

Jeremy Ettinghausen
Words and Ideas for Brands and Businesses

Personal Statement

I've spent nearly two decades finding new ways and new places to tell new stories to new audiences, first at Penguin Books where I spearheaded their transition from traditional print publisher to 21st Century digital media brand, then as Creative Director and Innovation Lead at Bartle Bogle Hegarty and most recently as Strategic Copywriter and Creative Consultant, working with brands, agencies, publishers, startups and blockchain enterprises.

Operating at the intersection of brand, audience and digital culture I've worked with bestselling authors and blockchain pioneers, the freshest of startups and global market leaders. Along the way I've created the world's first [wikinovel](#), [a literary ARG](#), [state-of-the-art cinemagraphs](#), [award-winning mobile apps](#), interactive documentaries and [immersive digital storytelling experiences](#) and after 20 years navigating myriad digital possibilities I remain passionate about the power of language and the scope of the web to drive communication, commerce and creativity.

Experience

2017–Present

Healthcare/Wellbeing Scaleup – Brand Consultant (freelance)

- Developing brand positioning including copywriting brand manifestos and brand lines for healthcare scaleup and global wellbeing conglomerate
- Commissioned internal and external research
- Moderated stakeholder workshops to develop brand strategy
- Collaborated with internal and external design teams

LEGO – Creative Strategy Director (freelance)

- Research and development of audio publishing and marketing initiatives including competitor analysis, audience insight and a survey of technological innovation. I wrote comprehensive briefing reports and managed a stream of workshops generating content strategies and creative opportunities for further exploration.
- Comms strategy for digital product/service launch. Helped redefine product strategy and developed audience facing research materials
- Ran workshops in London & Denmark teaching LEGO internal teams how to brief better creative.

AKQA – Senior Strategic Copywriter (freelance)

Worked on a number of projects including developing and writing brand positioning and tone-of-voice guidelines for a logistics scale-up and writing web copy for a luxury coffee machine launch.

Google – Creative Strategy (freelance)

Developed creative concepting and content strategy for educational resources explaining AI and machine learning

Sports Interactive – Strategic copywriting (freelance)

Ran a brand positioning workshop and developed brand positioning and tone of voice guidelines for video game

Confidential Crypto launch – Creative Strategy & Copywriting (contract)

After meeting stakeholders I was responsible for developing brand positioning and launch (to investor) strategy for crypto startup. Tasks included naming, brand development, briefing designers, writing presentation materials and technical 'white papers', writing web copy and developing comms strategy for token launch.

BBC Studios – Creative Strategy (freelance)

- Ran workshop for Top Gear considering creative and strategic opportunities for 'magazine' show
- Researched and wrote briefing paper on blockchain opportunities for media businesses.
- Developed a suite of digital launch concepts for Real Happiness Project

2013–Present

Mentor to Startups

Mentoring early stage startups at The Friday Club.

Coaching and mentoring startups at InnovationRCA, the Royal College of Art's incubator.

2015–end 2016

Innovation Director, BBH

Bringing new thinking into the agency to help colleagues and clients get to different, better ideas. Produced white papers on blockchain, augmented reality and conversational AI and consulted on projects for clients including KFC and Virgin Media.

2010 –2015

Creative Director and Partner, BBH London & BBH Labs

Leading creative on accounts including Johnnie Walker, Christie's, SoundCloud and World of Tanks and Creative Lead at BBH Labs, the agency's R&D unit.

2005 – 2010

Digital Publisher, Penguin Books

Ran Penguin's digital publishing and launched multiple high-impact and award winning digital publishing innovations.

1997 – 2004

Various roles, Penguin Books

Joining Penguin as PA to the Managing Director before becoming an editorial assistant and then launching Penguin's ebook publishing programme and ebookstore, the first from a UK publisher.

Selected clients



Selected work

[Portfolio available here](#)

Testimonials

'Jeremy is a big thinker, a technology enthusiast (read 'super geek') and a genuine purveyor of stories. He's gregarious, fun and bursting with innovative ideas and approaches – he will take you to places that the team would have never otherwise gone.' - Adam Powers, Global Head of Experience Design, HSBC

'I can count the number of people I've met who really GET and are passionate about tech, real people and real culture on the fingers of one hand. I can count the number of people who can help turn that into things that are beautiful and compelling on the fingers of three fingers. Jeremy's one of them.' – Simon Robertson, ex-Head of Comms Strategy, Anomaly London

No one understands and/ or loves the internet as much as Jeremy. He knows how it works (that's easy), how it thinks (harder) and where it's heading (genius). He is the best thinker of web culture I know, and one of the rare people who can genuinely create upstream and media neutral ideas. He was a wonderful partner in the leadership of BBH Labs for nearly four years, as he really gets what collaboration is about – empathy, generosity, a genuinely hybrid skill set, but also knowing how to listen and where to make the biggest impact' – Agathe Guerrier, Global Co-Chief Strategy Officer, TBWA Worldwide

'In the fifteen years I've known Jeremy, he has always seen possibilities in digital technologies where other people have seen challenges. His enthusiasm is infectious, but more than this he can think past the strategy to conceive products and experiences that tell stories and engage audiences in creative, effective and innovative ways.'

Anna Rafferty, VP Digital Consumer Engagement, LEGO Group

Awards

2014 Cannes Cyber Lion (bronze) – Christie's The Art People Microsite

2011 Guardian Megas Digital Innovation, Best Mobile App – MyFry

2009 SXSW Interactive Awards, Best Experimental Website & Best in Show, We Tell Stories

2006 Revolution Awards, Best Digital Brand Building – Penguin Podcast/Penguin Remixed

Writing and Talking

[Six Stories about Storytelling](#) – Talk (with Matt Locke) at Picnic '09

[Where Culture Goes to Dream](#) – Talk at Belgrade Design Week 2014

Blogging at [BBH Labs](#) and various personal live and archived blogs/tumblr

Thinking/Writing Samples

[Why Does Digital Advertising Suck?](#) – on advertising culture vs web sensibility

[Eyeballs Ain't Everything](#) – on mediatech

[Choose Your Own Adventure – Engineering Vs Strategy](#) for [The Startup](#)

[The End of Words? Let's Hope Not](#) for Campaign

[Making the Internet Bad/Better/Good](#) for BBH Labs Medium channel

[Where Culture Goes to Dream](#) (presentation at Belgrade Design Week)

[Logo Echo](#) for BBH Labs Blog

Education

City University, London – Postgraduate Diploma in Newspaper Journalism (1993)

New College, Oxford University – BA in Human Sciences (1990–1993)

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