, Kevin Hart and a couple of talking bears. The spots finished at #1, #5 and #6 on USA Today's Admeter.

I creative-directed the integrated campaign for the Hyundai's partnership with The Walking Dead. The Chop Shop App we created enabled fans to customize three Hyundais with over 700 different weapons. It gave fans a chance to prove their ability to survive, aligning with The Walking Dead's central theme. The Chop Shop became the #1 car app on iTunes, had over 500K downloads, and won numerous industry awards. It also led to a 150% increase in Hyundai.com traffic. I also creative-directed the campaign for Hyundai's sponsorship of FIFA World Cup. Our hashtag, #becausefutbol, enabled Hyundai to be a part of the World Cup conversation, a place not normally held by car brands. The #becausefutbol campaign netted a 40% increase in Twitter followers for Hyundai and was recognized by Mashable as one of three brands "getting it right" during the World Cup. Hyundai finished second only to adidas for most popular brand on Twitter during the cup. Partnering with Tumblr, we created over 170 pieces of art for fans to enjoy and share on our becausefutbol page. All of which lead to a 300% increase in brand impression and Hyundai's highest July sales ever.

I creative directed Hyundai's branded partnership with TNT's Inside The NBA. We created several vignettes starring Kenny Smith, airing them on the show. We moved the partnership

from product placement to social engagement with Kenny, trending on Twitter the evening of the show.

I judged The 2015 One Show for Branded Entertainment. I also judged The New York Festival 2015 for Branded Entertainment. I was also panelist at the 2014 4As Conference for Branded Content and its future in advertising.

My recent awards include 2 Cannes Shortlists for Operation Better, The One Show Merit for NFL Fishing Trip. Other awards include: 2 Bronze One Show Pencils for Hyundai's The Walking Dead partnership. Other honors for the Walking Dead partnership: a Silver Effie, 2 Cannes Shortlists, a Gold Clio and Webby Award for Integrated Mobile Experience. Because Futbol partnership awards include: 5 Bronze Clios, 7 Addys including Best of Show and an Effie Finalist.

Associate Creative Director

Los Angeles, CA
2009 - 2012

Deutsch LA

After helping to win Volkswagen, beating out Wieden and Goodby among others, I was hired as ACD on Dr Pepper and as CD on Fresh & Easy grocery stores. I also worked on HTC and Target. I created Super Bowl spots for Volkswagen (Cannes Shortlist) and Dr Pepper. While at Deutsch, I helped create (and served as Co-Chair) on Deutsch LA's Diversity Committee.

ACD/Art Director

Los Angeles, CA
2008 - 2009

Freelance

I stayed busy freelancing for a year, primarily at Deutsch. I was one of the lead creatives on winning pitches for both Volkswagen and HTC.

Associate Creative Director

Los Angeles, CA
2005 - 2008

TBWA Chiat Day LA

I was an Associate Creative Director working on Nissan. While there, I was responsible for seven vehicles, co-managing five teams. Later, I worked on Visa, M&M Mars, Pennzoil and Leapfrog. I also led the pitch for NFL Network.

Associate Creative Director

Los Angeles, CA
2000 - 2005

Saatchi LA

I was hired as a Senior Art Director, working exclusively on Toyota. I worked on successful launches of the Sienna, 4Runner and Camry among others. I also produced work for Toyota Motorsports and Toyota's partnership with the NBA. I received a few more honors from Cannes. I was promoted to Associate Creative Director in 2002.

Senior Art Director

Los Angeles, CA
1999 - 2000

Secret Weapon Marketing

I spent an incredible year creating a bunch of spots for Jack in the Box with Rick Sittig.

Senior Art Director

Los Angeles, CA
1997 - 1999

BBDO West

I moved to LA to work under David Lubars. I worked on everything from Pioneer to Pizza Hut to Starbucks. While there, I received my first Lion from Cannes.

Darkroom guy then Studio Artist then Art Director

Richmond, VA
1987 - 1997

The Martin Agency

I started in the darkroom while attending Virginia Commonwealth University. I received a Gold and a Silver in The One Show College Competition. In 1990, I was promoted to Studio Art. On a side note, I set the entire Martin Agency typebook by hand. I learned from Mike Hughes, Luke Sullivan and Jelly Helm. In 1994, I was promoted to Art Director, working on Mercedes Benz, Wrangler, Seiko and a ton of banks. My work was recognized by The One Show, CA, and Archive among others.

Education

Virginia Commonwealth University

Richmond, VA
1987 - 1991

I studied Mass Communications in the pilot program of the VCU Adcenter.

References

References

David Lubars / Rob Schwartz / Rick Sittig / Steve Rabosky

Honors

Honors

The One Show, CA, Cannes, Archive, Addys, Webby Awards, NY Festivals, Graphis and so on.