

Marketa Krivy

CREATIVE DIRECTOR & BRAND CONSULTANT

Toronto, Ontario

As the Executive Creative Director of Tribal DDB in Toronto, Marketa led a cross-disciplinary, integrated team, which included creative, UX, UI & design. Her mission was to create meaningful brand experiences by integrating creativity, strategy and design, and bridge the gap between brand-led and user/consumer-led problem solving.

A few months into her role, Marketa was identified as a DDB network creative leader to watch, and became part of Global Chief Creative Officer, Amir Kassaei's, Phyllis Project, an initiative to see more women CCOs in the network by 2020.

Under her leadership, Tribal DDB produced powerful and effective work. Most notably for McDonald's McBoombox, which got picked up internationally and garnered over 112 million global impressions, as well as for Crime Stoppers, a digital experience and awareness campaign which led to the rescue of an under-aged human trafficking victim.

Prior to joining Tribal, Marketa led the Loblaws President's Choice business at John St. which in 2016, was awarded Strategy's Brand of the Year. Marketa's award-winning, multi-disciplinary career has spanned over 2 decades.

She has worked with many global brands including Adidas, Ikea, Dove, Volkswagen, Panasonic as well as Canadian brands President's Choice, Bell and Holt Renfrew.

Her work has won at Cannes, One Show, Clios, ADCC, Marketing Awards, and Cassies, and appeared in Communication Arts, Lürzer's Archive, Graphis, Applied Arts, Adweek, and Ad Age. She also has the distinction of creating one of ICA's top 10 ads of all time.

In March 2018, Marketa set out to quench her entrepreneurial thirst to develop a health & wellness brand. In late 2018, she launched ruby & foster, an agency helping companies define and grow their brands.



Brands

Clients have included Volkswagen, Coke, Ikea, Unilever, Labatt, McDonald's, Bell, Panasonic, Canadian Tire and President's Choice.
