



Hi Kevin,

I'm writing you about David Lubars. But before we get to that, let's start with me.

As a young-ish writer who had always felt very comfortable in a boutique environment and even more comfortable in warm weather, there were very few things that could have gotten me to move from my small Fallon office in Los Angeles to a big scary agency in New York City.

Which is exactly what happened in 2004.

I did this for one reason- David Lubars.

If you'll recall, BBDO was a very different place in the early 2000's. It embodied a lot of the things that turned me off about big New York agencies. And it wasn't producing the kind of work I looked up to. Frankly, it wasn't even on my radar as places I'd like to work.

Then one day, David called me and told me he took a job as BBDO's new CCO in New York. A few months later he called me again and asked me to join.

Hmm, this changes things.

The hardest decision of my life was actually very easy.

I knew David from our years together at Fallon.

I knew how he believed in great work. I knew he wouldn't let anything but great work happen around him. I knew how he detested assholes. And, I knew that he, more than anyone, could change a place for the better.

Most importantly, I knew David was a good soul. Someone with integrity. A true leader. A friend. Someone who I could full-heartedly trust.

If you look at where BBDO is now, I think you'll see that my instincts were correct.

David has managed to reinvent this place in ways that have been envied across the industry. Infusing it with his soul, and passion for groundbreaking work.

This was not surprising to me, having worked with David for five years prior to BBDO. I saw David bring new life into that agency, creating industry changing, landmark work and ushering in renewed spirit along the way.



To do that at one agency is a rare achievement. To completely reinvent two- already legendary- agencies in such an undeniably remarkable way is, well, why I'm writing to recommend him for the One Club Hall of Fame.

David has left his mark on the work, the industry and many people in Advertising. Let's make it official.

Thanks Kevin.

Greg