

Edward Hayes

Brand Strategist

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Experience

Over 20 years advising clients on strategy, positioning, architecture, innovation and design. As part of agency leadership I define and sell strategic products and approaches. I have more than 10 years experience managing, training and developing planning teams. Whether pitching, leading new biz initiatives or delivering projects my focus is on using strategy and cultural knowhow to grow client and agency businesses.

2006-2022: Bloom

Senior Planner/Planning Director/Chief Strategy Officer

Projects include:

- Heineken: 0.0% beer global innovation and brand architecture
- Tommee Tippee: global repositioning, brand architecture, identity redesign
- Diageo: J&B repositioning, luxury malts strategy, Johnnie Walker design strategy & innovation
- Kerry Foods: Taste & Glory meat-free brand creation
- Avon: global repositioning, brand architecture, identity redesign
- Unilever: Dove deos design strategy, Power Of Plants innovation, Domestos design strategy
- Danone: APAC snacking innovation, Europe infant milks design strategy
- Britvic: Robinsons design strategy & innovation, Tango redesign, London Essence Co brand creation
- Pladis: innovation strategy and redesign McVities, Carrs, Jacobs
- Avis/Hertz: global repositioning

2004-2006: Freelance

- Landor: Novartis pharma packaging strategy
- Fallon: BBC brand architecture
- Figtree: Mazda trade strategy & comms

2002-2004: Lewis Moberly: Planner

- William Grant & Sons, Tefal

2001-2002: The Fourth Room: 'Sleuth'

- Sainsbury, One&Only Hotels, General Motors

1999-2001: exp.Momentum/McCann Erikson: Planner

- Nestlé, Coca Cola, Mastercard, Panasonic

Education & Interests

1994-1998: Newcastle University

BA Joint Hons French & Spanish

1989-1994: Radley College

3 A-Levels, 11 GCSEs

- an addictive non-fiction reader and lifelong learner (see blog)
- culture, history, economics and philosophy
- watching, listening to and curating music