

Birmingham advertising legend Robert Luckie III dies



Robert "Bobby" E. Luckie III, a titan of Birmingham's advertising scene, died on Thursday. He was 72.

During a career that spanned more than four decades, Luckie served in a variety of capacities at Luckie & Co., the marketing communications firm founded by his father in 1953.

Luckie [retired in 2012 as chairman and CEO](#) of the firm. He was an influential leader, both in the world of advertising and in Birmingham's community overall.

"It is impossible to measure the impact of [Bob Luckie](#) (or B3 as we knew him here at Luckie). His impact to Luckie was certainly about helping create the firm we are today but most importantly the people we are today," said [John Gardner](#), president of Luckie. "He was our cultural foundation, No person who ever met Bobby was left untouched by his grace, his humor, his compassion and true selflessness, We are all truly saddened by his passing but will forever be heartened by the legacy he has left at Luckie and in our hearts."

Luckie started his career at the agency in 1971 after graduating from the University of Alabama and serving in the Air National Guard, where he served from 1969 to 1975.

His leadership over the years extended to a diverse client list, including Blue Cross and Blue Shield of Alabama, BellSouth/AT&T, AMERICAN Cast Iron Pipe Co. and McKee Foods/Little Debbie.

Luckie was involved in many memorable campaigns, but over the years, his favorite was a television spot featuring [Paul “Bear” Bryant](#) reminding his players to “Call your mama.” He had several client relationships that spanned multiple decades.

He was awarded the 2000 Silver Medal by the Birmingham Chapter of the American Advertising Federation and was inducted into the Communications Hall of Fame at The University of Alabama.

Today, Luckie has offices in Birmingham and Atlanta with more than 100 employees. The firm is led by Luckie's brother, [Thomas G. Luckie](#). “My brother’s impact and legacy lives on, not only in our company but with the hundreds of Luckie employees, clients and business associates he knew as friends over his 40-plus-year career,” said [Tom Luckie](#). “Bobby stood for the highest level of excellence, integrity and humanity, which continue to be essential values of Luckie & Company. We have a great opportunity to work in a dynamic and rapidly changing industry; however, the values [Robert E. Luckie III](#) brought to our company endure and remain constant.” In addition to his role in the communications industry, Luckie was also involved in a number of community endeavors – a list that includes Goodwill Industries of Alabama, Easter Seals of Central Alabama, the Monday Morning Quarterback Club, Crippled Children’s Foundation, Country Club of Birmingham, the Board of Visitors School of Communication and Information Sciences at the University of Alabama, the Board of Visitors of the UAB School of Nursing, king of the Beaux Arts Krewe Ball, Kiwanis Club of Birmingham, Vulcan Park, Shoal Creek Club and the Parkinson Association of Alabama.

“[Bobby Luckie](#) was simply an outstanding man. A business leader who was certainly focused on high performance but equally focused on high humanity,” said [Ed Mizzell](#), executive vice president and managing director of Luckie. “Bobby was the cultural core of Luckie and has given us a deep and rich set of values and behaviors. Even more than his business accomplishments he was an amazing husband, father and friend.”

Published in [Birmingham Business Journal](#) on 11/8/19