

## Sam Jackson

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### ABOUT ME

I am an avid people watcher, photographer and sucker for good design. I relish the challenge of immersing myself in a business problem, unearthing insights and distilling them down into concise strategies. Working with brands fascinates me because of their impact on culture, ability to invoke social change and capacity to be intrinsic to a person's identity.

### KEY SKILLS

My career to date has allowed me to explore many avenues within strategy, focusing on brand, behaviour change and content across accounts ranging from counter extremism to meta luxury and everything in-between. This combined with my fascination with behavioural economics, experience in ethnography, academic knowledge of community formation alongside frequent trend writing has given me deep understanding of how brands can use human motivations, emotional needs, cultural cues and technology to best connect with individuals and drive action.

### PROFESSIONAL EXPERIENCE

#### **M&C Saatchi World Services – Senior strategist - Jan 2018 - Present**

Reporting to the head of strategy I primarily work across government behaviour change communications countering extremism and serious organised crime (cyber security and fraud).

#### **Key Achievements:**

- Leading strategies across the governments flagship counter extremism programme - Building a Stronger Britain Together (BSBT). Activity included improving the communication capacity of civil society organisation (through brand, communications and campaign strategies) and developing standalone campaigns which target key geographical areas helping individuals and communities overcome their vulnerabilities to radicalisation such as mental health issues, lack of integration, lack of purpose, self-worth and belonging.
- Developing content strategies for the for UK 2021 Census communications pitch winning team. My role was to develop strategies to engage with the 30% of hard-to-reach individuals and communities who are unlikely to fill out the Census. I developed comms strategies and example creative briefs using proprietary data, cultural analysis and social listening that incorporated the overarching brand positioning, in order to target one of these communities (South Asian) to motivate them into filling out the Census by demonstrating the emotional and practical benefits it would be to both themselves and their communities.
- Leading strategy on the Cyber Aware campaign. This campaign involved complex stakeholder management across four government departments (DCMS, Home Office, Cabinet Office and National Cyber Security Centre) who had not previously worked together in this context and M&C's roster agencies.
- Leading the development of creative output, targeting plans and translation of academic learnings for the world's first social media far right counter narrative project in conjunction with CARR (Centre for Countering the Radical Right) and Facebook. The results of which are to be published at countering far-right narrative conference at which I will be a speaker.
- Commissioning a large qualitative research project (300 focus group participants) examining current grievances and concerns within British society and individuals' views on extremism. The findings informed audience segmentations, programme priorities and new areas of activity.
- Developing a pitch winning brand strategy to position the Rockefeller Power Initiative as a catalyst in the success of government and private sector cooperation to bring green power to some of poorest countries around the world.

### **Contagious Advisory - Strategist - August 2018 – December 2018**

Contagious is a global creative and strategic intelligence service. I spoke as an expert at their highly coveted events and presented tailored company intelligence presentations to agencies and brands.

#### **Key Achievements:**

- Developing and conducting workshops for Scottish distiller William Grant that educated Senior Brand Managers on how to drive sales through innovative product sampling strategies based around the EAST behaviour change model.
- Speaking at several Contagious Live events.

### **Drum – Strategist - Jul 2016 – Aug 2018**

Reporting into the head of strategy I worked across a diverse portfolio of retained clients and one off campaigns, delivering strategy, research and trend reports.

#### **Key Achievements:**

- Developing a [content series](#) for newcomer Omen by HP who had ambitions to become the number 1 E-sports hardware brand in the UK within 3 years. Drawing on primary and supplied research, I developed a new tone of voice to appeal to the gaming community and unearthed the insight that by far their biggest goal was to win and receive recognition. This led to the 'Get the edge with Omen' positioning, a positioning that has been incorporated into everything from comms to sponsorship strategy.
- Pitching and winning the P&O cruises social account. P&O were facing a major challenge with 41% of people feeling that it was simply too expensive because of their lack of ability to understand the value of a cruise. To demonstrate the emotional values of a P&O cruise we did away with the 'sea of sameness' (sunset and boat pictures) instead casting real people for a '[Holiday Firsts](#)' campaign. This alongside sequential messaging drove individuals to book 37 cruises directly from social (a company first) giving the campaign an R.O.I. of 6.5.
- Not On The High Street - Future retail report. The aim was to investigate how to reinvigorate the customer facing business by developing innovative digital tools, comms solutions and business opportunities to increase loyalty and generate more value from their existing audience, as well as looking at growth areas they could develop.
- Developing content strategies for Omnicom media agencies pitches, wins included Barclays and Volkswagen.

### **Brothers and Sisters – Strategist - Nov 2014 – Jun 2016**

Reporting directly into the CSO I worked on briefs across Sky, Sunny, Centre Parcs, Decca records and Carphone warehouse. As well as supporting on all new business pitches, collecting qualitative data and conducting desk research, interviews and focus groups.

#### **Key Achievements:**

- Pitching and winning Sunny Loans. As a key member of the pitch team, I worked to gain insights into the core customer demographic, which resulted in reframing short term loan users as victims of unfortunate emergencies rather than irresponsible borrowers. This fed into the development of the new 'Life Support' brand strategy, a complete website and comms redesign, [TV ad](#), TOV and NPD. The results far outperformed their targets. Awareness went up by 7% and consideration 11%, likeability grew from 38% to 51% and the NPS score increased to 63 (target was 50). The customer base grew 16.83%, and the acceptance rate for loan applications improved from 47% to 58%.
- Working on the repositioning of Centre Parcs from an 'expensive activity holiday' to somewhere that families '[Could get back together again](#)' and gain emotional fulfilment. The resulting ad was voted one of the nation's favourite ads 2016 by Campaign. Occupancy

increased to 98%, the perceptions that 'Center Parcs is expensive' dropped 14 pts, and the average amount people were willing to pay per lodge increased by £31.

**Karakusevic-Carson – Freelance Ethnographer/Photographer - Feb 2013 – Mar 2014**

Using photography and storytelling to provide insights to local councils and private clients to support their understanding of the needs of residents living within housing estates due for redevelopment.

**Clerkenwell Kitchen – Events & Café Manager (part-time) - Oct 2011 – Nov 2014**

Alongside running a busy café I headed up the organisation and delivery of events for clients such as The Tate Modern, Serpentine Gallery and the Paul Hamlyn foundation.

**VOLUNTARY EXPERIENCE**

**Art Against Knives - 2012 - 2013**

Delivering strategies that improved fund raising techniques and developing workshops for young people in Hackney. I also designed training manuals for outreach workers and workshop planning that ensured all touchpoints supported the charity's core manifesto.

**EDUCATION**

IPA – Applied behavioural economics - 2020

APG - Data Wizz - 2017

University of London, Goldsmiths – MA Cross Sectoral and Community arts, Merit

Nottingham Trent – BA (Hons) Photography, 2:1

Newcastle College – Art Foundation, Merit