In Another Blow to 72andSunny, Keith Cartwright Is Leaving the Agency

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Keith Cartwright, executive creative director at 72andSunny in Los Angeles, is leaving the agency. Sources have confirmed that Cartwright will be exiting the MDC Partners shop before the end of the year. It’s unclear what Cartwright’s next role will be.

The news comes on the heels of another high-profile exit at the agency, as Justine Armour, ecd at 72andSunny in New York, moved to Grey New York as CCO.

Cartwright joined the agency in November 2017 after serving in the same role at Butler, Shine, Stern & Partners. He was the founder of Union Made Creative, which was acquired by BSSP in 2016.

Prior to his almost two years at BSSP, the Texas native had creative stops at the Martin Agency, Wieden + Kennedy, TBWA\Chiat\Day and Ogilvy & Mather, where he spent six years, ending his tenure as a senior art director.

Highly respected in the industry, Cartwright has touched a number of major brands including GE, Nike, Lego, Jordan brand and more.

Cartwright is also a key leader in the Saturday Morning collective as a founding member when it launched in 2016. The group, that includes Geoff Edwards, ecd at TBWA\Media Arts Lab; Jayanta Jenkins, ecd at Cheil Worldwide; and Jimmy Smith,

has worked with brands like Spotify and, most prominently, P&G.

At this year's Cannes Lions, Saturday Morning debuted "The Look," a powerful followup to P&G's multi-award-winning "The Talk" ad that opened up a dialogue about race in America.

The new ad addressed an issue that the collective felt was overlooked.

"I loved seeing ['The Talk'] out in the world, but something was missing, and that something missing was black men," said Cartwright in Cannes. "They were visibly absent in this film. For me, growing up with a father who was there, who I admire, and idolized growing up—and having strong black men in my life—it's important that we tell their story too."

"We have an obligation as an industry and, Procter & Gamble, the world's largest advertiser [has an obligation] to use our voice and advertising to ensure that we can have an accurate representation of people, a positive representation and also a point of view about certain things so we can eliminate bias and then create acceptance and true equality and inclusion," added Marc Pritchard, P&G's Chief Brand Officer.

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