



Who's Who: Adam Goldstein

A copywriter, Creative Director, Graphic Designer, Screenwriter, filmmaker, and all round denizen of the creative department.

What I'm up to...

Making stuff. I'm currently about to enter production on a small personal anti-guns project, followed by a web series and a comedy pilot. I am procrastinating on finishing a rewrite of a feature script that's making the rounds right now. And I will be going live imminently on a line of all-occasion greeting cards called *Blank You Notes*.

The latest campaign I'm working on..

Just wrapped a fun and funny project for Hello Fresh out of DiMassimo Goldstein (no relation) in NYC. Right now I'm developing a content and social media campaign for Turfscape, which makes high end synthetic lawns.

The best piece of creative work around at the moment is...

The Captured Project – People in Prison Drawing People Who Should Be. It's a few months old right now, but it still resonates with me because it so brilliantly encapsulates how money allows the biggest criminals in our society to operate with total impunity.

The next big advertising trend is going to be...

I think the search for the social media Holy Grail will continue with Snapchat stories and Facebook Live. Beyond that, we're approaching the singularity wherein entertainment and advertising fully merge and we move past product placement to script-placement wherein brand messages are written into dialogue and storylines, even characters and the concepts of the shows themselves.

People/companies who influence me...

72 and Sunny – whereas most agencies I see are struggling to adapt to a changing media landscape, they seem like they're up for anything, having a blast just making shit. Marvel Studios, because, I mean, OBVIOUSLY. Spike Jonze. Dave Eggers. Not necessarily their collaborations, just individually.

In a film about my life, I'd like to be played by...

Peter Dinkledge

A word or phrase I overuse...

Fuck.

My last social media update said...

"Are you fucking kidding me?" I feel it applies to pretty much anything currently happening out in the world, but also works for that dog that does Tae Kwon Do.

My dream collaboration (both personal & professional) is...

I really want to play drums in a band called Carol Channing Tatum O'Neal. Judd Apatow. I would love to produce my feature with Megan Ellison. And I hate to admit it, but Studio C. Scott Sterling cracks me up.

I teach in an ad school, because...

I don't. But I would like to. First, because everybody has the tools to create work in their phones and laptops, but having the tools and knowing the programs isn't necessarily the same thing as understanding the craft. And when people understand the craft, they're better able to produce their own work, and to collaborate with others, like, say, Me. I came up in agencies where the refrain was, "What else you got?" But as a director, you start with the idea as a given, and go from there to, "How can we make this great? How can it be better on screen than it is on paper." That's also a skill that should be taught and cultivated. Also, there's nothing good on TV on Thursday nights anymore, so I'm totally free.



Kidsport

Kidsport: "Dunk Slam" [00:30]# Just how important sport is in the lives of our children is demonstrated by Kidsport in these three spots. Once you are grown up, it is more than just a little embarrassing not to be good at sport. When, for example, you want to throw a lifebuoy and are unable to toss it more than a meter or so, or if you are keen to get a date with a coworker but are unable to catch the post-its she throws you. Super: "Sport skills are life skills. Help us make sure no kid goes without them."

- 👤 Kidsport
- 🏠 DDB, Vancouver
- 👤 Chris Moore
- 👤 Neil Shapiro
- ✉ Adam Goldstein
- 📍 Industry Films, Toronto



Kidsport

Kidsport: "Life Preserver" [00:30]# Just how important sport is in the lives of our children is demonstrated by Kidsport in these three spots. Once you are grown up, it is more than just a little embarrassing not to be good at sport. When, for example, you want to throw a lifebuoy and are unable to toss it more than a meter or so, or if you are keen to get a date with a coworker but are unable to catch the post-its she throws you. Super: "Sport skills are life skills. Help us make sure no kid goes without them."