



## Collective - Associate Strategy Director

**Name** - Julian Smilg

**Title** Senior Strategist

**Current Salary** £55k (Bristol salary)

**Salary Expectations** £70k

**Notice** 1 month

**Key Benefits**

Julian is in London Thurs & Fri this week and then away 9th -13th

### Profile Summary

I really liked Julian, he's friendly, articulate and clearly very intelligent.

He's currently Bristol based but very keen to commute to the office as he appreciates the importance of being in an office environment, contributing to culture and building relationships.

He's always been very entrepreneurial, he ran his own start-up sports punditry business at the age of 18, initially joining Zone on an internship for 6 months as well as working there during summer holidays and he then went full-time when he graduated.

His role has changed over the years, working his way up from Junior to Senior, he started out working on BMW and then he gradually delivered thinking on Sanofi, FA and most recently on a major insurance brand. He is currently leading the Aston Martin formula One account, this has provided Julian with an opportunity to spot commercial growth areas, not just for this account but also on other brands. An example of this, he developed a service around high value users on CRMs.

Julian works end to end on projects and his experience spans everything from digital advertising, CRM through to CX/UX & product innovation.

Julian has really enjoyed his time at Zone, however being part of Cognizant has meant it can be quite bureaucratic and lacking the ability to be dynamic. Alongside this he is crucially looking for an opportunity where he can bring a sense of purpose to brands

## **Why do you want to work for Collective?**

He's attracted by the size of the agency and wants to join a new shop with an independent spirit; he misses this as Zone has evolved into a huge organisation since it's merged with Cognizant.

## **Competency questions**

### **Tell us how one of your projects suffered a setback due to an unexpected change in circumstances and what you did to get back on track?**

This example relates to work on FA England football. Zone were helping them to build a digital product, which formed part of a rebrand under the England title. It was a new website, helping people to follow the team and for children to play football. Overall data strategy was required to help them make investment decisions on grass root development.

Suddenly CMO changed the goal posts and decided he wanted the product delivered sooner than planned. Julian held a series of workshops with key stakeholders at FA to try and get the lightest possible version of their requirements in order to make the investment decision. Julian collected the info and ascertained what was a priority and then worked with the data analyst to determine the scope and then gather the insights. He worked with the dev and prod team making sure the product was ready to launch with tagging and then launched a live power BI dashboard which gave them the info they needed to make those investment decisions. The CMO described this as a baseline for which all other digital projects should follow. It became the most used dashboard in 3 weeks.

### **Tell me about a situation where you needed to take initiative, what was the result of your actions?**

Julian was working on the launch of Mini Electric. This was the first new car launch in 19 years, the biggest moment for the brand in a long time. Zone looks after retailer marketing. His responsibility spans delivering strategy across test drives, leads through to customer enquiries and retailer conversion. The insight he gathered was that there are many electric car customers that are nervous about being early adopters. The strategy relied on showing them that electric is easy to adopt and already being used in their area. This led to a hyper localized campaign through social & banner ads that showed how customers could save money and lower emissions in their area. They also gave people stats on their own test drive via email and how that compared to their current car. All of that led to mini exceeding their sales targets and it was the best year in history and personally that contributed to Julian getting a Rising Star Drum award.

**Describe a situation where you took a complex piece of data/information and translated it into something simple for a client or internal team member to understand**

An example of this would be working on Aston Martin F1. They have hundreds of thousands of users on their CRM and they know that only a handful of fans drive real value for the database either because they have the wealth to buy an AM road car or because they have certain characteristics that make them interesting to AM sponsors.

Julian and his team took all of their first party data and acquired and appended 3rd party insights to this so they could identify the high value individuals and they then had to go to the commercial team at F1 and take all this info and give them the ability to tell a story both to current and future sponsors and that story was Ferrari and McLaren may have a much bigger database but we can prove to you that we have the people you're looking for. Crucially this gave Aston Martin F1 the ability to stream their communications to their fans, they did this for the first time with a car reveal this year and every single segment performed better than the sample. This contributed to several renewals of multi million pound sponsorships.