



Andrew Serednyj

## PROFILE

- Highly experienced marketing, planning & research consultant.
- Over 15 years in major advertising agencies working for high profile and famous clients; Tesco, The National Lottery, Unilever, Bacardi, Reckitt Benckiser, InBev, B&Q
- 15 years working as a freelance consultant with clients including; Guinness, Bacardi, Mars, Allianz, Merck, Perrigo, BT, AB Inbev.
- Recently engaged as a Global Planning Director at JWT, at Leagas Delaney, at The Good Agency & VMLY&R
- Intelligent approach to marketing and business challenges using experience, skills and knowledge - Thinking to a solution.
- Experience covers; ATL, CRM, Shopper marketing, sponsorship, digital, social, brand strategy, brand architecture market research, NPD, internal communications and PR.
- Skills include conducting research groups, analysis of market and business data, facilitation, report writing, creative briefing, effectiveness studies and pitching. Able to work quickly, accurately and with no flannel.
- Knowledge of a vast array of market and business sectors including automotive, retail, fmcg, finance, pharmaceutical, insurance, online, technology, entertainment, media and b2b.
- Comfortable working with very senior clients and mentoring junior staff, growing their capabilities and adding to progressive agency cultures.
- Down to earth, honest and just try and get the right answers to the right questions, to help my clients.

## 2003 - Current

- Clients have included BAT, BT, JTi, Diageo, Allianz, AXA, QBE Insurance, PepsiCo, SSL, Bacardi, Suzuki, Kingfisher, Vodafone, Amex, Accenture, Honda and Perrigo..
- Consultancies worked with include Edengene Management Consultancy, Interbrand, JKR and Brand Frontiers. Communications agencies worked for include Momentum, Pulse, Vivid, Brave, VMLY&R, Gyro, JWT, Leagas Delaney & The Good Agency.
- I have provided more general strategic and management guidance to a number of businesses. My current role as a partner at The View ([www.theviewcommunications.com](http://www.theviewcommunications.com)) being a prime example.
- I am also an Associate at Been There Done That completing high level strategic projects for C-Suite clients that give them a

## CAREER HIGHLIGHTS

Development of strategy and brief for the Tesco Every Little Helps campaign. Subsequent IPA Effectiveness winner having shown to have helped generate over £1b of additional revenues.

Development of strategy and brief for the launch of The National Lottery. This achieved revenues that were twice as great as pre launch predictions.

Effectiveness and investment modeling for B&Q. Helping to maximize ROI and generating record levels of profit.

Planning Director at CDP and McCann London. Recruiting and building both departments.

Development of strategy, brief and communications plan for Tom Cat campaign for Bacardi. Winner of 2 international Effectiveness Awards as sales reached record levels.

fresh perspective of critical questions facing their business.  
Recent projects for Pepsico & Federation of Advertisers.

### **Recent Projects & Roles**

**Current.** Working with a Tech Start-Up client pre IPO, consulting with an OTC pharmaceutical brand & a security company targeting High-Net Worth Individuals.

**JWT** worked on the BAT account for Vype, their vaping brand as Global Planning Director.

Analyzing and understanding the trends in play for a market that is experiencing great growth but also enormous changes, very quickly. Conducted major brand & market research projects alongside Kantar and helped develop major long term brand plans.

Developed creative briefs for numerous new product launches globally and set-up effectiveness measurements.

**Leagas Delaney** worked firstly on a Global Vaping brand to develop fresh insights and a totally new communications platform with a fully integrated approach for online and offline channels.

Also working with The Royal British Legion to develop new campaigns for 2020/1 and instigate a review of all strategy development processes to better coordinate the various sub brands within RBL's portfolio.

**The Good Agency** working on purpose driven accounts for Dr Martens, Kingfisher, The FA and 2 Government tenders. Utilising research and the latest purpose models to produce powerful campaigns helping brands and issues that are making a difference.

Worked extensively with agency leadership teams and senior C-Suite clients conducting workshops, presentations as well as producing briefs and a host of strategy papers.

### **2001 – 2003                      Planning Director at McCann-Erickson.**

Clients included Bacardi-Martini (Bacardi International, Bacardi Breezer & NPD), Birds Eye (Main Brand), Greene King, Interbrew (Stella Artois Global), Reckitt Benckiser (Global), Boots Healthcare (E45). I led strategy on the 'Tom Cat' Bacardi Breezer campaign helping to develop it into a true through-the-line campaign and demonstrate its effectiveness in terms of sales and brand value (won 3 Effies effectiveness awards, Marketing Week Effectiveness and Campaign of the year). Reckitt Benckiser and Interbrew were both global accounts with an emphasis on international research.

In addition I had main board responsibilities for departmental hiring and budgets as well as wider agency management roles for training and development.

Brand development and internal communications for QBE Insurance. Boosting organic sales markedly as departments started to work together

Developing a new CRM based campaign for Suzuki. This helped Suzuki enjoy a sales uplift during a period of recession.

Planning Partner at award winning PR & Marketing agency - The View

### **RECENT WORK**

Successfully pitching for a major Global sponsorship activation account.

Successfully pitching for a major European beer - sales promotion account.

Completing 2 Government tenders for Dept of Health on stop smoking & Dept of Trade.

Successfully pitching for a UK telco brand.

Developing a positioning and communications plan for 2 Global Vaping brands.

### **EDUCATION**

LSE 1983-86  
B.Sc (Econ)

York University 1986-87  
MA - Political Philosophy

1998 – 2001 Board Planning Director at Bates UK.

Clients included B&Q, Woolworth and Discovery Channel. With the Kingfisher clients there was the development of a new Woolworth's campaign and a great deal of business analysis and corporate development work for B&Q. Developed a new ROI measuring system for B&Q that helped target resources more tightly utilizing both brand tracking and econometric models.

1995 – 1998 Planning Director at CDP.

Clients included Scottish Courage (Newcastle Brown Ale, McEwan's Lager, Theakston), Gallaher Tobacco (Benson & Hedges, Hamlet Cigars), Whyte & Mackay whisky, Honda Cars, Going Places. Key landmarks included developing a new Hamlet advertising strategy that used radio – to award winning effect, developing new B&H advertising and winning new brand launches from Gallaher. Winning the Theakston account from ScotCo and producing new strategies and work for McEwan's and Newcastle Brown Ale were highlights of this account. In addition there was a new 'youth' strategy for Whyte & Mackay and international assignments for Honda. In the case of work on NBA and Whyte & Mackay the resulting re-positionings developed totally new approaches to packaging, distribution and communications.

1994 – 1995 Board Planning Director at Saatchi & Saatchi.

The Client was the launch of The National Lottery. Worked through the launch of the main Lottery game and subsequently developed the measurement and performance tools that helped to sustain growth over the initial years. In addition there was the development of the launch campaign and strategy for the Scratchcard Lottery brand as well as broader work on the future development of the Camelot business.

1990 – 1994 Senior Account Planner at Lowe Howard-Spink.

Clients included Tesco, Imperial Tobacco Limited (Regal, Embassy, JPS & Castella Cigars), IDV (Southern Comfort, Jack Daniels), KP (Hula Hoops, Skips), Hutchison Telecom and Wickes DIY Stores. Creating the strategy and brief that produced the 'Reg' Regal campaign and the Tesco 'Every Little Helps' work.

Tesco at this stage had started to turn around its image but needed a fresh approach to its business, brand and consumers to complete the transformation. Extensive research and analysis was conducted and new insights into the grocery consumer were uncovered resulting in new service initiatives, new product ranges (Value & Finest) and new loyalty schemes (Clubcard, Computers for Schools).