

Patrick Stileman | Strategy Director

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Profile

I'm an award winning, integrated strategy director with big agency brand planning experience (VCCP / Adam and Eve) combined with small agency specialist sport marketing / social experience (Tribal, Space Between).

I find out the truth about businesses, categories and consumers and tell that truth in an interesting and entertaining way. I am under the skin of effectiveness principles and blend these with audience and cultural and channel insight to create work that moves people and spreads through key online communities.

I'm personable and a collaborative team player but equally enjoy geeking out and hiding away to write strategy. I follow the socio-cultural discourse closely and am especially plugged into pop and music cultures. I've worked with some of the biggest brands (Under Armour, Ovo Energy, o2 to name a few)

Key Skills

Brand campaign strategy, sponsorship / partnership strategy, social and content strategy, communications planning, customer journey planning, effectiveness and KPI setting. Insight gathering (GWI and social listening)

Key Experience and recent achievements

Strategy Director at *The Space Between Sports* for 3 years since February 2021

I have been an integral component of the rapid growth of start-up sports marketing agency The Space Between Sports and helped them win *Young Agency Of The Year* at *Sports Industry Awards 2022*.

I have been responsible for putting in place best practice strategic processes, upskilling the agency on effectiveness and of course, writing great strategy and creative briefs.

The Drum recently chose our AI driven campaign for Under Armour featuring Ashley Walters as an Ad Of The Day. *Adage* also featured the campaign as an example of how brands can engage Gen Z using AI. The insight was that Gen Z athletes use Chat GPT like a wingman, helping boost their confidence. <https://www.instagram.com/p/CvplIXTAJ1/?hl=en>

Based on the insight that only 1 in 5 female football fans support a WSL club, we used The FA's Women's Football Weekend to encourage female supporters to 'Pick A Pride', on the basis that they'd find the game and league more interesting if they had 'a dog in the fight'. The campaign won *Best Sports Marketing Initiative Of The Year* at the *Sports Business Awards 2023*.

Proudest work was working with Ian Wright and creating a moving film that reframed The FA Cup as a socialist idea to fans frustrated with elitest modern football; <https://www.youtube.com/watch?v=pSrVkepxA-k>.

In my time at Space Between Sports I have also led high quality strategic output for retained clients Ovo Energy, Vitality Health Insurance and Principality Building Society and contributed to pitch wins.

Freelance Senior Strategist (2 years from 2019 - 2021)

TBWA - Led the development of social media playbooks for Jaffa Cakes, McVities and Go Ahead.

FRUKT – Esports activation strategies for Cisco, BMW, ABInbev and The Open.

Oliver – Developing content strategy for Pearson BTEC. Aiming to reposition BTECs among British teenagers.

Mullen Lowe London - Developing global content strategy for Magnum

VCCP, Senior Strategist (4 years from 2014 – 2019)

MoreThan Pet Insurance – There is an obesity epidemic among cats and dogs in the UK caused by owners that love their pets too much, treating them like children and not giving them enough exercise. "Bark In The Park" was a brand experience and social media campaign that invited owners to bring their cats and dogs to our playground for pets. Activities such as 'Doggy Diving' and 'Frisbee Catch' were designed to get dogs and cats releasing their wild side, while

generating entertaining short form content to reach and engage a wider audience of pet lovers who share funny pet related content on social. The campaign drove a huge amount of earned media and won the Insurance Marketing Awards.

Coors Light – The Jean Claude Van Damme advertising campaign was struggling for relevance among Coors Light's target audience of Social Explorers, who value unique experiences around their passions for travel and dance music. The Ice Cave Rave was a brand experience and social media campaign that invited adventurous Millennials to party with Coors Light and their favorite DJs in the mountains. We partnered with Mixmag to promote the event through a social media DJ competition. The winning DJ was able to play alongside their heroes at the festival and their mix were recorded and live streamed on social.

Royal Institute of Chartered Surveyors (R.I.C.S) – RICS were struggling to attract the next generation of surveyors into the industry. Millennials are increasingly choosing careers that 'make a difference', but don't realize the impact that surveying has on society. It's poorly built buildings that kill people, not earthquakes, and Chartered Surveyors are central to the safe construction of cities. The Cities For Our Future Challenge was a global competition that targeted students of related fields on social media and invited them to solve the most pressing issues facing cities. Consideration of surveying as a career increased dramatically and the winning idea made the national news.

TribalDDB London, Social Strategist, April 2012 – June 2014 (2.5 years)

Adidas - For Originals, we came up with an hour-long crowd sourced freestyle for Sound cloud. Adidas had asked us to come up with an idea that activated Unite All Originals. Our insight was that for Millennials originality is found in collaboration and curation, so we invited them to rap over an A-Track beat.

Guinness - Global Social Strategy resulting in record-breaking Engagement Rate with target audience across key platforms throughout 2013 / 14. The brief was to translate the global "Made Of More" brand platform into engaging content for men between 25-34 in the UK.

Volkswagen - Wrote 2013 / 14 social strategy for Volkswagen Commercial Vehicles helping them become the 5th most engaged with automotive brand on Facebook. The strategy to help and inspire small business owners came from the insight that they were finding it hard to cope when starting out.

Education

Bucks Ad School, Masters in Creative Planning 2009 - 2010

A rigorous introduction to account planning that saw me present back on live briefs from Mother, AMV BBDO, RAPP and BBH. Developed a keen interest in social media and wrote my thesis on the impact of social on the brand traditional broadcast communication model.

EDUCATION SUMMARY

MA Advertising (Bucks New University), Awarded Jan 2010 (68%)

BAhons Culture and Media Studies , Bristol UWE, 2003 - 2006

A-Levels: History, Psychology and Media Studies

COMPUTER SKILLS

POWERPOINT / KEYNOTE / SOCIAL LISTENING TOOLS / GWI & TGI

HOBBIES

Music – Love all kinds of music particularly electronic.

Sport – Love cricket. Stay fit and well through running, swimming and yoga / mindfulness.