

TOM RICKHUSS

BLACK & WHITE STRATEGY



INTRO

Strategy is often too simple (thoughtless) or too complex (impractical).

Good strategy balances both.

It gets through the complexity and expresses itself simply.

As simple as possible but no simpler.

“Everything simple is false. Everything complex is unusable” (Paul Valéry).

I promise to give you **black & white strategy** — clear, bold, useable.

...That has done the hard yards but you'd never know.

...That can genuinely effect change.

...That builds brands: bringing new ones to life or keeping existing ones alive.



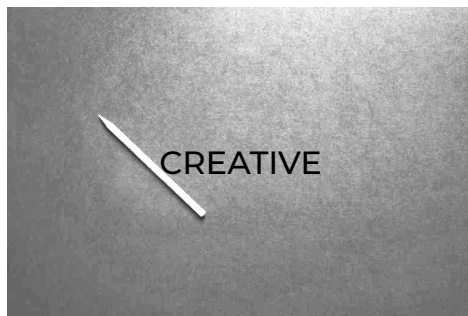
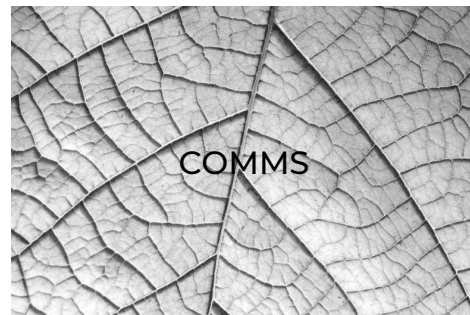
SERVICES

I am not slave to the labels on the right but cannot hide from the fact that this is where most of my experience* lies.

But given that strategy is about orchestrating action to achieve or mitigate something, I will help anyone in need of an objective meeting or a problem solving.

Because the following principles remain true regardless of flavour:

1. Understand the situation.
2. Interrogate the options.
3. Determine the opportunity.
4. Recommend the action.
5. Take + measure the action. Repeat...

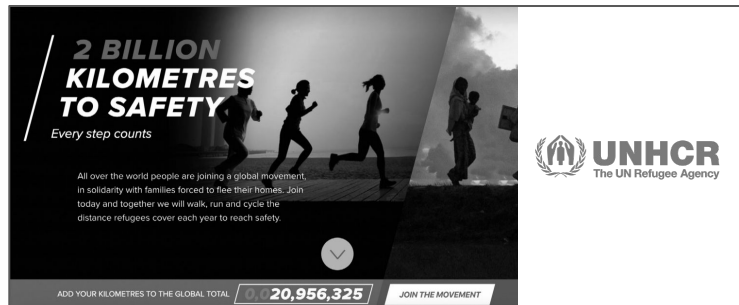


*including but not limited to: Research (primary / secondary, qual / quant), Problem definition, Objective / KPI setting, Insight (company / category / consumer / culture), Vision / Mission / Purpose + Values, Positioning, Naming, Proposition development, Architecture, Personas, Customer journey / empathy mapping, Creative brief(ing)s, Messaging, Integrated marcomms planning, Website / App (user stories / IA / content matrices), Social (entire process), CRM, Reporting and effectiveness, Marketing consultancy, Speaking / presenting, Workshop facilitation, Pitch support. All accompanied by grit, collaboration and good humour etc.



CASE STUDIES

More case studies available upon request.



CHALLENGE

The UN Refugee Agency (UNHCR) faced the highest level of displacement since WW2 (65.3m people forced to flee their homes globally) alongside a \$500m care deficit (thanks to declining govt. funding). They needed to spotlight the crisis *and* a lot of potential cash donors to help rid the deficit...

STRATEGY

Rooted in the insight that refugees collectively travelled two billion miles in 2015, the strategy was to initiate a global movement in solidarity: challenging the world to match the distance through everyday exercise.

RESULT

The outcome was a digital counter that pulled through a (comparatively meagre) 34m kms' worth of effort from fitness tracking apps & devices. But, in addition to drawing attention to the distance gap, over 110,000 people exchanged their contact details to participate — a huge number of leads.



CHALLENGE

TLT faced an increasing volume of graduate applications but the quality didn't match. Talent was being lost to *The Magic Circle* — a prestigious, long-standing group of world-class firms. They needed to break the misconception that successful legal careers cannot be forged elsewhere...

STRATEGY

Rooted in the insight that today's quality talent (progressive) is incompatible with today's 'quality' law firms (stagnant), the strategy was to surface TLT's own magic: a positively different attitude to work (and play).

RESULT

The outcome leveraged TLT's core brand asset — its logo: a blue circle. Associations were made with *The Magic Circle* through the strapline "There's magic inside our circle" and distinctive visual style. High calibre applicants flooded in and TLT had to close their recruitment window early.



CLIENTS

Your cliché 'clients worked with once upon a time' page.

Sectors:

Charity
Finance
Hospitality
IT / Tech
Legal
Manufacturing
Property
Public Services
Transport



ACHIEVEMENTS

UNPROFESSIONAL

- 2020 — Published a book.
- 2019 — Raised £1,400 for charity.
- 2018 — Abstained from coffee.
- 2017 — Ran a half marathon.
- 2016 — Became a Tough Mudder.
- 2015 — Travelled (classic graduate).
- 2014 — Jumped out of a plane.

PROFESSIONAL

- Young Contender 2020, Transform Awards Europe
- Accoya 2020, Best Rebrand of Digital Property (TBD), Transform Awards Europe
- Accoya 2020, Best Visual Identity in Manufacturing Sector (TBD), Transform Awards Europe
- Accoya 2020, Best in Branding (Shortlisted), Creativepool Annual
- Royal Marines 2020, Best in Fitness, Health & Wellness (Win), The Shorty Awards

- Royal Marines 2020, Best use of Social Media by Non-Profit (Win), The Shorty Awards
- UNHCR 2019, Best use of Digital — Charity (Win), The Digital Impact Awards
- Royal Marines 2019, Best Low Budget Social Media Campaign (Shortlisted), The Drum
- Royal Marines 2019, Best Public Sector Social Media Strategy (Win), The Drum
- Royal Navy 2019, Best use of Facebook Live (Win), The Shorty Awards
- Royal Navy 2019, Best Graduate Recruitment Social Media (Win), The Times
- Bristol Airport 2018, Best use of Facebook — Airport (Win), The Moodies
- Bristol Airport 2018, Best Social & Digital Media — Airport (Shortlisted), The Moodies
- Royal Navy 2018, Best Graduate Recruitment Social Media (Win), The Times
- Royal Navy 2017, Best Graduate Recruitment Social Media (Shortlisted), The Times



TESTIMONIALS

“Not afraid of a blank piece of paper”

Matt Boffey, Founder London Strategy Unit

“Equal amounts of diligence, commitment, intelligence, and good humour”

Ben Kay, Planning Director WPP

“A scholar of the industry that will go to the very top”

Simon Barbato, CEO Mr B & Friends

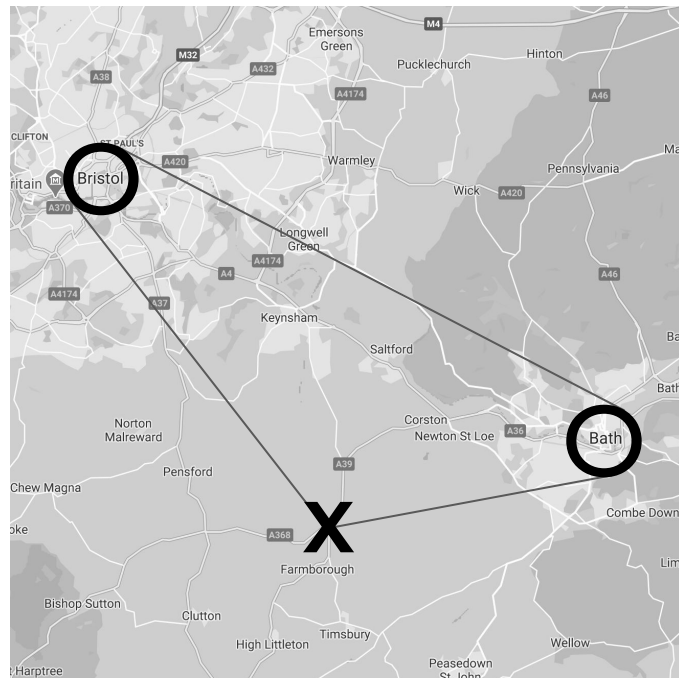
“Sharp as a tack, able to cut through complexity, and an infectious energy”

Adam Partridge, Strategy Director Mr B & Friends



LOCATION

Not that *that* matters anymore.
I'm between Bath and Bristol if needed physically.
And I'm virtually everywhere else.



NEXT

Please get in touch to discuss availability.
I'll either be available or accommodating.

1. You can help me understand the situation.
2. We can interrogate the options.
3. And determine the opportunity.
4. Then agree a course of action.
5. And get going.

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15	16	17	18	19
22	23	24	25	26
29	30	31		



THANKS.



9-5



5-9



CV

Writing: Academic | Professional | Unprofessional

