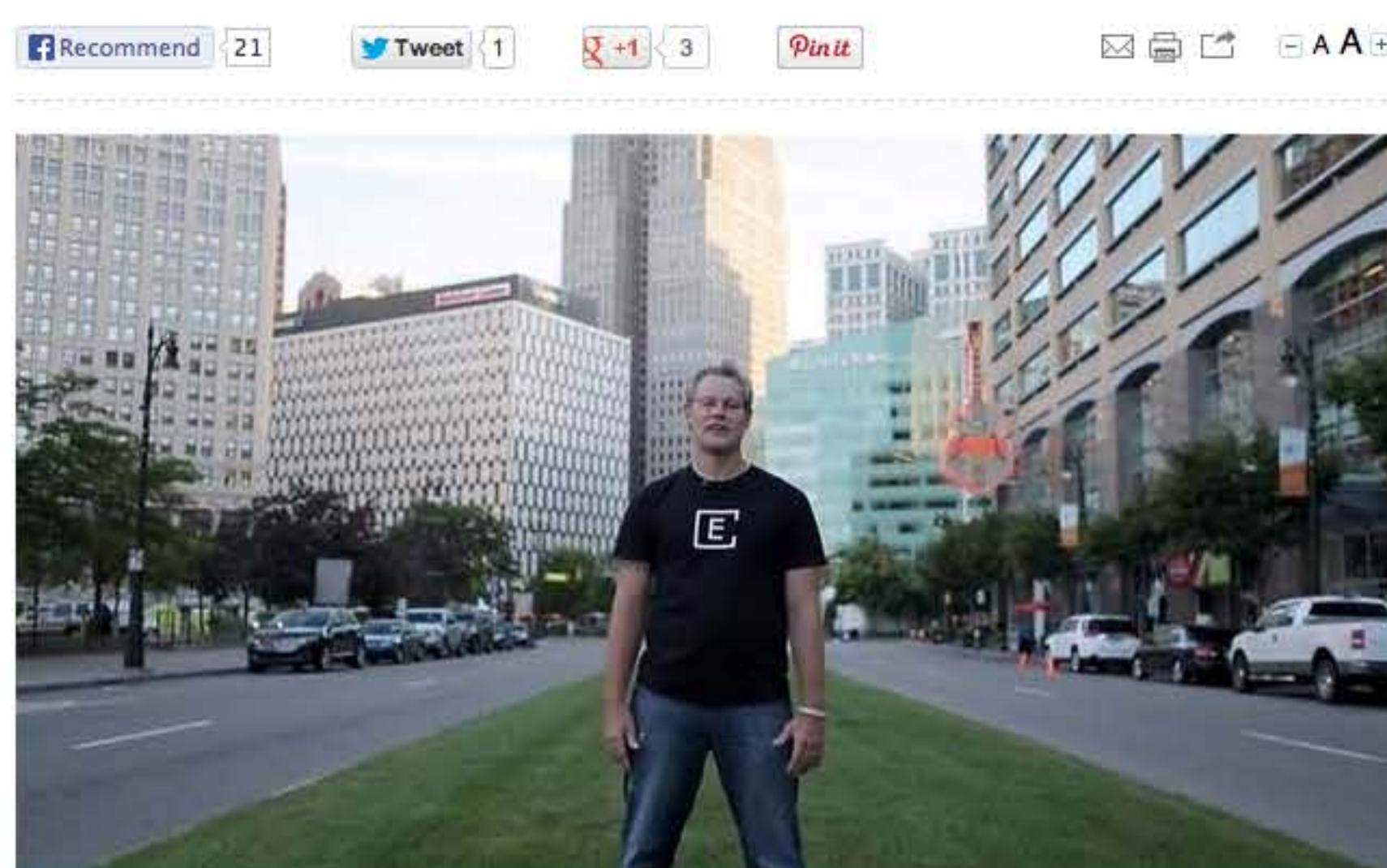


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Lowe Campbell Ewald comes to Detroit's defense in YouTube video

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Lowe Campbell Ewald creative director Iain Lanivich says, 'In Detroit, you have the opportunity not just to make a product, but to define the city's future.'

By **Brent Snavely**
 Detroit Free Press
 Business Writer

Ad agency Lowe Campbell Ewald is trumpeting its move to downtown Detroit in a promotional video aimed at other businesses that might be discouraged from investing in the city in the wake of the bankruptcy.

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The four-minute video — designed for a presentation at next year's South by Southwest festival in Austin, Texas — starts with dazzling shots of Campus Martius, the Renaissance Center, the Detroit Athletic Club and other downtown architecture.

Mobile users: Tap here to see the video

"Whether you are a designer, an innovator, an entrepreneur, or an [investor](#), you are in this business to create, to help a cause, or maybe to just simplify one's life," Iain Lanivich, the agency's creative director says. "In Detroit, you have the opportunity not just to make a product, but to define the city's future."

Lanivich said he and a team of about six colleagues spent four days writing, producing and filming the video.

If the video gets enough votes on SXSW's [website](#), Lanivich plans to develop the video into a full-fledged presentation for next year's conference at the festival.

"I would love to go there and represent our company and our city to spread the passion that is going on in the city right now," Lanivich said.

Maureen Krauss, vice president of economic development for the Detroit Regional Chamber, said it's great to see any company stepping up to help promote a positive image for the city in the midst of a crisis.



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"It is great to see a message that is different from what has been going on since the bankruptcy," Krauss said.

The video confronts the July 18 Chapter 9 bankruptcy immediately by using a black background with words in white capital letter that blitz across the screen: "BANKRUPT. ABANDONED. CORRUPT. DECAYED. ALIVE."

Young professionals in other cities often labor unnoticed for years without much of a chance to make a difference beyond their [employers](#), but the video says Detroit is different.

"So if you want to come to Detroit and change things and become part of that vanguard movement that is going to speak for the rest of the nation and what happens, you would come to Detroit," Kevin Krease, one of the co-ordinators of Detroit's failed bid to host next summer's ESPN X Games, says on the video. The sports entertainment giant selected Austin to host the games through 2017.

Low Campbell Ewald announced plans earlier this year to move its 600 employees from Warren to a warehouse adjacent to Ford Field. The agency will lease the 122,000-square-foot space for 11 years.

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This Ad Exec Wants To Turn Detroit Into The Next Digital Hotspot

■ AARON TAUBE | AUG. 28, 2013, 1:18 PM | 1,150 | 3

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Ad agency Lowe

Campbell Ewald wants to make Detroit — yes, that Detroit — the latest hub for young professionals in the creative and digital technology fields.

But could a city that declared bankruptcy less than a month and a half ago become the next Austin or San Francisco?

Touting the

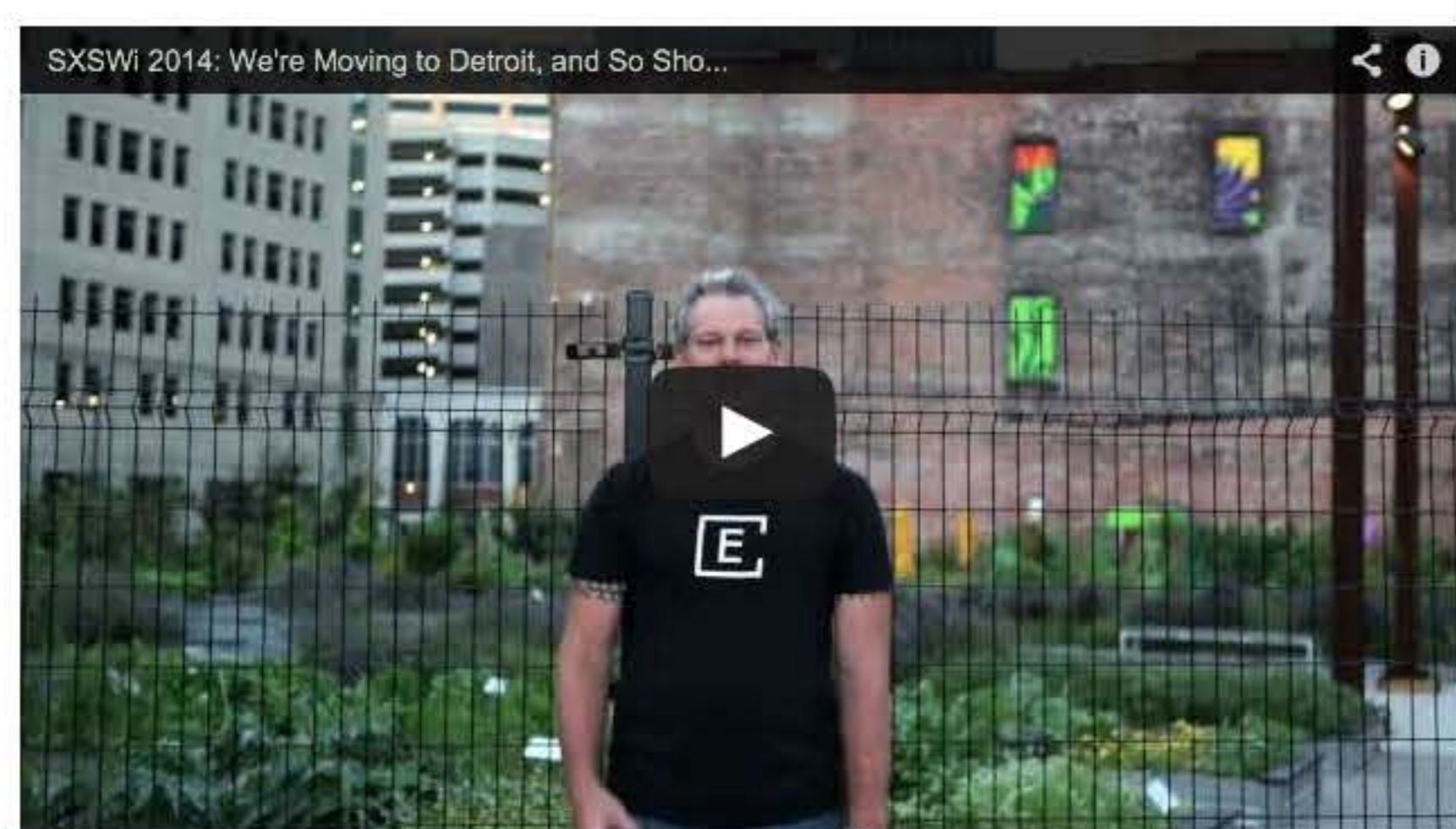
opportunities offered by a less crowded market and the enthusiastic support of a long-downtrodden city, Lowe Campbell Ewald creative director Iain Lanivich put out a video last month asking innovators to join him in the Motor City. LCE is moving its 600-person Michigan headquarters from a nearby suburb into the city's downtown this winter. The company has branches in Los Angeles and San Antonio, too.

Now, he's asking the public to help him take his message directly to the people he hopes to evangelize.

South by Southwest allows the public to vote on which speakers will lead its panels. Lanivich is campaigning to lead a discussion highlighting why young creatives and entrepreneurs should move their businesses to Detroit.

The technology and arts festival allows the public to weigh in on which speakers address the conference by considering an online vote alongside the opinion of its staff and advisory boards. Lanivich wants to present a panel outlining all Detroit has to offer young creatives and entrepreneurs.

"What I like is to work with people to create ideas and see them come to life," Lanivich told Business Insider. "We're hoping to bring in talent that can come up with ideas or help those ideas happen."



Lanivich, who grew up in the Detroit area and lives in nearby Bloomfield Township, wants to use the campaign to introduce himself and his agency to the fledgling Detroit tech scene and add more creative talent to its ranks. Already, the city's downtown area is home to Dan Gilbert's Detroit Venture Partners and the veteran viral sensation [Texts From Last Night](#).

Even so, the Vote for Detroit pitch is ambitious, to say the least.

According to the U.S. Census Bureau, more than 40% of the city's residents lived below the poverty rate as of 2012. Even more financially stable residents suffer from a broken infrastructure that fails to provide adequate police coverage and public transportation.

Sarah Cox, who founded the real-estate blog Curbed Detroit when she moved to the city two and a half years ago, told Business Insider that Detroit will not be able to lure startups from hotspots like Austin and San Francisco until the city itself becomes a more hospitable place to live. For this to happen, she said, the city will not only need new businesses, but new residents to generate the tax revenues the city needs to fix everything from broken streetlights to understocked fire-safety equipment.

"It's an interesting time, and I think the city will ultimately be better, but I think all these sort of quick-hit changes are shortsighted," Cox said. "These problems took decades to create, and we weren't just waiting for 600 office workers to show up so we could say 'Oh, everything's good now. We're fine.'"

Lanivich acknowledged the reality of the city's many predicaments, saying that a family hoping to move within the city limits would first have to figure out where to shop for groceries and whether that location was in a safe part of town.

He said that he wants innovators at SXSW to look past the flaws of a city with a dangerous reputation and instead embrace the opportunity to grow a business in an environment devoid of Silicon Valley's cut-throat competition and New York's rigid corporate hierarchies.

"When you read about Detroit, there's not much here that doesn't need help," Lanivich said. "It doesn't really matter what your idea is, you can probably try it out here."

Detroit resident Sebastian Jackson said it was these qualities that helped him develop the [Social Club Grooming Company](#), a beauty salon that aims to bring together Detroiters of diverse backgrounds and uses the hair it cuts as fertilizer to plant trees around the city.

While Jackson admits the city's public education system and police department are in need of a lot of work, he said an influx of entrepreneurs would be a step in the right direction toward fixing some of the problems that have plagued the city in the 14 years he's lived there.

"All the social capital you need is in Detroit right now," Jackson said. "I perceived the Vote for Detroit campaign as showing people that they can actually help rebuild one of the nation's greatest cities and, at the same time, make money doing it."

"I'm not saying Detroit is perfect right now," Lanivich said. "But it's at a point where maybe the right people can make it great."

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Iain Lanivich, creative director at Lowe Campbell Ewald.

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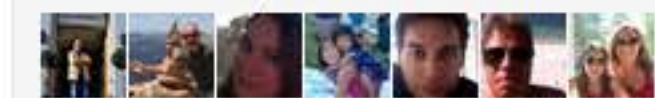
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Lowe Campbell Ewald for SXSW 2014: 'We're Moving to Detroit and So Should You'

By Ella Riley-Adams on August 23, 2013 12:14 PM



After a change in leadership and rebrand earlier this summer, [Lowe Campbell Ewald](#) is putting their weight behind the bankrupt city they call home: Detroit. Creative Director [Iain Lanivich](#) says, "Does it bother us that Detroit went bankrupt? Not really. What matters is that it's rich in creativity, innovation, and inspiration. So come join us...in defining the future of Detroit." Next year, Campbell will move 600+ employees to Detroit, though it's unclear where they'll be moving from and what other incentives are involved (hopefully a free full body puffer coat for the Michigan winter, at least).



To keep them company, Campbell is encouraging other creatives to make the move, working to spread the word at SXSW 2014. Plus, they're spreading the word on the street, with "Vote for Detroit" stickers and posters asking Detroiters to support the movement. You can vote for the SXSW panel at [VoteforDetroit.com](#).

Though the infomercial approach is pretty contrived, supporting this seems like a no-brainer. How great would it be to see an exhausted American city transform into an exciting, prosperous place? In any case, I'm curious to get more info from Lanivich in Austin, where this panel might be a refreshing break from jargon-filled showboating.

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Although there are a lot of pro-Detroit bits lately, this one is aimed square at Austin, who bested us to hold the X-Games. But this is for South By Southwest (SXSW), a conference which although its roots are in music also has a very large interactive and creative portion.

This video, created by Lowe Campbell Ewald who is moving to Ford Field from the suburb of Warren in 2014, includes the creative director of the company Iain Lanivich in various places of the city talking about how Detroit has the opportunity to not just make a product, but define the future of the city.

Also there are a couple of interviews.

First up is the pair that started the bid for the X-Games to come to Detroit (and now are working on another project), Kevin Krease and Garret Koehler.

"The whole city is an opportunity unto itself.. in Detroit you can just create what you want to do here. You can start anything.. and you have a huge base to sell to," said Krease.

"You have to be real enough to live here, there's a tremendous value in authenticity," said Koehler.

Second was app impresario Henry Balanon, formerly of Detroit Labs and Bickbot, who talks about the opportunity of the city after bankruptcy.

"Being in a startup is no longer scary in this area.. people see bankruptcy as this awful thing but it's really a restructuring thing.. things are going to get fixed," said Balanon. "In our lifetime, we're going to see a complete turnaround and I'm gonna be here when that happens."

Will Detroit see a complete turnaround in the next 20-30 years? What do you think it'll take to make that happen?

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Move to Detroit, land of opportunity

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By Alexandra Le Tellier
August 9, 2013 | 5:00 a.m.



When Detroit filed for bankruptcy last month, it wasn't much of a surprise. With its boarded-up houses, abandoned schools, declining public services and shrinking population, it had become the country's most depressing city. At least, that's how it looked to outsiders.

The good news about Detroit's bankruptcy filing, though, is that it was like hitting rock bottom. Where could the city go from there, but up?

In starting over, Detroit is finally in an optimistic position. Play things right, and it could reinvent itself into the city of the future with smarter [economic engines](#), a [modern workforce](#) and [public services tailored to city needs](#).

For anyone who's ever envisioned the perfect city, Detroit offers the opportunity to get in on the ground floor.

And actually, Detroit's recovery may already be underway. "What we are seeing is a network of philanthropic and business leaders coming together to revive that core of the city," said [Bruce Katz](#) of the Brookings Institute in a recent interview with NPR's "Fresh Air."

"Something exciting is happening off the platform of what I could call good bones, good assets, older iconic historic buildings. I see energy and pragmatism and an affirmative vision stemming from the core of that city," Katz said.

So, too, does Iain Lanivich. The creative director of Lowe Campbell Ewald recently announced via YouTube that his company, the ad agency Lowe Campbell Ewald, would move more than 600 employees to Detroit.

In the video, titled "[We're Moving to Detroit, and So Should You](#)," Lanivich makes the case that Detroit is a hotbed for "creativity, innovation and inspiration."

"Create what you want to do here," he says in his pitch, seemingly aimed at entrepreneurs and start-up business owners -- otherwise known as the sort of people who think big and are brave enough to take risks. "In Detroit, you have the opportunity not just to make a product, but to define the city's future."

I hope his pitch works -- and that the city's new business leaders also bring [the good people of Detroit](#) into the fold. Like the city, its people deserve a promising new beginning.

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Latest

Aug. 1, 2013, 11:01 a.m. by Lowe and Partners

LOWE CAMPBELL EWALD DEFENDS BANKRUPT MOTOR CITY

"We're moving to Detroit and so should you"



Bankrupt, decayed, abandoned... and alive. Detroit may not be the first place you think of when it comes to American advertising but Lowe Worldwide are about to change all that as they relocate their North American headquarters to Motor City.



The move, which was sparked by the recent partnership with Campbell Ewald following a successful collaboration on Cadillac, also follows the news that the city of Detroit this month declared bankruptcy.

Springing to the defence of the beleaguered city, the team at Lowe Campbell Ewald has created a video that argues that Detroit is, in fact, a fertile ground for creativity to blossom. In it, creative director Iain Lanivich interviews several creative pioneers already living and working in the city to build the case for Motown.

The video has been created ahead of a presentation at next year's South by Southwest. Lanivich reckons the city is going to undergo some surprising changes by the time March 2014 rolls around. "I can't tell exactly what Detroit is going to be like by the time I give this presentation but I can tell you one thing for sure - it's not going to be the way it was," he says.

According to Lanivich, the move will allow the agency to be involved in building a new creative community from the ground up. "Whether you're a designer, an innovator, an entrepreneur, or an investor, you're in this business to create, to help a cause," he argues. "In Detroit you have the opportunity not just to make your product but to define your city's future."

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Why One Ad Agency Is Moving to Detroit, and Thinks You Should, Too

By Ann Babe | August 9, 2013, 4:18 PM



Skeptics who have long since given up on Detroit dismiss the city as dilapidated, deserted, desperate. Not so, argue some of the country's leading innovators, who instead see a city brimming with creativity, community, and **opportunity for change**. Detroit may be bankrupt, they say, but that's not stopping them from moving there—to be a part of the change that's unfolding and on the front lines of the renaissance to come.

Among those innovators heading to Detroit is ad agency Lowe Campbell Ewald, which recently produced a short video heralding their move. Since it was posted on July 26, the video has garnered more than 34,000 hits on YouTube. "We're moving to Detroit, and so should you," Iain Lanivich, Lowe Campbell Ewald's creative director, says in the video, adding that the company plans to transplant some 600 employees to the city by early 2014.

The ad agency's promotional video comes on the heels of Detroit's July 18 bankruptcy announcement, a headline Lanivich addresses directly on camera. "Does it bother us that Detroit went bankrupt?" Lanivich asks. "Not really. What matters is that it's rich in creativity, innovation, and inspiration."

Others featured in the video—including Detroit-based entrepreneur Henry Balanon and the creators of a movement to bring the X-Games to Detroit—aren't bothered by the city's bankruptcy, either. They believe they and the city are up to the challenge.

"Detroit's ... a vanguard city. So everyone's watching how we deal with bankruptcy and how we deal with all these problems and issues," X-Games to Detroit co-creator Kevin Krease says. "If you want to ... be a part of that vanguard movement that's going to speak for the rest of the nation and what happens, you come to Detroit."

The idea that Detroit's story is inextricably linked with the American story is a powerful one. It's one of the reasons Techonomy will hold its second **Detroit conference** on September 17 at Wayne State University. Techonomy Detroit will bring together some of the nation's top technology, business, government, and academic leaders to look at how we can apply tech and innovation to economic renewal and urban revival.

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Packed-Room Topic at South By Southwest in Austin: #DetroitNow

Alan Stamm
alan@astamm.com
March 10th, 2014, 6:25 PM

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Detroit was a lively discussion topic Monday afternoon at the South By Southwest interactive conference in Austin, where a local adman led a pep rally promoting the city as a career-builder.

Iain Lanivich, digital group creative director at Lowe Campbell Ewald, led a discussion called "We're Moving to Detroit, and So Should You" -- also the title of a video (below) that pitched the topic to conference organizers and attendees. The agency's roughly 500 employees moved downtown from Warren in January.



Iain Lanivich, digital group creative director at Lowe Campbell Ewald, leads Monday's discussion. (Instagram photo by Ted Serbinski)

Lanivich framed his presentation, aimed at designers, entrepreneurs and investors, as a forum "about how we can work together to make Detroit a thriving brand."

"Not every city has a brand," a tweet quotes him as saying at the Hilton Hotel in downtown Austin. "Detroit does."

Speakers included Jim Shanley, managing director of Picnic New Media; "business anthropologist" Marlo Rencher; and Marlin Page, an IT executive who founded a Detroit career training program called Sisters Code.



Marlin Page, a local tech executive and speaker, wore a Detroit Snob shirt.

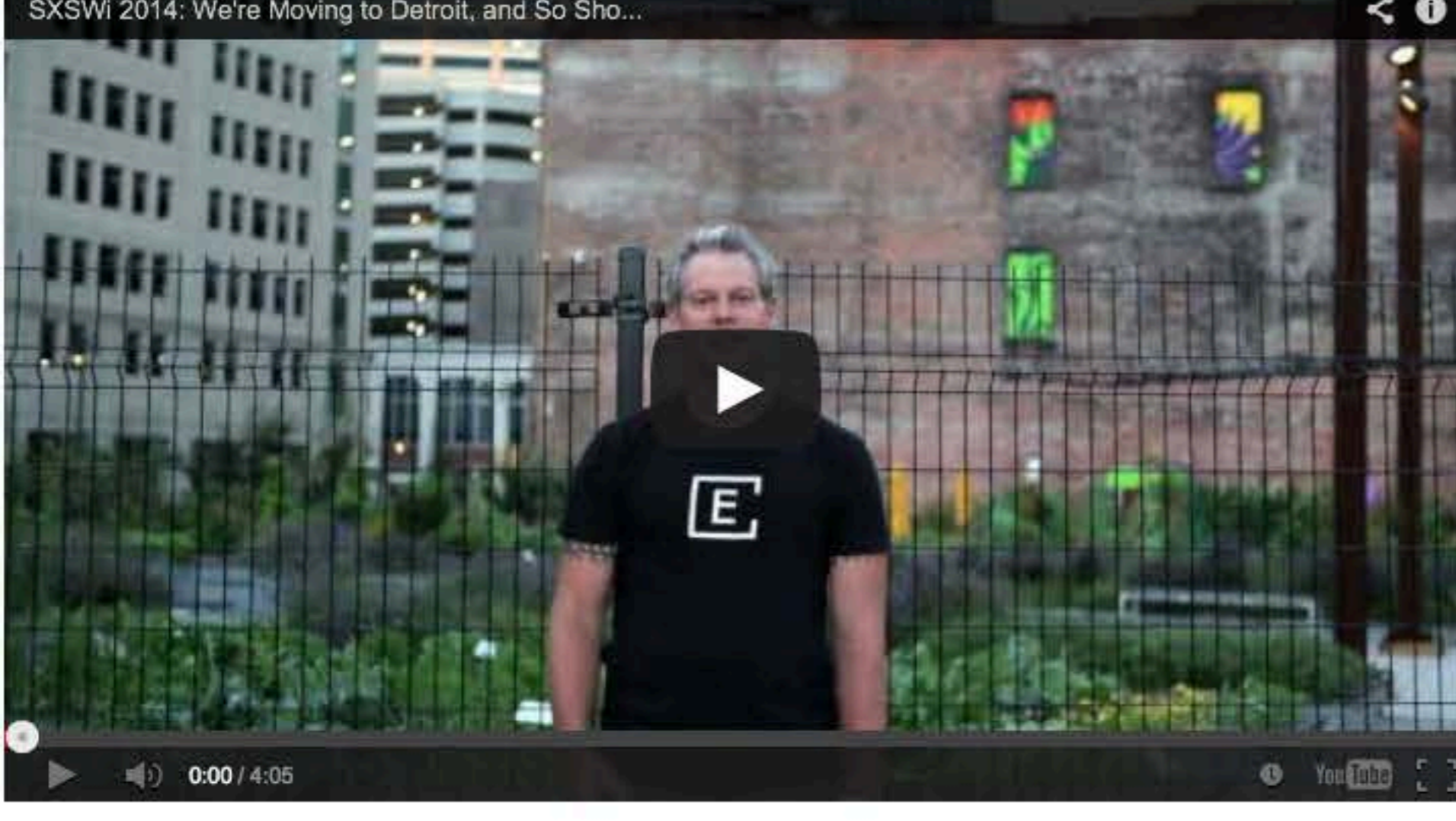
As no stranger to buzz-building, the moderator created a #detroitnow wall of tweets about his session. These are among quotes, paraphrases and comments:

- "Great talk. I'm not a Detroit native, but love the idea of its energy, DIY mentality and close-knit community!" --Jeff Soyk, Boston designer
- "10 years from now #detroitnow will be an amazing city -- do you want to be part of that transformation? Never been to Detroit -- need to go, esp. after inspirational #detroitnow talk" -- Rhiannon Hughes, Lowe and Partners media analyst in London (from two tweets)
- "Very inspirational presentation on Detroit." -- Ben Kartzman, CEO of Spongecell, a New York ad technology firm
- "So much passion for the city. Great to see so much enthusiasm and positive energy for one of the fastest-growing startup ecosystems in the US" -- Zoë Lazarus, partner at London consumer research consultancy (from 2 tweets)
- "Real social entrepreneur spirit happening in Detroit." -- Whitney E. Drake, senior vice president at Weber Shandwick in Birmingham (PR/communications agency)
- "#DetroitNow meet up showing the growing start up and tech opportunities for Detroit. Determination and grit!" -- Jesse Missad, New York digital ad executive
- "Standing room only for this cool rah-rah session for Detroit." -- Marlo Rencher, Detroit "social entrepreneur and anthropologist"

Lanivich's listing in the annual conference's program frames it this way:

Despite what you might read in the media, Detroit is quickly becoming rich in creativity, innovation and inspiration. In fact, Detroit was one of seven North American cities selected to be part of Google's Tech Hub Network, and with tech investors like Detroit Venture Partners, it's becoming easy for startups to create opportunities.

And in Detroit, everything needs help, so there are endless opportunities. With a "we're all in this together" mentality, everyone is becoming friends and utilizing their skills to not only help one another, but define Detroit's future. Whether you're a designer, an innovator, an entrepreneur or an investor, the talent is moving to Detroit. And so should you.



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Join the discussion...

Tom S · 5 days ago
"Detroit is quickly becoming rich in creativity, innovation and inspiration." "Quickly becoming?" Where have you been? Detroit has been and remains rich in all those things for decades.

The Next-Gen buzz in Detroit is welcome. It will be more interesting, creative, beautiful and sustainable when it 1) includes sincere appreciation for Detroit's incredibly rich history and culture; and 2) is able to distinguish the destructive material and social results of neoliberalism and regional racism from the community's cultural dynamism and resilience in the face of oppression.

Until then, what Thomas Sugrue calls 'hipsterfication' is "quickly becoming" 1) an unfortunate cliché and 2) an unwitting enabler of the Chamber of Commerce's racist "blankets and corn" agenda.

2 ^ | v · Reply · Share

Not A Conservative · 5 days ago
You shouldn't move to Detroit and here's why. You will go fine for months and feel quite confident then your car windows will get smashed by some drug addict looking for something to steal, or your car will be jacked up placed on blocks and all your wheels and tires and catalytic converter will be stolen. Your car will be towed by some company with a sweetheart corrupt deal and you will spend a fortune trying to get it out of their yard. You will be carjacked or mugged or worse and your cash, wallet, backpack, laptop, phone, watch, jewelry will be taken from you. If you're lucky enough to survive guess what, the under funded, undermanned police will be totally indifferent to you and they in fact may rob you themselves. Street crime is out of control, think twice. If you're fine with all that then go for it Cowboy, you're a Detroit kind of guy.

1 ^ | v · Reply · Share

Seriously... → Not A Conservative · 5 days ago
Are you kidding me? I lived in Grand Rapids for a period of time and can assure you that all of those very things occur there quite regularly. Why did I move back to Detroit? Simple, I like the people here better. Where do you live? I'm going to guess that you're one of those ridiculous out-of-towners that talk about how you shouldn't stop at red lights when you visit Detroit...

3 ^ | v · Reply · Share

Not a Conservative → Seriously... · 5 days ago
Yeah I'm a ridiculous out of townner that has lived in Boston Edison for over 6 years. Last month our rear door was kicked in, thankfully while no one was home and we didn't need to shoot anyone but thousands of dollars worth of stuff taken. My roommate is a photographer and had to wait for his insurance to reimburse him and then buy new equipment. He still lost over \$1000 in the deal.

A month before that an out of town friend was visiting with a rental car and we came out to find it on blocks and all the wheels gone. I was parked in front of him and didn't make it to work that morning. A few weeks before that a neighbor started his SUV and found it was curiously SUV, he found the catalytic converter was gone. 9 months ago my Wayne State student son had his car window smashed while parked in broad daylight at the CVS on Warren near Wayne State. He foolishly left his back pack with his laptop and books in the back seat and it was gone.

If you have a safe place to live downtown with effective security and indoor parking then live in Detroit. Otherwise think again. I was living with my head in the sand like you for a looong time because I grew up a Detroit and crime hadn't hit me yet. The bankruptcy has decimated the police force, that's reality. Until that's addressed and crime is under control it's a dangerous place to live and work.

^ | v · Reply · Share

thehousesparrow → Not a Conservative · 4 days ago
Native Detroit here. You should not live in Boston Edison if you don't want these problems, sorry to say it.

^ | v · Reply · Share

Not a Conservative → thehousesparrow · 4 days ago
Sorry but you're going to run into these same issues in Rosedale, Indian Village, Corktown, Mid, Lafayette Park, Palmer Woods, Corridor, Villages, Old Redford, Midtown, Sherwood, Forest, Cass, Mexican Cultural Center, Wayne State, Warrendale. Wherever you go the crime is worse in Detroit. Don't delude yourself and think you're immune. I'm a native Detroit and things have definitely gotten worse the last few years.

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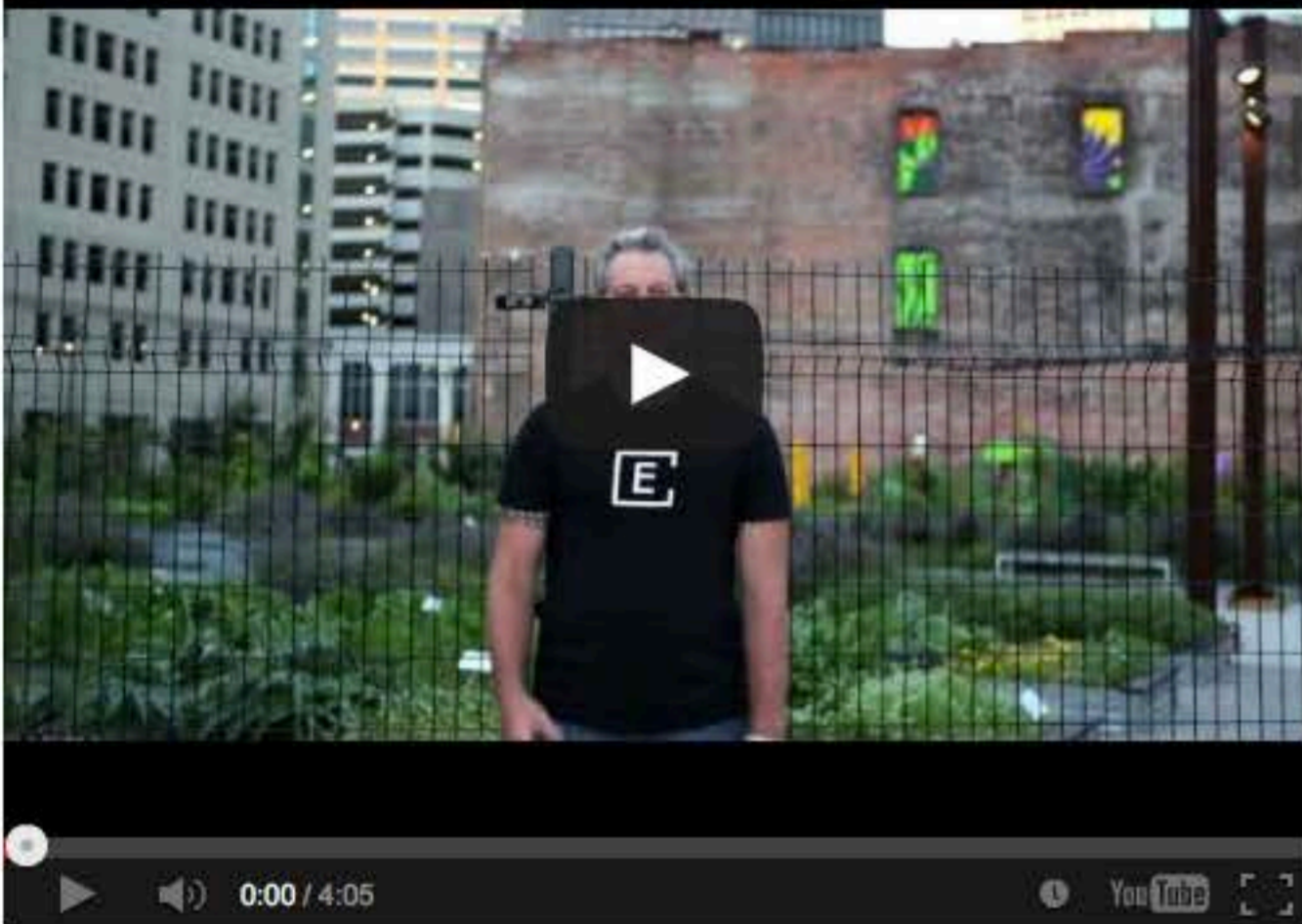
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2 AUGUST 2013 - 6:34PM | POSTED BY JENNIFER FAULL | 0 COMMENTS

Despite uncertainty in Detroit's economy, ad agencies stand up for the Motor City

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SXSWI 2014: We're Moving to Detroit, and So Sho...



Lowe Campbell Ewald has announced it will be moving to Detroit following the merger of the two ad agencies earlier this month.

Despite the black outlook for The Motor City, which declared bankruptcy two weeks ago, the advertising and creative industry is not giving up just yet.

"We're moving to Detroit and so should you," cried Lowe Campbell Ewald in a short film highlighting the move.

The newly formed agency argues that Detroit is, in fact, a fertile ground for creativity to blossom as creative director Iain Lanivich interviews several creative pioneers already living and working in the city to build the case for Motown.

"The whole city is an opportunity in itself because you have other agencies that are developed, matured, highly competitive, with lots of people scrambling for jobs. Whereas in Detroit, you can just create," said Kevin Krease, founder and director at X Games Detroit. "Everyone is watching how we deal with bankruptcy and how we deal with all of these problems and issues. So if you want to change things and be a part of a movement that's going to change things....you would come to Detroit."

Creative agencies that have established themselves in Detroit are also hailing all that the city has to offer, and are unwavering in their assertions that the Motown is more than just "bankrupt, decayed, and abandoned".

Indeed, Doner, a global agency that has an office in Detroit serving clients that include Jeep, Fiat, Arby's and Auto Trader, has welcomed the move.

David DeMuth, Co-CEO and president of Doner, told The Drum: "We think it's great that Lowe Campbell Ewald is moving to Detroit. We've been based here for over 75 years and see tons of opportunity in Detroit. Obviously, we believe in Detroit. In particular, its people and potential. There's a movement centered around innovation, creativity, and technology and we're happy to be a part of it."

Detroit filed for Chapter 9 protection two weeks ago, citing a debt load of at least \$18bn.

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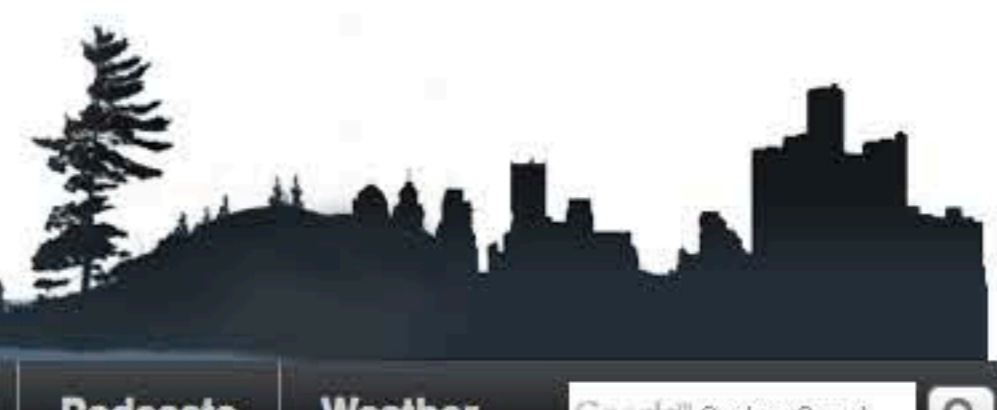
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Why this guy is pitching Detroit at SXSW festival in Austin

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By STATESIDE STAFF

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A screenshot from Lowe Campbell Ewald video. Credit: Lowe Campbell Ewald video, / YouTube.

The South by Southwest festival is happening right now in Austin, Texas. It's where the cutting edge of music, technology and new thinking all come together.

And that's where our next guest has been busy pitching Detroit to all those creative entrepreneurs. Earlier this week, he hosted a session called "We're Moving to Detroit, and So Should You."

SXSWi 2014: We're Moving to Detroit, and So Sho...

Iain Lanivich is the digital creative director of Lowe Campbell Ewald, and he joins us from Austin.

Listen to the full interview above.

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Thank you so much for posting this wonderful video and small article. Detroit is going to come back but with a different life and culture. As someone who is still in the developmental stage of my professional career, I only see myself wanting to become part of this movement more and more. Keep the positive and inspirational news about Detroit coming.

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Video Pitch to Creatives: 'We're Moving to Detroit And So Should You'



Alan Stamm
alan@astamm.com
July 28th, 2013, 10:00 PM

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The newest video promoting downtown Detroit as a cool place to work doesn't shy away from the B-word.

In fact, it splashes "bankruptcy" on screen in capital letters a half-minute into a slick pitch to app developers, other entrepreneurs, digital designers and creative class types of all stripes.

The presentation, taped and edited in four days by Lowe Campbell Ewald ad agency and posted Friday, is a speaker proposal to the [South by Southwest Interactive Festival](#) in Austin next March. Settings include the Campus Martius Park "beach," the Compuware Building, the "Transformers 4" set on Washington Boulevard and spots nearby.

It's narrated by creative director Iain Lanivich of Bloomfield Hills, who wants to make a presentation on why other creatives should "come join us in defining the future of Detroit."

His agency moves early next year from Warren to the former Hudson's warehouse next to Ford Field. "The talent is moving to Detroit," Lanivich says in his four-minute spiel, embedded below.

In a particularly deft touch, the organizers of Detroit's X Games bid talk up the city in a clip that would be shown in Austin -- winner of ESPN's competition to be host for the next three summers. "You have to be real enough to live here," says Garret Koehler, standing alongside co-organizer Kevin Krease. "There's a tremendous amount of value on authenticity."

No, he doesn't say "talkin' to you, Austin" -- but it's easy to imagine the thought may have crossed his mind and the agency's.

The adman also chats with serial mobile app developer Henry Balanon, co-founder of Protean Inc. and Detroit Labs. "The best thing about working in Detroit is actually seeing it grow," he says. "Being in a startup is no longer scary in this area. It's a lot easier because other people have done it."

Speaking of scary, the Lowe Campbell Ewald folks drop a few other hard-edge words besides bankruptcy up front to address outsiders' perceptions -- "abandoned, corrupt, decayed" -- before ending the upper-case series with "alive."

"Does it bother us that Detroit went bankrupt?" Lanivich says on camera. "Not really. What matters is that it's rich in creativity, innovation and inspiration."

Similarly, Balanon tells viewers: "Things are going to get fixed. . . . I think in our lifetime, we're going to see a complete turnaround and I'm going to be here when that happens."

The inked, pierced creative director hits a similar note earlier, proclaiming: "I can't tell you exactly what Detroit is going to be like by the time I give this presentation, but I can tell you one thing for sure -- it's not going to be the way it was."



"We're moving over 600 employees into the heart of the city," ad agency creative director Iain Lanivich says.



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AD AGENCY VIDEO URGES BUSINESSES TO INVEST IN DETROIT

SEPTEMBER 04 2013 NO COMMENTS



A video created by advertising agency Lowe Campbell Ewald has received more than 40,000 views on YouTube in just a few weeks.

It's titled "We're Moving to Detroit and So Should You."

In it, Iain Lanivich, Creative Director at Lowe Campbell Ewald, takes the viewer on a tour of the city explaining why business should move to Detroit—the city is a hotbed for creativity, innovation and inspiration.



Lowe Campbell Ewald announced earlier this year that the company will relocate its headquarters from the city of Warren to downtown Detroit. They will move into the former site of the J.L. Hudson Co. warehouse, which is attached to Ford Field.

The advertising firm is expected to bring nearly 600 employees to their new headquarters.

The relocation is expected to take place by December or January.

The company has developed a campaign to go along with the video. Vote For Detroit urges Detroiters to vote for the video in the SXSW contest for the South by Southwest Festival. It is a music, film and interactive festival held in Austin, Texas.

If the video is selected, Lowe Campbell Ewald representatives would use it in a presentation at next year's event.

[Click here to vote for the video.](#)

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Lowe Campbell Ewald heads to SXSW for 'We're moving to Detroit, and so should you'

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Katie Bailey | MLive.com Lowe Campbell Ewald, an advertising and marketing communications agency, moved into its new home in downtown Detroit Tuesday, Jan. 21, 2014, after 36 years in an office in Warren. The new office encompasses five floors of the original J.L. Hudson Co. warehouse at Ford Field and features an industrial layout of open spaces for its more than 500 employees.

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By David Muller | dmuller@mlive.com Follow on Twitter on March 04, 2014 at 9:41 AM, updated March 04, 2014 at 10:08 AM

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DETROIT, MI - By the time representatives of Lowe Campbell Ewald arrive in Austin, Texas for a "We're Moving to Detroit, and So Should You" presentation next week, the company will have been in downtown Detroit for a couple months.

LCE moved some 600 employees from Warren to the former J.L. Hudson Warehouse at Ford Field in downtown Detroit at the beginning of the year.

But it's "come to Detroit" theme is obviously still relevant, as company representatives join business leaders from around Michigan keen on attracting more talent to the state.

Last year the advertising and marketing firm made a pitch to the South by Southwest festival, and successfully garnered enough votes to be on a panel. In its soliciting of votes, LCE declared, "Despite what you might read in the media, Detroit is quickly becoming rich in creativity, innovation and inspiration."

The company will present its Detroit pitch at the Hilton Austin Downtown on March 10 at 12:30 p.m.

Here's this video, featuring company creative director Iain Lanivich:



"In early 2014, we're moving over 600 employees into the heart of this city," Lanivich says in the video. He adds, "I can't tell you exactly what Detroit's going to be like by the time I give you this presentation, but I can tell you one thing for sure: It's not going to be the way it was."

Lanivich will also be the speaker at Lowe Campbell Ewald's panel session, which has been filed under the "health and business" theme.

SXSW runs March 7 to 16, and includes an interactive, music and film portions of the event. There are more than 800 presentations scheduled for the interactive sessions.

In addition to LCE's Detroit representation, a wide variety of Michigan economic development leaders, university officials and businesses are heading to Texas, and the Michigan Economic Development Corp. will have a Pure Michigan booth at the event.

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Ad Agency Takes Strong Pro-Detroit Stance. Go Tigers.

AUGUST 23, 2013 BY DAVID BURN

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There's some shoddy reporting in The New York Times today about how Boulder, CO is the new Madison Avenue. Puh leeze.

You want a job in advertising?

Day Twah, baby.

That's the recruitment message now being beamed out by [Lowe Campbell Ewald](#).



Iain Lanivich, Creative Director at the shop, pitches Detroit hard in the above video, noting that all business should move to Detroit – a city rich in creativity, innovation and inspiration.

I reckon the place *is* only bankrupt on paper. I also reckon that this is some decent PR.

Regardless, I like an agency that takes a stand, and standing for Detroit's recovery is certainly the kind of stand that brave companies make.

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About David Burn

Stand taker in Portland, Oregon. Co-founder and editor of AdPulp. Founder and chief storyteller at [Bonehook](#), a guide service and bait shop for brands.

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Lowe Campbell Ewald lands spot at SXSW to talk 'We're moving to Detroit, and so should you'



By David Muller | dmuller@mlive.com
 Follow on Twitter
 on October 14, 2013 at 7:01 PM, updated October 15, 2013 at 6:57 AM

DETROIT, MI - Soon-to-be-Detroit-based marketing firm Lowe Campbell Ewald has landed a spot in the speakers lineup for the South By Southwest (SXSW) interactive festival in Austin, Texas next year, the [event's website](#) confirmed Monday.

The firm's [pitch to the festival](#) needed to garner enough votes to be on a panel. It is not immediately clear when Lowe Campbell Ewald's session will be. SXSW runs March 7 to 16.

In its soliciting of votes, Lowe Campbell Ewald declared, "Despite what you might read in the media, Detroit is quickly becoming rich in creativity, innovation and inspiration."

It also made this video, featuring company creative director Iain Lanivich:



"In early 2014, we're moving over 600 employees into the heart of this city," Lanivich says in the video. He adds, "I can't tell you exactly what Detroit's going to be like by the time I give you this presentation, but I can tell you one thing for sure: It's not going to be the way it was."

Lanivich will also be the speaker at Lowe Campbell Ewald's panel session, which has been filed under the "entrepreneurialism and business" theme.

Lowe Campbell Ewald announced in March that it is [moving its headquarters](#) and some 600 personnel from Warren to the former J.L. Hudson Warehouse at Ford Field in downtown Detroit.

David Muller is the business reporter for MLive Media Group in Detroit. Email him at dmuller@mlive.com or follow him on [Twitter](#) or [Facebook](#).

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We're Moving to Detroit, and So Should You

ivan | Friday, August 23, 2013 - 13:55



Ivan Lanivich, Creative Director at Lowe Campbell Ewald, takes the viewer on a tour of the city explaining why all business should move to Detroit - the city is a hotbed for creativity, innovation and inspiration. Along the way, he interviews Kevin Krease & Garret Koehler (Creators of X-Games to Detroit Movement) and Henry Balanon (Co-Founder of Protean Inc and Detroit Labs). With tech investors like Detroit Venture Partners, it's becoming easy for startups to create an opportunity. And in Detroit, everything needs help, so there are endless opportunities. With a "we're all in this together" mentality, everyone is becoming friends and utilizing their skills to not only help one another, but to define Detroit's future.



Lowe Campbell Ewald has taken the video to new levels by developing a campaign to go along with it. Vote for Detroit has blanketed the city with banners, posters and a follow up video urging Detroiters to not only vote for the video, but stand behind their city.



URL: <http://VoteForDetroit.com>

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Latest Lowe Campbell Ewald video asks for a 'Vote for Detroit'



By David Muller | dmuller@mlive.com

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on August 24, 2013 at 8:52 AM, updated August 24, 2013 at 1:38 PM

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DETROIT, MI - Lowe Campbell Ewald says that it has a "must-see event" for the South By Southwest Interactive festival in Austin, Texas next year, and now it **just needs votes**.



The advertising firm wants to pitch the Motor City as a techy alternative to places such as Silicon Valley, and Austin, and as a fertile place for budding careers of young creatives.

It **released a video last month** called "We're Moving to Detroit, And So Should You" - the title of what would also be the SXSW speaking session led by Lowe Campbell Ewald's creative director, Iain Lanivich.

Lavinich is also in that video (seen below), first at the beach installed downtown at Campus Martius Park.

0

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"In early 2014, we're **moving over 600 employees** into the heart of this city," he says, adding, "I can't tell you exactly what Detroit's going to be like by the time I give you this presentation, but I can tell you one thing for sure: It's not going to be the way it was."

Lanivich then talks to Kevin Krease and Garret Koehler, the founders of a movement to bring the X Games to Detroit (the city lost that bid to Austin despite a formidable effort by the duo), as well as to Henry Balanon, co-founder of start-ups Protean Inc. and Detroit labs, all of whom extol the virtues and potential of Detroit's frontierism for ambitious youngsters.

Apparently Lowe Campbell Ewald needs votes to land a speaking spot for this message at SXSW, hence the latest campaign called "Vote For Detroit" (seen below).

"Let's show the world the positive side of Detroit, the future of Detroit," Lanivich says. "And the first step is VoteForDetroit.com."

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MONDAY, JULY 29, 2013

#SXSWi 2014 & Why We Moved to Detroit

Once upon a time, I lived in paradise. It was 80+ degrees and sunny for most of the year. Opportunities came because you ingrained yourself in society. You worked hard and played harder. It really was paradise. Of course, I'm talking about my home - Israel.

But this post isn't about Israel. It's about a city that's just as popular in the media these days as the Middle East: **Detroit**.

When we made the decision to move back to my American hometown, I heard the following statement/question/exclamation a lot:

OMG WHY would you move to Detroit?

It was often followed by:

Why don't you move somewhere cool - like Miami or New York? Are there any Jews in Detroit?

With Detroit constantly in the news lately, I'm getting a few more questions from my friends back in Israel. They want to know when we're moving back. **We're not.**

We moved to Detroit to be closer to my family. We moved to Detroit because you can take the girl out of Detroit but you can't take Detroit out of the girl. We moved to Detroit because we wanted our children to be part of something bigger.

In many ways, Detroit and Israel are similar. You can only succeed in either place if you work hard and are driven. And, while we live in the suburbs, I'll be happy to call Detroit my work-home in January.

Take a minute to view this awesome video put together by my buddy Iain and you'll understand WHY we moved to Detroit:



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Hilly G

POSTED BY HILLARY LYNNE GLASER AT 5:52 PM

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Despite uncertainty in Detroit's economy, ad agencies stand up for the Motor City



Lowes Campbell Ewald has announced it will be moving to Detroit following [the merger of the two ad agencies earlier this month.](#)

Despite the black outlook for The Motor City, which declared bankruptcy two weeks ago, the advertising and creative industry is not giving up just yet.

"We're moving to Detroit and so should you," cried Lowe Campbell Ewald in a short film highlighting the move.

The newly formed agency argues that Detroit is, in fact, a fertile ground for creativity to blossom as creative director Iain Lanivich interviews several creative pioneers already living and working in the city to build the case for Motown.

"The whole city is an opportunity in itself because you have other agencies that are developed, matured, highly competitive, with lots of people scrambling for jobs. Whereas in Detroit, you can just create," said Kevin Krease, founder and director at X Games Detroit. "Everyone is watching how we deal with bankruptcy and how we deal with all of these problems and issues. So if you want to change things and be a part of a movement that's going to change things....you would come to Detroit."

Creative agencies that have established themselves in Detroit are also hailing all that the city has to offer, and are unwavering in their assertions that the Motown is more than just "bankrupt, decayed, and abandoned".

Indeed, Doner, a global agency that has an office in Detroit serving clients that include Jeep, Fiat, Arby's and Auto Trader, has welcomed the move.

David DeMuth, Co-CEO and president of Doner, told The Drum: "We think it's great that Lowe Campbell Ewald is moving to Detroit. We've been based here for over 75 years and see tons of opportunity in Detroit. Obviously, we believe in Detroit. In particular, its people and potential. There's a movement centered around innovation, creativity, and technology and we're happy to be a part of it."

Detroit filed for Chapter 9 protection two weeks ago, citing a debt load of at least \$18bn.

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