

## **For Immediate Release**

### **Revered Adman Keith Lane to Speak at Babson College**

*Fresh Off the Launch of Newly Established Keith Lane Creative Group*

**Boston, MA-** The Fall of 2013 marks the turning of a new leaf for Keith Lane. Lane – the original Founder, Partner, and Creative Director of the highly respected advertising and marketing communications firms Emerson Lane Fortuna and Arnold Fortuna Lane, now known as Arnold Worldwide – has launched his own creative marketing firm, Keith Lane Creative Group ([www.keithlanecreativegroup.com](http://www.keithlanecreativegroup.com)).

Keith Lane is *the* epitome of a Mad Man. Be careful. It's not what you think. What we mean by that is, the difference between iconic television character Don Draper and charismatic real life character Keith Lane is that one of these two men has actual real world creative advertising experience. Only one of these men can cite Fox Sports, Puma, the National Hockey League, Boston Celtics, Major League Soccer, Comcast Sports Net, Honey Dew Donuts, and Lids as working pieces of their expansive client list. Put them both in a room to talk pushing businesses to new, creative limits, and only one comes out alive. A hint: The one that shall arise victorious does not share the same working initials as Dunkin Donuts.

In conjunction with the launch of his new venture (and corresponding website), Lane – a decorated creative marketing veteran who has won over 500 creative awards for his work at major shows such as The Clios, Emmys, One Show Gold, Communication Arts, The Hatch Awards (including 2 Best of Shows), Andy Awards, London Art Directors Show, Paris Creative Show, Tokyo Creative Awards, and The International Film & TV Festival Gold Medal – will speak as a guest lecturer at Babson College on October 17<sup>th</sup> – 8:00 am. The topic of focus will fall in line with the lifeblood coursing through Lane's veins day in and day out. Communication. The art of crafting messaging that reaches the people next door or on the other side of the globe. No matter where the message travels Keith Lane and his Creative Group explore the geography of the heart.

Be it through solid branding, copywriting, art direction, social media, digital and traditional advertising campaigns, video and TV commercial production, radio commercials – any medium that carries with it a degree of communication that separates a business from its competition, Lane is the authoritative voice on the matter. He's delivered the commencement address at Boston University's Center for Digital Imaging Arts, as well as raised brows on the campus of Harvard. Lane knows how to move a crowd and business in an impactful, positive direction. The same can be expected at his upcoming engagement at Babson College as a Real Mad Man prepares students for the Real World.

For more information on Keith Lane Creative Group visit:  
[www.keithlanecreativegroup.com](http://www.keithlanecreativegroup.com)

For interviews and all other applicable media request, please contact: [pr@boldwerks.com](mailto:pr@boldwerks.com)