

Alex Willimott | Integrated Strategy Director

British strategy director based in New York. With experience in brand strategy and comms planning, I've spent the last 10 years helping brands connect with consumers, whether through integrated global campaigns for the likes of Samsung and King, helping a whisky brand find its voice in a changing global market, or using behavioural economics to get people to vote. I'm also on a mission to find the best coffee in the city – suggestions welcome!

Brand strategy | integrated campaign development | digital strategy | channel planning | research & insight development | positioning | workshoping | CX / UX | customer journey mapping

Jan – Apr 2020, Strategy Director (freelance)

R/GA, New York: strategy lead for global integrated campaigns for Samsung

Modern brands can't just *tell* people what they are. We brought the Samsung brand promise of Do What You Can't to life for an audience of tech-empowered makers and content creators, pivoting the brand's 5.1m strong Instagram channel to give them the exposure they deserve and want. I ran the global Content Creators workstream, coordinating global campaigns through a multi-discipline team of 20+ across the US and Singapore

Dec 2019, Strategy Director (freelance)

The Social Element, London: led winning pitch for Mayor of London and London Assembly elections (CONFIDENTIAL)

Voting requires effort. What's the best way to get London's 9m residents to leave their homes, find the nearest polling station, sign ballot papers and have their voice heard? You make it feel like the easiest thing in the world, with a simple, memorable mnemonic call to arms. Our client agreed, awarding us the work after a competitive pitch

Nov – Dec 2019, Strategy Director (freelance)

Uncommon, London: led workshop sessions and wrote global social playbooks for William Grant & Sons

William Grant & Sons has the number 2 Irish whiskey brand worldwide, but needed a way to bring disparate geographic markets, with vastly different levels of digital maturity, in-line and on-message. I ran the workshops and developed the global playbook that enabled William Grant & Sons to do exactly that, in a pilot and a format that's been so successful it's now rolling out to other brands in the portfolio

Apr 2018 – Mar 2019, Creative Strategy Lead

Digitas, London: led a team of strategists running integrated campaigns for UK&I across the Sky portfolio

It's no secret that incumbent entertainment providers are losing share to newer OTT providers like Netflix. Sky is a hardware + software solution, so its problems are more complex and unique within the category. I led a team of strategists working simultaneously on multiple campaigns in TV, print, digital, (D/)OOH, social and radio across the UK and Ireland

Dec 2015 – Apr 2018, Senior Strategist

Engine, London: led global integrated campaigns for King and KP Snacks, digital and social strategy and campaigns for NOW TV and Samsung, omnichannel portfolio strategy development for Hasbro

Casual mobile games are addictive. Why? Two core reasons – they're easy, and they offer a sense of disproportionate reward. This was the basis of my strategy for King's Bubble Witch 3 integrated global launch. This was one of 5 TV+360 campaigns I led at Engine, alongside 15 dedicated digital campaigns across 5 core brands

Jul 2012 – Dec 2015, Planner

TMW Unlimited, London: led EU digital strategy and campaigns for Activision, UK&I social for Lynx (Unilever)

As part of the record-breaking launch of Activision's Destiny, the digital campaign strategy simply talked to 'looter shooter' games fans in the places they already were, segmenting messaging about the upcoming game to align as closely as possible to interests. Often the simplest strategies are the most effective



I've won some awards. I exhibited at London Design Festival and I used to manage an outdoor activity centre for kids. Despite being British I don't like football or tea. I *do* like travel, food, bouldering, craft beer and gaming. I have a Shiba Inu puppy called Leeloo 🐕