Jenny Williams

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I am a curious seeker after truth, who loves the challenge of delivering creative, commercially sound communication strategies that help brands and consumers connect. I believe that true cross integration is no longer an optional approach to delivering brand engagement, but is at the heart of every successful campaign.

My curiosity and appetite for challenge has meant that my experience portfolio is very broad. In a nutshell I’ve done everything from delivering the strategic inspiration for the Pet Food aisle of the future for Australia’s largest grocer, to delivering the global launch campaign for a drug that can offer early stage COPD patients more of their life back, as well as lots of experience in the booze and soft drinks categories as well as FMCG generally.

Along the way I have developed an extensive strategy skill set, encompassing Customer Journey Marketing, Behavioural Economics theory application and Shopper Comms planning.

Skills

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| Producer of single minded and inspiring Creative Briefs / Briefing Sessions | Extensive experience within brand and strategic planning across a wide variety of markets including Retail, FMCG, OTC Pharma and Leisure |
| Effective leader of the brand and comms planning process, with the skill set to deliver clear strategies and compelling activation platforms | Deep understanding of a variety of disciplines including Retail / Shopper Marketing, Pharma / B2B and Experiential |
| Creative advocate with an ability to quickly identify the central core of a creative idea and deliver constructive builds and critiques | Application of Behavioural Economics principles as a framework for driving behavioural change |
| Solid grounding in Market Research craft skills: Questionnaire / Discussion Guide design, Focus Group Moderation, and Data / Insight Analysis and Debriefing | Experienced in CX strategic development process, including persona creation and customer experience mapping |
| Experienced workshop moderator including creative ideation and inspiration sessions | Skilled in TTL Comms planning, with the ability to "join the dots" in the complex integrated media environment (on and off line) to ensure a cohesive messaging and activation strategy |
| Author of think pieces and RFP content that have successfully attracted new clients | Versatile skill set and extensive experience ensures success in a wide variety of strategic projects from Brand development to creative strategies and activation / comms planning |

Work History

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Jan 2020-

Client Responsibilities

**GSK ANORO**: Delivering the creative strategy for a fully integrated Global HCP campaign to support ANORO, a COPD treatment that delivers superior effectiveness in early treatment of COPD

**GSK ANORO:** Supporting the brand’s shift to a modular content strategy through the development of CJM and associated messaging for key HCP segments

**GSK** **Zejula:** Developing the creative and communications strategy for the delivery of an unbranded communications campaign designed to reshape the market and help HCP’s understand the choices they have in the treatment of advanced Ovarian Cancer

GSK Zejula: facilitation of remote Brand Personality workshop, designed to create cross functional alignment around the Zejula brand archetype

FREELANCE SENIOR STRATEGIST / STRATEGY DIRECTOR

Oct 2018-Jan2020

Agency Clients

* **Unit 9**: Building an experiential strategy for a leading HNB smoking substitute
* **We Are Alexander:** Developing brand positionings / activation platforms for a variety of brands within the ABI Craft / International Beer portfolio
* **Leagas Delaney**: NPD and Global comms positioning for one of the world’s largest vape brands
* **Blackdog Marketing**: Shopper Marketing chemistry session with Britvic UK

**TSA (AUSTRALIA'S NO 1 INDEPENDENT BEHAVIOUR CHANGE AGENCY)**

Strategy Director // Sydney, NSW // April 2016 to September 2018

Pitch Wins

* **Real Pet Food Company**: Created a new Comms platform for Nature's Gift natural dog food, a challenger brand within the category
* **Diageo**: Successfully launched Australia's first premium pre-mix: Tanqueray & Tonic
* **Heinemann Duty Free**:  Delivered a new Retail Comms campaign to support Heinemann's entry into the Australian market
* **Saputo Dairy**: Created a disruptive new positioning for Liddells Lactose Free to create new interest in Lactose Free dairy
* **Saputo Dairy**: Created new behavioural cues for Devondale Butter Spread to drive increased consumption

Research & Strategy

* **Ferrero Rocher**: Understanding occasionality drivers for Confectionary
* **Diageo**: Understanding and reaching Millennials in the alcohol category
* **Coke**: Key Activation Period strategies to drive increased soft drink consumption

Client Workshops

* **CUB**:  Debunking Shopper Marketing Myths
* **Heinemann**: Creative Strategy and Ideation

Internal Training

* Behavioural Economics

**MCCANN WORLDWIDE GROUP**

Strategy Director // Dubai, UAE // August 2014 to March 2016

Strategy Director across 3 agencies within the MCN group, spanning ATL / TTL (Promoseven 360) Healthcare (McCann Health) and Digital / Customer Experience (MRM).

Pitch Wins

* **RAK Bank:** Created a Premium Banking TTL campaign designed to appeal to aspiring HNW consumers
* **Dubai Aquarium**: Created an ATL campaign to help Dubai Aquarium stand out in the crowded leisure attractions market place
* **Boehringer Ingelheim** OTC Healthcare: Created locally relevant TTL campaigns that made the most effective use of global assets

Customer Experience

* **General Motors**: Regional Strategy lead for Global CX project for GM dealership network, designed to maximise the profit generated by dealers.
* Led strategy input including persona generation, workshopping, customer journey mapping and research analysis

**GEOMETRY GLOBAL / LIFE AGENCY / QUIET STORM**

Freelance Planning Director // London // November 2013 to July 2014

Pitch Wins

* **Visa**: Created the in-store Path to Purchase strategy for a promotional activation for Visa designed to encourage uptake of Contactless payments by leveraging Visa's World Cup sponsorship equity
* **GSK**: Drove the creative and touchpoint strategy for the launch of a new Ribena variant in convenience, via messaging designed to appeal to the Millennial target audience

Cross Agency Collaborations

* **Disney UK:** Led the Shopper Marketing response as part of a WPP group pitch, developing a retail strategy to help drive sales in Disney Stores for Winnie the Pooh merchandise

**THE MARKETING STORE**

Deputy Planning Director // London // September 2009 to October 2013

Pitch Wins

* **Weetabix**: Successfully delivered an integrated campaign designed to bring the brand's fuel positioning to life TTL

Research and Strategy

* **Marks & Spencer**: Delivered a well- received promotional strategy designed to address three key issues for the retailer:

                       - Revitalising Dine In for 10 Pounds

                       - Promotional support for Ladies Fashion

                        - Leveraging Summer 2012

Intellectual Property

* **Kids & Shopping**: A qual pilot study that examined the effect that kids have on grocery buying behaviour
* **The Future of Shopping**: An experiential workshop designed to immerse guests in the Shopping experiences of the future

**ARC WORLDWIDE**

Senior Planner // London // June 2006 to July 2009

Pitch Wins

* **Coke**: Strategies for tailor made promotional support for key Coke activations, including Fanta and Halloween and Coke Sponsorship tie-ups

Brand Support

* **Philip Morris International**: Delivered packaging and branding strategy for Bright Leaf, the first Marlboro NPD variant to be launched for a decade
* **Kraft**: Created integrated strategies designed to create stand out in the coffee category for Kenco and Carte Noir
* **P&G**: Created global Shopper Marketing toolkits for Always femcare

Education

MBA - Warwick University 1987

BA Hons (1st Class)- Business Studies University of South Wales 1986