

Russ Vine

Russ Vine is the MD of Junior, one of Brisbane's better-known communication agencies. Starting his career at Ogilvy & Mather in London nearly 20 years ago, Russ also worked for BBH and JWT before moving to Australia in 2007. He joined Junior as Planning Director but by end 2009 had been offered the MD role. Passionate about all forms of marketing, Russ has since overseen the integration of digital into the Junior offering and presided over a string of impressive new business wins including Bank of Queensland, Griffith University and Brisbane City Council. In December 2010, B&T magazine voted Junior Queensland Advertising Agency of the Year.

Russ's experience includes working on social marketing campaigns in the UK for Sport England (changing attitudes towards personal fitness), The Health & Safety Executive (improving awareness around safety in the workplace) and Sue Ryder Care (a major charity specialising in care and respite for patients with severe mental and motor neurone related conditions).

Since arriving in Brisbane, Russ has also worked on campaigns for Queensland Transport (improving driver behavior, changing attitudes to public transport), Department of Education (encouraging early learning, improving the image of TAFE) and QAHC (Qld Association for Healthier Communities – improving attitudes around condom usage in the gay community).

Junior's work on QAHC in particular has become well known as it was our 'Rip and Roll' campaign featuring a same sex couple holding a condom that was recently taken down then re-instated by media owners Adshel