

GERARD CRICHLLOW

STRATEGY | CULTURE | CONTENT | COMMUNITY

PROFILE



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gerard270/culture-watch

PROFESSIONAL SUMMARY

I'm a cultural stockbroker helping brands define their position in culture and in business. I've worked in global and regional roles across sport, fashion/retail, spirits, technology, and FMCG helping brands tell their stories.

Marketing for me is about people, culture and community geared towards driving brands forward with purpose.

I lead by example and am a firm believer in using creativity to move humanity to innovate, drive change and influence behaviour.

I am passionate about the power of creativity and design to improve people's lives and am committed to making art accessible to all.

I love sports, design and sneakers.

WORK

Axe: DogeCan <https://bit.ly/3PdsnHH>

Axe and Fortnite <https://bit.ly/3vSxMx5>

Axe: Fresh as Fr*sh <https://bit.ly/3JHqyZd>

Live Fearless <https://bit.ly/3dOajlN>

Martini Smart Cube <http://j.mp/31MZiue>

Honey Maid <http://j.mp/1jipMJN>

Under Armour <http://j.mp/2OKhNtw>

#MorningWin <http://j.mp/1jjoA9n>

Google Wallet <http://j.mp/1fRwvGm>

EXPERIENCE

INTERPUBLIC GROUP (IPG)

Global Strategy Director, AXE / LYNX

London

Dec 2020 – PRESENT

Lead global strategist for the Axe/Lynx brand across all IPG network partners.

- Led global repositioning of the Axe Effect to reframe masculinity for a new generation.
- Pioneered the 'Always There' social first model to brand building to identify subcultures in music, gaming and anime.
- Created an anime with [Lil Baby](#), a new product with [Bzrp](#), and a Fortnite map with [Bugha](#) that increased brand talkability by +400%.
- Collaborated with the global executive team to pioneer Unilever's first Talkability metric linking social media activations to brand power and sales.
- Delivered a 77% increase in shares globally -- a 10-year high for the brand.

WORKINGVERSION LTD

Strategy Consultant

London

Mar 2020 - Dec 2020

Collaborated with start-up founders to define their vision, and scale through marketing.

- Led the renaming and brand positioning for CupClub, resulting in a new brand identity and new name -- ClubZero, and investment from Tesla, and JustEats.
- Worked with the founder of Amplify, to define their content and marketing strategy.
- Advised the founder of BlueBella to create a social first brand strategy to align with brand purpose and optimise social commerce.

EXPOSURE

Freelance Strategy Director

London

Jan 2020 – Mar 2020

New business pitches

- Won £1m of new business from Nordstrom.
- Spearheaded editorial strategy for Berghaus' new line of lifestyle footwear, their Unlimited Repair program and Dean Street Collection.
- Transformed Brewdog's purpose strategy and launch plan, taking them from Rebels to Mavericks.

AMV BBDO

Strategy Partner, Head of Cultural Strategy and Innovation

London

Oct 2014 – Oct 2019

Lead strategist for the Bacardi portfolio of brands in Europe.

- Developed cultural position, brand purpose and partnerships strategy for a portfolio of Bacardi brands.
- Reinvigorated creative briefs to celebrate subculture groups in key markets across Europe.
- Managed a team of strategists, coaching them to mind trends, develop inspiring briefs, and achieve their professional potential.

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OUTSIDE INTERESTS

COMMUNITY INVOLVEMENT

VICTORIA & ALBERT MUSEUM (V&A)

Advise the V&A's Audiences division on how to scale the brand globally and create a seamless V&A experience across all touchpoints.

THE SATURDAY CLUB

Masterclass instructor helping the next generation of creative problem solvers by exposing young people to creative industries.

THE YOUNG VIC THEATRE

Development Board Member, exposing the next-generation to the theatre experience.

OUTSIDE INTERESTS

INDUSTRY

TEDx SPEAKER

'Is Human Contact a Luxury Good?'

LINKEDIN LEARNING INSTRUCTOR

'Designing Brands for Culture'

D&AD 2019

Jury Young Blood

CANNES LIONS 2018

Jury Social & Influencer

WARC AWARDS 2018

Jury Effective Social Strategy

DMA RUSSIA 2018

Keynote Speaker, Russia's largest marketing conference

EXPERIENCE *(Continued...)*

SPARKS & HONEY

Director of Cultural Innovation & Intelligence

London

Oct 2014 – Aug 2016

Scale European operations and thought leadership.

- Addressed the stigma of women's periods in culture and directed The Live Fearless project reaching over 600+ million people, increased share of voice from 5% to 74%, and resulted in a Cannes Lion award.
- Led the European new business acquisition, resulting in wins from Mars, Bacardi, and Guinness.
- Directed a team of 3 strategists.

DROGA5

Director of Social Media Strategy

New York

Feb 2013 – Oct 2014

Lead Droga5's social media practice.

- Spearheaded the creation of Droga5's social media strategy team and content production studio.
- Led the global Under Armour 'I Will What I Want' campaign featuring Misty Copeland and Giselle Bündchen.
- Managed the social rollout of Diet Coke's 'You're On' campaign, increasing purchase intent to +15.3%.
- Cultivated the social strategy for Honey Maid's "Love" video, which became one of the most shared videos in March 2014 with 350million+ views and won a Cannes Lion.

R/GA

Senior Social Media Strategist

New York

Aug 2010 – Feb 2013

Social media strategy and playbook implementation.

- Oversaw the creation and implantation of Nike's first social media playbook to empower local markets to own their communities.
- Managed Nike Running's community to better connect, inspire, and enable runners through conversation and engagement.
- Led the global social media strategy launch for Google Wallet - the world's first NFC enabled smartphone.
- Developed brand playbooks for Nike, MasterCard, Unilever and Walmart.

RUDER FINN

Communications Strategist

New York

July 2004 – Aug 2010

Research, polling and messaging for public relations.

- Employed a mix of qualitative and quantitative research for the messaging development for branding, web site copy, crisis communications, product launches, and press releases.
- Lead the creation and analysis of the "RF Intent Index" a study and interactive web site evaluating consumer intent on the internet and mobile devices.

EDUCATION

GEORGETOWN UNIVERSITY

Bachelor of Arts • Culture & Performance

Washington, DC

1999 - 2003