

PETE OLLER – STRATEGIC PLANNER

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Key Highlights

- 2023 led the strategy and wrote the brief on 'The Pride Has Arrived' – System1's top-ranking advert in UK, US and Brazil for the Women's World Cup with 4.4 [link](#)
- 2022 ITV Leadership course & 2021 APG Strategy Leader of Tomorrow
- 2017 Cannes Young Lion Winner [link](#)

Creative Equals – Strategy Director, 2023

Short-term contract working with clients AB InBev, McDonald's and Pepsico on their role in DEI.

Doritos – 2023

Led the client workshop and wrote the strategy to identify Doritos' global purpose driving 'brand-act'.

Bud Light – 2023

Consulted and advised on the company's response to the 'Bud Light boycott' [link](#)

ITV PLC – Senior Strategic Planner, 2021 – 2023

Lead Planner for ITV Creative. Established Strategic Planning within the in-house agency.

ITVX Comedy – 2023

Designed the research and wrote the creative brief to launch ITV's return to comedy with 'Comedy is Back in the Building' – a mini-series starring Alan Carr and Katherine Parkinson [link](#)

Men's Rugby World Cup – 2023

Wrote the brief for the launch of ITV's exclusive access with 'Impossible to Predict' [link](#)

Love Island S8 – 2022

'We Own It' was the first fully integrated Love Island campaign and one of the most effective [link](#)

ITV Football – 2022

Created ITV's sports proposition 'It's Everyone's Game' which enabled the promotion of the FA Cup and the Men's World Cup coverage – including the promo 'We Live it. We Love it'. [Link](#)

ITVX – 2021/22

Lead strategist on the rebrand of linear and streaming services in collaboration with DixonBaxi [link](#)

Social Purpose – 2021

Used behavioural change models for the CALM & Climate Action Week campaigns [link](#)

CSM Sports & Entertainment (VCCP/Chime) – Planner, 2018-21

Created partnership & commercial strategies across EMEA, USA & APAC

Women Six Nations Championship – 2021

Developed the report 'Inspiringly Different', leading to a game-changing partnership with TikTok [link](#)

HSBC – 2021

Built the proposition 'Dare to Change' for the Global Tottenham Hotspur FC partnership [link](#)

Burnley FC – 2020

'Forever Forward' facilitated a new brand identity and the acquisition of innovative partners [link](#)

Beck's – 2020

'Unlock Your Own Rhythm' carved out a unique space in music for eight European markets [link](#)

Rexona/Sure – 2019

Created the multimarket partnership positioning in football 'Feel Unstoppable' [link](#)

Lidl – 2019

'Quality of Life' aligned the portfolio and supported the National Trust partnership [link](#)

Lucozade Sport – 2019

'Level Playing Field' defined a portfolio including Anthony Joshua, Raheem Sterling & the Lionesses [link](#)

Burger King – 2018

Leveraged The Whopper to create the narrative 'Beast Mode' for the Tough Mudder partnership [link](#)

Blue Hive/GTB (Ogilvy/WPP) – Planner, 2015–18; Junior Digital Planner, 2013–15

Developed pan-European integrated launch campaigns and communication strategies.

Fiesta ST – 2018

Led the creative strategy for the campaign 'Underground' [link](#)

Focus – 2018

Created the audience targeting strategy for the campaign 'The Beauty of Change' [link](#)

Guide Dogs for the Blind – 2017

Consulted charity with their twofold problem of raising awareness and increasing first phone calls.

Fiesta – 2017

Created the brief and comms architecture for the launch of 'Feel Every Single Moment' [link](#)

Ranger – 2016

Designed the content strategy to promote Channel 4's Ford-sponsored show 'Endless Winter 2' [link](#)

Mondeo – 2014

Led the UX strategy for the immersive landing experience that aligned with the TVC 'Night Flight' [link](#)

Jack Morton Worldwide – New Business Coordinator, 2012–13

Created an internal microsite & newsletter to support the creation of innovative brand experiences.

Glentel – Sales, Canada, 2011–12***Volunteer – Pisco Sin Fronteras, Peru, 2009–10******ESL Teacher – South Korea, Seoul, 2008–09, 10–11*****Qualification & Development**

BSc. Sport and Exercise Science, Leeds Metropolitan, 2005–08

Diploma in Professional Marketing, CIM, 2012–13

APG Essential Planning Level 2 – 2017

IPA Eff test – 2016

IPA Foundation Certificate – 2015

Me My wife & kids (heart); fashion & music (dreams); QPR football fan (for my sins).