



## **Mike Nicholson**

Initial references and recommendations can be found on LinkedIn.

### **SNAPSHOT**

Award-winning brand and creative strategist & researcher with experience in advertising, integrated and brand and packaging design agencies and with brand owners in the UK and overseas. Qualitative and quantitative research and workshop facilitation expertise. Digital app and web development experience.

Author of several award winning papers including a silver 2018 IPA effectiveness award for Purplebricks and Grand Prix winning APG, Drum and Marketing Society papers and an Effie for Swatch.

Also trustee of RiDC, a user-led research charity that works with organisations and brands to ensure products and services are designed from the outset to be accessible to disabled and elderly consumers.

### **CATEGORY EXPERIENCE/SPECIALISMS**

#### **B2B**

Film and content development for STH corporate hospitality and The Tokyo 2020 Olympic Games. Content creation/copywriting for AAB electrification (Smart Buildings and Smart Hospitals divisions). Positioning and ad development for O2 B2B broadband services. Positioning and creative proposition development for O2 and Vodafone business/data services. Brand positioning and creative development for Rubbermaid EMEA across Europe. Brand strategy development for Ansell PPE. Ad development for Google cloud computing services for small businesses.

#### **Investment and retail banking brands and advertising**

Brand positioning for WisdomTree Asset Management Europe, Brand positioning, proposition and advertising development for London & Capital wealth management, Arbuthnot Latham private banking group, Credit Suisse, Goldman Sachs and Old Mutual. Advertising development for Halifax, HSBC retail bank, HSBC offshore, HSBC asset management, HSBC Commercial banking, First Direct, Barclays Wealth and ING Direct.

#### **High net-worth, luxury brands and consumers**

Packaging and brand development for Harrods. International brand and creative strategy for Palladium Global Marketing and Platinum Group International (B2B precious metal marketing for luxury jewellery) including oversight of positioning development, brand design, advertising development and product design.

#### **Retail and shopper brand and advertising**

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Luxury packaging design strategy for Harrods

Shopper/retail strategy for Coke, GSK, Unilever and others.

Retail branch communications development for HSBC retail banking

## **FMCG, Telecom & charity brands and advertising**

Brand architecture work for Telefonica. TV and press advertising development for Heinz, Linda

McCartney foods and Roche pharma. Press advertising development for The Carbon Trust.

Brand development and creative DM for Dogs Trust.

## **Alcohol**

International Brand Planning Director for Guinness at Diageo including oversight of brand mark and font redesign. Advertising development for Carling, Tanqueray, Tanqueray 10, Jack Daniels.

## **Qualitative & Quantitative Research and workshop facilitation**

Former Head of Qualitative Research at AC Nielsen, Bangkok, Thailand.

Expertise in the design, execution and analysis of all forms of research.

Workshop design and facilitation, especially for positioning, creative and brand development.

## **RECENT ENGAGEMENTS**

### **Oct '19 – Current: Brand and creative strategy consultant**

Post-Covid cultural trends and long-term strategy definition for a major UK insurance provider.

Covid-19 mitigation communications for the 2020 Tokyo Olympic Games.

Strategy definition for branded packaging redesign for Harrods luxury gifting.

Brand positioning and proposition development for Wisdom Tree Europe Asset Management

Consulting with Mulberry Communications, a B2B marketing agency.

Creative development and positioning for DMS/Montlake Financial Services

Other strategy and research projects for various B2B, B2C and design agencies.

### **March '19 – Sept '19: Head of planning, 1492/TBWA**

Contracted to lead the global strategy for Winston, the largest cigarette brand in the Japan Tobacco International (JTI) portfolio and the second largest cigarette brand in the world.

### **Sept '18 – Feb '19: Acting Head of UK Planning, Mullen Lowe Open (mat. cover)**

Contracted to manage the strategy department of MLO, the customer experience agency within Mullen Lowe London.

### **Sept '17 – Sept '18: Freelance consulting and research for agencies and clients**

Red Brick Road, Maverick, Blackheath High School for Girls, SNAP London, ORM London, AMP London, BIO web design and BrandMe and LFH packaging design agencies.

### **Jan '15 – Oct '17: International Strategy Director, Palladium Global Marketing**

A B2B start-up established by Norilsk Nickel, the world's largest palladium miner to create a complete brand and product proposition from the ground up and build a global market in

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palladium jewellery. Brand positioning and proposition development, brand identity, advertising and product design with designers and advertising agencies in the UK and Shanghai.

## **August '13 – June '15: Global Strategy Director, Platinum Guild International**

Consultant brand and creative strategy and research for PGI, the global B2B marketing body responsible for promoting platinum as a luxury jewellery metal globally. Focus was on China, Japan, India and the US.

## **Sept 08 – May '13: Head of Planning, Ogilvy Action (now VMLY&R Commerce)**

Member of the agency executive management group. Ogilvy Action was the retail, CX and behavioural specialist agency in the Ogilvy network. As Head of Planning I built a channel-agnostic strategy department that grew to a staff of 11 covering brand advertising, shopper, data, UX and social. I hired and mentored brand and activation strategists, created and ran training programmes and sold-in the agency's planning offer both externally and internally.

## **POSITIONS PRIOR TO 2008:**

- Senior Planning director at VCCP,
- Global Head of Planning for Guinness at Diageo,
- Planning Director at Bates Dorland advertising,
- Head of planning at Brandhouse WTS brand and packaging design,
- Head of qualitative research with AC Nielsen, Bangkok, Thailand.

## **EDUCATION/QUALIFICATIONS**

University of Warwick. 2:1 Joint Honours BA in Philosophy and Sociology.  
CAM Certificate in marketing and communications.