

PRAVEEN VAIDYANTHAN

GLOBAL STRATEGY DIRECTOR

12 years' advertising experience across North America, Europe, Asia, Australia and Scandinavia

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PROFESSIONAL EXPERIENCE

Independent Strategy Director, Sydney

Jul 2020—Present

Priorities Developing brand and communication strategies for ad agencies, brands, founders, creative directors etc.

Agencies: Saatchi, Publicis, Special, Thinkerbell, Paper Moose, Dimassimo Goldstein, Mash, Wolfgang Project etc.

Brands: Breitling, Levi's, Netflix, Bonds, Crush, LG, TradeStation, Future Super, Felix, FundLater, Caroma, Karana, Subtle Bodies Los Angeles, Essence Germany, Marina Bay Sands Singapore, Nano, Australia-India Chamber of Commerce, Arney Fender Architects London, Lunos, Oaks Hotels & Resorts, Jimmy Brings, NSW Government etc.

VP, Strategy Director, Saatchi & Saatchi, New York

Jul 2022—May 2023

Priorities Developing brand and advertising campaign strategies for clients, and building long-term brand growth

Clients Campbell's snacks US portfolio

Highlights

/ Developing strategic positionings for the likes of Goldfish, Snyder's of Hanover, Kettle Chips, Pepperidge Farm etc.

/ Developing the strategic fundamentals to inspire better brief writing and objective setting at Campbell's snacks US

Strategy Director, VICE / VIRTUE Scandinavia, Copenhagen

Apr 2018—May 2020

/ Developing brand and campaign strategies for European / international clients, managing a team of strategists

/ Driving strategic thinking and support for global VICE / VIRTUE offices, and drawing outputs from global teams

Clients Pandora, Gainomax, Pernod Ricard etc.

Highlights

/ Developing the brand purpose and global repositioning of Pandora, the world's biggest-selling jewellery brand

/ Demonstrating the case for Malibu's advertising effectiveness ft. +6% in sales, +3% in volume, +10% in share etc.

/ Developing the advertising campaign to reposition Gainomax, Sweden's original post-workout nutrition snack

/ Developing the repositioning of Copenhagen, as an alternative to European grandeur, for the Danish Tourism Board

Strategy Director, Khanna\Reidinga, Amsterdam

Oct 2015—Sep 2017

Priorities

/ Developing brand and communication strategies for clients, derived from strategic workshops, qual/quant research

/ Developing the strategic thinking for new business pitches, while holding high-level brand discussions with clients

Clients Volkswagen AG, Diageo, ING Insurance etc.

Highlights

/ Maintaining a strong new business pitch rate of 60%, winning Volkswagen AG, Diageo, Magnum, Landliebe etc.

/ Developing the brand purpose and positioning of Volkswagen's MOIA, the world's first shared commuter vehicle

/ Developing the branding strategy of Volkswagen's SEDRIC, the first self-driving car of the world's largest carmaker

/ Developing the brand narrative and repositioning of TomTom, Europe's biggest navigation technology company

Senior Planner (freelance), FCB, London

Sep 2015—Oct 2015

Priorities Conducting on-the-ground cultural research as part of FCB's global network of correspondents

Clients Captology

Highlights Delivering qualitative research and insights on the Dutch market, focussing on health care and innovation

Strategist, DT (now AKQA), Sydney

Jul 2013—Oct 2014

Priorities Developing integrated communications and innovation for clients, supporting creative technologists

Key clients Vodafone, KFC, IBM etc.

Highlights Developing a proactive creative brief format, 'The Elevator Pitch,' to sell innovative ideas for clients

Junior Planner, George Patterson Y&R, Melbourne

Oct 2008—Apr 2011

Priorities Supporting head of strategy and planning with consumer research, creative brief-writing and pitching

Clients Cadbury, Cricket Australia, Australian Defence Force etc.

Highlights Conducting ground research to inform strategies for Cadbury Picnic, Boost and Favourites campaigns

Planning Placement, Grey and Publicis Mojo, Melbourne

Jun 2007—Jul 2008

Priorities Supporting head of strategy and planning with consumer research, category analysis and cultural trends

Clients Garnier, L'Oréal, Simplot etc.

Highlights Assisting in the preparation of 'Eye of Australia,' Australia's largest consumer report to inform strategies

Creative Placement, Ogilvy & JWT, Bangalore

Apr 2005—Feb 2006

Priorities Supporting creative directors and senior creatives with campaigns ideas, concepts, copy and art inputs

Clients Hutch/Orange, Nike, Levi's etc.

Highlights Pitching creative ideas for Nike's Air Max 360, Levi's kids and Levi's underwear launch campaigns

EDUCATION

Philosophy and Economics — Harvard Summer School, Cambridge, MA, 2014

Advanced Strategy — AdSchool, Sydney, 2013

Master of Commerce — RMIT University, Melbourne, 2008

Master of Arts, Advertising — RMIT University, Melbourne, 2007

Bachelor of Visual Communication — Loyola College, University of Madras, Chennai, 2006

AWARDS

Nothing is Impossible — Saatchi & Saatchi agency performer award nominee, 2022

Creative Circle — Winner, Agency of the Year Scandinavia, 2020 and 2019

Shortys — Strategy effectiveness, branded content, Malibu, 2019

Cannes — World's Top 3 Agencies, 2019; Titanium, Gold, Silver for Cadbury, Australian Defence, 12, Goldfish, 2023

Effies — Silver for Cadbury; Bronze for Cricket Australia, 2012 and IBM, 2015

APG — Creative Strategy Gold for Cadbury Australia, 2012

B&T — GPY&R nominee, '30 Under 30' Australia, 2010

AdNews — Winner, Agency of the Year Australia, 2010

IAA — Runner-up, paper on brand transparency, 2010

Harvard A — Thesis in Behavioural Economics: Why wine prices and ratings don't matter, 2014

Harvard A — Thesis in Philosophy: Refuting the 'Brain in a Vat' hypothesis, 2014

High Distinction — Final paper, Master of Commerce, 2008

High Distinction — Final paper, Master of Arts, Advertising, 2007

High Distinction — Student Pitch Winner, George Patterson Y&R, 2007