

## FOR IMMEDIATE RELEASE

### Contact:

Dean Fisk  
Director of Public Relations, Shocase  
415-913-7505  
[dean.fisk@shocase.com](mailto:dean.fisk@shocase.com)

## Shocase Launches Podcast Series Featuring Thought Leaders From Across the World of Marketing

***“Shocase Presents: Creatively Speaking” to Focus on the Trends, Marketing Campaigns,  
Companies and Technologies Shaping the Industry***

**SAN FRANCISCO – November 18, 2015** – [Shocase](#), Marketing’s Professional Network, today announced the launch of its new podcast series, “Shocase Presents: Creatively Speaking.” The new series of audio podcasts will feature a variety of thought leaders from across all of marketing. Topics will include trends impacting the industry, tips for career and business growth, spotlights on innovative marketing campaigns and in-depth looks at companies and technologies in the news.

The first episode, “[Staying Giant: Reintroducing the Brawny Man](#)” is available now on [Shocase](#) and [SoundCloud](#). This episode features [Vince Engel](#), a long-time creative director in the industry and current co-director of the school of advertising at Academy of Art University, and [Chuck McBride](#), the founder and ECD of Cutwater. Vince sits down with Chuck to talk about Cutwater’s work for the Brawny paper towel brand and the process behind reintroducing one of TV’s most recognizable characters – the Brawny Man.

“One of the most exciting aspects of our growing community is the large and diverse group of industry thought leaders that have joined Shocase,” stated [Ron Young](#), founder and CEO of Shocase. “In each episode of Creatively Speaking, listeners will hear from some of the top minds in the industry on a broad range of topics. In this first episode, we dive deep into the creative process to get a unique look at Cutwater’s exceptional work for the Brawny brand.”

The second episode, to be released on December 2, 2015, will feature [Jim Norton](#), Global Head of Media Sales at AOL. All episodes will also be available in the Apple iTunes stores.

### About Shocase

Shocase is Marketing’s Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase is where marketers come to find work and find talent. It functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers. The Shocase mobile iOS app is free to download from the Apple App Store or by visiting [iTunes](#). Watch our demo [video](#) to learn more about [Shocase](#).

###