**Laura Tarbox**

Laura is a Planning Director at Ogilvy New York. With expertise in semiotics and cultural insight, brand strategy and advertising planning, she believes in the power of culture to unlock salient future-facing creative ideas that help brands position more effectively, innovation cut through, design have force, and creative work sing. She has driven impactful work across diverse clients, categories, and geographies from the US to Kazakhstan. She contributes culture-and-brands-related thought leadership to renowned publications including Huff Post, Digiday and Little Black Book, her expert perspective also sought out on topics that sit at the intersection of marketing and culture. She is also a recurring contributor to WPP’s globally-recognized Brand Z.