



# Paul Warwick

I am an award-winning strategist with extensive front-line experience across a range of channels and client sectors. Having held agency leadership positions up to Head of Strategy, I set up my consultancy, NICE Thinking Strategy, at the beginning of 2019 as a means to focus more closely on the work, to put into practice the tools and approaches I have developed over the years, and as a way of stepping outside the inefficiencies and bias inherent in large agency structures.

I am a client-friendly and extremely well-rounded planner, able to work with senior marketers to identify the most impactful role for brand and communications activity and build board business cases for investment.

I am equally adept developing big brand ideas and campaigns as I am applying this thinking to granular activation strategies across all marketing and communications channels. I have a particular expertise in effectiveness evaluation, with a focus on the psychological factors driving profitability- a significant challenge for most brands in a digital landscape.

I am quick to understand new businesses and audiences, and I genuinely care about delivering work that will make a real difference.

## **Experience/ Capabilities:**

Brand/ positioning, advertising/ communications, media/ channels/ engagement, digital/ content, CRM/ direct, innovation/ experiential, sponsorships/ partnerships, incentives/ promotions, B2B/ B2C

Business cases, ROI calculation, channel plans, messaging architecture, content strategy, journey mapping, optimisation, research and insight, branding, creative development, awards entries

Sectors of particular expertise (not exhaustive client experience):

Automotive: Toyota, Ford, Nissan, Jaguar, Land Rover, Mazda  
Financial/ Professional services: Visa, Revolut, PIMCO, EFH, Allianz, NAB, PwC  
Technology: Sony, Dell, Shell, Epson, Vaillant, Oracle  
Health: J&J, Pfizer, GSK, Weightwatchers  
Leisure: Center Parcs, The Mayfair, HomeAway, Sky  
FMCG: Diageo, Peroni, Wrigley, Arnotts, Nestle Purina

## **Achievements:**

I currently lead a strategic, research and innovation consultancy- NICE Thinking Strategy. The N.I.C.E. framework is a proprietary approach with a basis in behavioural economics and neuromarketing. It is particularly well suited to integrated and non-traditional communications, creating genuine, valuable impact on decision-making and profitability, rather than mere short-term transaction driving. Current clients include 2x financial services, 3x technology start-ups, 1x multi-national online FMCG as well as consultancy to agencies and ad hoc projects.

Previously, I have been the strategic lead for blue-chip accounts at local, regional and global level across a broad range of sectors, offering senior guidance up to board level on issues of business strategy, brand strategy and communications planning across all channels. I have led strategic teams of up to 5 multi-disciplinary reports, and led cross-agency strategy teams.

At Saatchi and Saatchi I led all B2B accounts, and developed a toolkit for B2B planning/ business strategy. I was previously Head of Planning for Toyota Europe, at the time the largest single account in the London office. This involved guiding all aspects of marketing and communications from major model launches to after-sales CRM, dealer communications, offers and incentives and B2B fleet communications.

Highlights from my work prior to Saatchi's include:

- Created the event and engagement strategy for Shell's Eco-Marathon (now Make The Future) experience, generating 6 years' worth of engagement and boosting brand reputation by 35%.
- Developed experiential tech-driven test-drive innovation concepts for Ford and Mazda.
- Full mapping of Toyota consumer journey pre and post sales, with optimisation strategy.
- Emotionally-driven retargeting CRM campaign for Sky.
- Digital optimisation strategy for Nissan, covering advertising, content, landing pages.
- Channel strategy for Pfizer's Lipitor, targeting men via the women in their lives. Effectiveness campaign of the year.
- Launch activation for Jaguar XF, using experience to reframe luxury. The XF sold out at pre-order stage.
- Built a research and insights practice billing \$500k AUD, including developing new methodologies.
- Developed an implicit testing methodology for Wrigleys, demonstrating the effectiveness of a non-rational Juicy Fruit campaign at a pre-conscious level.

## Awards

Winner of 3x IPA Effectiveness Awards (Diageo, Nestle Purina, National Railway Museum)  
Winner of AFA Effectiveness Award (Wrigley's Juicy Fruit)  
Winner of 3x APGA Creative Planning Awards (GSK Nicabate x2, NSW Health)  
Winner of PRIME Pharmaceutical Effectiveness Awards Campaign of the year (Pfizer Lipitor)  
Winner of MFA Media Effectiveness Award (Jaguar XF Launch)

All papers available to view on WARC.

## Employment History:

NICE Thinking Strategy, London: Jan 2019 to date. *Director.*

The Creative Engagement Group, London: Aug 2018- Jan 2019. *Head of Strategy.*

Saatchi and Saatchi, London: May 2014- Aug 2018

- *Planning Partner: Saatchi and Saatchi Pro.*
- *Head of Planning: Toyota Europe.*
- *Planning Director: Toyota GB, Bathstore.*

Freelance/ short-term roles, London: June 2008- May 2014

- Brand/ Integrated: Draft FCB, Albion, Atomic
- Digital: Digitas LBi, DNA, R/GA
- CRM: KitcattNohrDigitas
- Experiential/ innovation: Imagination
- Insight: The Leading Edge, The Lounge
- Healthcare: Saatchi and Saatchi Healthcare, Digitas Healthcare

Bellamy Hayden, Sydney: Oct 2006 to June 2008. *Brand Planning and Research Director.*

DDB Sydney: June 2004 to Oct 2006. *Senior Strategic Planner/ Associate Director.*

Burkitt DDB, London: Jan 2000-June 2004. *Planner.*

Cheetham Bell, Manchester: August 1998 to Jan 2000. *Account Planner.*

## Personal:

I am a keen sportsman; mountain biking, running, SCUBA diving and, once upon a time, playing rugby. An interest in psychology and a fascination with data and technology shapes my planning. FA Level 1 Coach.

Education: Durham University, 1995-98. BSc Philosophy and Psychology  
Manchester Grammar School 1988-1995.

Civil Status: British citizen, married

Date of Birth:

20<sup>th</sup> January 1977