



EXPERIENCE

Brand Strategy – 8 years
Content Strategy – 7 years
Communications Strategy – 6 years
Media Planning – 4 years
Social Strategy – 3 years
EMEA Strategy – 2 years

AWARDS

McDonald's
Best Use of Social Content,
The Drum Awards
2019

WB Lego Batman 'Continuity Bat'
Bronze, Cannes Lions
2018

Sensodyne 'Future Now'
Bronze, Festival of Media
2015

PlayStation 4 Launch
Gold, Media Week Awards
2014

Little Bites Turnaround
Gold, Australian Effie
2010

PROFILE

I'm a strategist with 18 years' experience developing innovative and effective work for a wide range of brands and categories. My background working across different creative, content and media businesses has given me a hybrid skillset perfect for the world of constant change we all work in now. I'm equally as comfortable working on the strategic positioning of a global brand as I am getting stuck in writing integrated creative briefs or developing ways to bring the brand to life across platforms.

As part of the leadership team at Drum I drove the company strategy, created frameworks for effective work and led senior client relationships - so I can easily fit into your existing team or lead big strategic projects myself. I'm available for short or long-term projects where I can make a difference and put my skills to good use.

STRATEGY CONSULTANT, FREELANCE

FRIENDLY GIANTS | CURRENT

- BBC Studios: Lead consultant developing new proposition for Top Gear Kids
- Notonthehighstreet: Lead consultant for brand re-positioning/identity project as well as creative strategy for new Brand & Mother's Day campaigns
- Littlehawk: Brand/positioning strategy for the launch of Friendly Giants agency

PHD | Feb 2021

- Diageo: Consulting on the development of an integrated comms planning process

CHIEF STRATEGY OFFICER / HEAD OF PLANNING

DRUM, LONDON | 2013 – 2020

DRUM is a creative agency specialising in branded entertainment and content formats. I led the strategy team and was responsible for the overall strategic output of the agency – which covered Programming (branded entertainment/advertising), Platforms (social content) and Partnerships. Highlights include:

ADVERTISING & BRAND ENTERTAINMENT PROJECTS

- PlayStation 4: '4 The Players Since 95' Social campaign (outsold Xbox 2 to 1)
- McDonald's: 'Channel Us' digital platform & format (8% increase in affinity)
- Warner Brothers: 'The Lego Batman Movie' content campaign (#1 at Box Office)
- Age UK: 'Just Another Day' Integrated Xmas campaign (131% rise in donations)
- Sensodyne: 'Future Now' Documentary series with Discovery (37% rise in purchase intent).

BRAND STRATEGY & INNOVATION PROJECTS

- John Lewis - I led a year-long consultancy and transformation project to develop a new omni-channel content strategy fit for the new digital retail environment
- Not On The High Street – Research & innovation project to determine which new product categories the business should expand into
- Disney Health – Brand positioning for launch of a new initiative for kids' health
- PEEEX – Brand positioning and visual identity for a music tech start-up
- Caravan Club – New brand positioning, architecture and visual identity

JAMES LARMAN

EDUCATION

UNIVERSITY OF SHEFFIELD

BA History, 2:1
1998 – 2001

CIM

Marketing Diploma, Distinction, 2003

IPA

Foundation, Distinction, 2003

APG

Advanced Strategic Planning, 2012

OMNICOM UNI W/ HARVARD BUSINESS SCHOOL

Mini MBA, 2014

INTERESTS

Pretending to be a
superstar DJ

Watching Test Cricket

Running

Snowboarding

Never finishing history
books

STRATEGY DIRECTOR

MEDIACOM, SYDNEY | 2011 - 2013

Strategic lead for Volkswagen, KFC and Carlton United Breweries. Managed and mentored a team of 8 planners day to day. Achievements include:

- Leading Comms strategy on new business wins that totalled \$100m over 2 years – contributing to us winning Adnews/B&T Agency Of The Year in 2011 & 2012
- Helped create the Comms Planning process ‘Real World Connections Planning’ and led the training of every agency staff member through this way of thinking
- Comms Strategy for VW Amarok which included ‘The Rok Adventure’ TV format (10% sales increase and 28% increase in ‘toughness’ brand metrics)
- Comms strategy for KFC Good Times campaign (4% YOY growth)
- Judge / Mentor for MFA (Media Federation Australia) Awards 2012

CREATIVE STRATEGIST

NINE ENTERTAINMENT GROUP, SYDNEY | 2010 - 2011

Founding member of the creative studio Powered – a team of planners, creatives and producers creating ideas for agency clients across TV (Channel Nine), NineMSN (online) & ACP (Magazines)

- Developed creative strategy for several brands and sectors, making everything from programming to digital advertising across the network’s assets
- Highlights included a TV travel show for Tourism Australia; a fashion event for MLA and a heart rate-tracker for Gatorade embedded into the Cricket Broadcast

COMMUNICATIONS / BRAND STRATEGIST

NAKED, SYDNEY | 2006 - 2010

Naked more than anywhere else was responsible for shaping my philosophy on communications and gave me invaluable experience across both brand and creative strategy as well as working with creative teams.

- Strategy lead for clients Telstra, Pokerstars & The Week Magazine
- Brand strategy that reversed decline of Little Bites muffins – Gold Effie 2010
- Creative / Content strategy for Telstra Music 2008 - increased sales 158%.
- Created ‘BigPond Pilots’ – one of the first Social advocacy campaigns
- Comms strategy for Pokerstars: ‘The Poker Star’ TV Format - increased signups by 32%.

MEDIA PLANNER

OMD, LONDON | 2002 - 2006

My introduction to advertising where I was responsible for media strategy on PepsiCo, Carlsberg, Tetley’s Bitter and Siemens Mobile. Achievements include:

- Tetley’s & The Telegraph Partnership – Gold, Campaign & Media Week Awards 2007
- Sponsorship strategy for Snack-a-Jacks increased sales 12%
- Copywriter of a contextual print campaign for EasyJet