



# Toby Bowerman – Planning Director

One of my favourite cartoons says, “if you talked to people the way advertising talked to people, they’d punch you in the face.” More than ever we can solve business problems by making brands much more human.

‘Why should people care?’ is my first question when faced with any kind of brief.

‘How can we matter and make a difference?’ is next and that’s where we can challenge what ‘advertising’ is and does and where planning, creative and data work best together.

We’ve an opportunity to bring businesses and people closer together by redefining what the relationship is and what it can be. Key to that is what we can do for both, to stop talking at people and start talking with them.

## Work history

***March 2020 to present – Freelance Planning Director – VMLY&R, The Croc, Imagination, Digitas***

- Developing a new purpose and principles to deliver a customer centric approach to CRM for the famously product centric Samsung
- Setting a new approach for brand activations in China for Jaguar Land Rover for the next 5 years.
- Developing a transformative strategy for Amazon’s enterprise data services
- Creating a new global comms planning framework for Vype

*Most proud of: Delivering work I’m proud of during the unprecedented backdrop of aggregated global catastrophe!*

***November 2018 to March 2020 – Planning Director – Perfect Storm***

- Business transformation, brand development and consumer engagement across a variety of brands and projects including Vitality, Etihad, Majid Al Futtaim and Hilton.
- Developing new ways to engage with men for Dove through the specialist division New Macho.

*Most proud of: Building a new type of loyalty scheme based out of the UAE from the ground up, reframing what male care means for Dove.*

**January 2017 to November 2018 – Freelance Planning Director – FITCH, CHI & Partners, R/GA, Wunderman**

Wide variety of planning and strategy across brand and product development, digital and advertising including:

- Strategy development for the worldwide launch of a new car brand
- Dual role across Toyota Europe and UK marketing leading TV and digital advertising
- Business and product planning for a new development from Three
- New global planning framework and content strategy for Bayer

*Most proud of: putting more purpose and personality into car advertising, defining a new approach to insurance, establishing a framework to support people through their pregnancy journey*

**May 2015 to January 2017 – Planning Director, department lead - Hey Human.**

- Leading Sony Xperia UK creative strategy, extending the agency remit from UK into Europe
- Key role in transforming the agency relationship with Mondelez: doubling UK revenue, winning awards and earning a place on their European roster with three consecutive pitch wins.
- Lead strategic response for 4 new business pitch wins (out of 5).
- Managing and developing a team of six planners and working across all agency clients.

*Most proud of: creating a new fan based format for the UCL that's been ripped off many times since, getting to the issues beyond the brief to improve relationships with key clients, lots of pitch wins*

**April 2014 to May 2015 (contract) – Planning Director – Razorfish. Lead on McDonalds**

- Planning lead for McDonald's with a team of 5 planners
- Established a remit looking after digital business strategy as well as digital advertising
- Created a new long term digital and social strategy
- Developed a unique to market positioning for a new McDonald's loyalty scheme
- Led a better understanding and use of data across the account

*Most proud of: Addressing digital business strategy as well as digital advertising needs, being on the McDonalds European Quality Team facing the company's biggest business issues*

**June 2013 to April 2014 (contract) – Strategy Director – TBWA. Lead on Nissan**

- Planning lead for Nissan and strategic lead across inter-agency group
- Established a positioning for on-going Team GB sponsorship and platform to Rio 2016
- Developed new cross European strategic position and messaging for key models like the LEAF

*Most proud of: Getting three times more creative work away in one year than any of the previous two, reframing why people should care about electric vehicles*

***August 2012 to May 2013 (contract) – Senior Business Consultant – Candid.***

- New business project for Which? developing a business and marketing model
- Complete data and digital review across all elements of Marie Curie

***May 2011 to August 2012 – Strategy Director – Exposure.***

- Project work on a large number of clients including Microsoft, De Beers, Bulmers, Hunter & others
- Established European partner strategy for Samsung
- Lead strategy for multiple pitch wins including agency's biggest ever client win

***February 2009 to May 2011 – Head of Planning & Digital – Splash Communications.***

- Responsible for all agency strategic and marketing output.
- Developed a new integrated planning offering and set up a lucrative digital production department.
- Lead new business strategy and extending agency remit on existing clients.

*2004 to 2009 – Senior Strategist – Goodstuff. Virgin, Levis, PlayStation, Ann Summers, Old Jamaica*

*1999 to 2003 – Senior Media Planner – Universal McCann. Coca Cola, Motorola, Nescafe and Sky*

## **Awards and training**

I've won awards throughout my career across different channels. These have been for planning, innovative thinking, creative, product development, digital activations and campaigns. Most have come from industry bodies like the IAB and the RAB, industry media like Campaign, Media Week, The Drum and Revolution. I've also had work help up as best practice by multiple media owners.

I've been extensively trained across a wide range of professional skills including presentation skills, client leadership, account development, team management, creative thinking, ideas generation and brainstorm/focus group facilitation. The usual research tools too.