



## News

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### ***Olivier Katz's Career Takes A Viral Turn***

SANTA MONICA—Olivier Katz has been named president of The Viral Factory, North America. A digital marketing and media company with offices in the U.S. and U.K., The Viral Factory has turned out online campaigns that have generated over a billion views on behalf of such clients as Sony, Paramount Studios, Microsoft, Google and Samsung.

Katz had most recently served as an advertising and marketing consultant, providing expertise on integrated and new media as well as branded entertainment strategy and execution to such clients as AT&T, Coors, Activision, Exxon Mobil and PepsiCo.

Prior to that he was president and

founder of Brief Original Broadcasts (BOB), a planned digital TV network devoted to independently produced short-form programs. Though the venture didn't come to full fruition, BOB represented the creation and development of what was an innovative programming concept, a new TV advertising paradigm and a business and financial model that went on to influence media and marketing approaches. In fact, Anheuser-Busch committed to becoming BOB's first charter sponsor (SHOOT, 7/26/02).

From 1980-'93, Katz produced more than a thousand commercials and music videos, which garnered assorted awards along the way. In

'93, Katz co-founded (with director James Wahlberg, who's now at Rhythm + Hues, Los Angeles) animation house Celluloid Studios, which was active in commercials as well as content that went outside the norm such as the *South Park* pilot *Santa vs. Jesus* (for which he served as an executive producer). Vinton Studios (now Laika/house) later acquired Celluloid.

During Katz's tenure, Celluloid Studios spawned a sister shop, the now former live-action TV/commercial production house Visitor, as well as Chicago ad agency Fusion Idea Lab. After exiting Celluloid, Katz embarked on BOB.