

Jerry Davis **Advertising Federation of Greater Hampton Roads** **2010 Silver Medal Award Honoree**



The AAF Hampton Roads 2010 Silver Medal Award honoree was Jerry Davis, president of Davis & Company. He has often said that he did not choose advertising as a career; it chose him.

An English major, Davis was recruited from Wake Forest University by R.J. Reynolds Tobacco Company as a promotional writer. When offered the job, he thought, "Yeah, I can do that." More than 40 years later, with many awards and accolades under his belt and a successful advertising agency with a loyal following of industry professionals, Davis has proven he could do that and more.

Davis began his agency career with Cargill Wilson & Acree, the agency credited with bringing the creative revolution to the South. From there, he assumed top management responsibilities at Lawler Ballard Advertising, one of the most creatively recognized agencies in the region at the time. In 1976, he left Lawler to found Davis & Company.

Having served in both account service and creative positions, Davis has always brought a unique insight to client marketing problems. One of his key operating philosophies has always been that creativity is not confined to the creative department; that every person in an agency should be given the opportunity to express their creativity. That philosophy has helped him to build a successful agency that has continued to evolve and prosper.

With offices in Virginia Beach and Washington, D.C., Davis & Company provides strategic solutions for accounts across diverse categories including corporate, retail, automotive, hospitality, environmental, financial services, health care, issue advocacy, legal, trade associations, and travel and tourism. Davis & Company is active in more than 50 markets across the nation. The firm is often mentioned in national media for the pivotal role it plays on behalf of clients on national legislative issues, political debate and voter propositions.

Davis' marketing skills benefit not only clients but also community projects and initiatives. Schools, associations, hospitals and organizations are among Davis & Company's pro bono work, including Chesapeake Bay Wine Classic Foundation, 2009 JT Walk for ALS, Horizons Hampton Roads, Smart Beginnings South Hampton Roads, Contemporary Art Center of Virginia, Breast Cancer Awareness Awards, and Keep America Beautiful.

When asked whether he thinks advertising finding him was a good thing, Davis said, "While a total accident, it fit like a really great pair of gloves."

Jerry Davis is truly an "ad guy." Most clients have had long standing relationships with the agency, and they'll tell you, Davis isn't just their advertising agency; he takes on the role of business partner, and more importantly, friend.