

GEORGE CRICHLAW

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ABOUT ME

I HELP COMPANIES DEVELOP NEW PRODUCTS, SERVICES AND EXPERIENCES BY EXAMINING THE RELATIONSHIP BETWEEN PEOPLE, CULTURE AND TECHNOLOGY.
MY AMBITION: PROVIDE INSIGHTS, IDEAS AND INSPIRATION

SKILLS

Brand Strategy: Architecture, packaging, innovation, identity, expression, naming
Culture + Media: Customer journeys, persona creation, trend analysis, cultural insight, new media
Research: Competitive intelligence, web analytics, sentiment analysis, ethnographies

EXPERIENCE

Freelance

Senior Brand Strategist
New York, NY
12.11 – Present

BRIDGING DIGITAL AND BRAND STRATEGY

WORK INCLUDES: *CIA, UrbanOutfitters, Reebok, Jetsetter, David Yurman, CoolSculpting, AOL, Design Hotels*

HELP A DIGITAL BRAND GROW:

Challenge: Jetsetter expanded its offer yet, were not seeing return on investment
Insight: There was considerable drop off in site usage after a trip is booked
Approach: Reinvent the category by developing branded services
Deliverables: Digital strategy, brand strategy

SEDUCE CONSUMERS TO WANT TO LEARN:

Challenge: Educate and seduce consumers to want to learn more about what CoolSculpting is
Insight: There are three occasions throughout the day that consumers are receptive to messaging
Approach: Own the moments when people feel most self-aware
Deliverables: Digital strategy, social media calendar

Liquid Labs

(Zenith Media)

Associate
Planning Director
New York, NY
04.11 – 12.11

INSIGHTS, IDEAS AND INSPIRATION

WORK INCLUDES: *Dog Chow, Chase, Nestle Waters, Chef Michaels, French's Mustard*

DEVELOP INNOVATIVE MEDIA CONCEPTS:

Challenge: Agency partners often create fragmented concepts that their media partners cannot execute
Insight: Develop a single core big idea that all agency partners agree on
Approach: Develop two hour innovation sessions (include: ad agency, PR, media and packaging agencies)
Deliverables: A single big idea, media tactics and partner recommendations

Freelance

Digital Strategist,
New York, NY
06.10 – 04.11

DEFINING BRAND STRATEGIES AND DIGITAL EXPERIENCES

WORK INCLUDES: *De Beers, Ames, SpikeTV, Keo, Home Depot, Sanofi-Aventis*

A DIGITAL REBRANDING EFFORT

Challenge: Shift consumer perception from diamond dealer to diamond jeweler
Insight: Younger audiences influence the purchase decisions of the established
Approach: Tell a product story connected to people, products and culture
Deliverables: Pitch deck, customer journey, trend analysis and competitive audit overview

DEFINE A CONSUMER NEED:

Challenge: Help a fledgling TV brand appeal to a broad audience online and offline
Insight: The definition of manhood has evolved
Approach: Define what the world needs and what's special about the brand
Deliverables: A definition of customer needs, brand world boards, social media recommendations

Wolff Olins

Brand Strategist,
New York, NY
08.07 – 06.10

CREATING BETTER REALITIES, NOT JUST A NICER IMAGE

CLIENTS INCLUDE: *MapQuest, Microsoft, Hasbro, Target, Starbucks, Windows Phone, Courier*

SHIFTING A BRAND POSITION:

Challenge: Define a handle for a phone category
Insight: Consumers didn't understand what software on a phone meant

Approach: Identified software as a category. Frame the challenges, scoped solutions
Deliverables: A brand descriptor, brand guidelines, applications for advertising, retail, websites, blogs, etc.

DEVELOPING A LINE EXTENSION:

Challenge: Re-establish coffee as an energy drink
Insight: Consumers wanted sustained functional energy
Approach: Explore coffee traditions, global energy rituals, brand attributes + consumer insights
Deliverables: Definition of opportunity. Three brand extension concepts, a global ingredients library

CREATING A NEW CATEGORY:

Challenge: Create new levels of growth for a private-label brand
Insight: Customers wanted to feel good about making value purchases
Approach: Re-position a value driven category with a single premium brand offer
Deliverables: Portfolio optimization, brand name, brand identity, packaging, brand messaging

CRAFTING A CORE BRAND IDEA:

Challenge: Develop a core idea to guide user interface design
Insight: Technology gets in the way of the creative process
Approach: Reframe "productivity" as a creative process served by a creative class
Deliverables: A core brand idea, brand manifesto, design principles for UI, packaging guidelines, retail strategy

RE-INVENTING A BRAND IDENTITY:

Challenge: Create a new visual identity to inspire a UI overhaul
Insight: Maps and directions are no longer enough, the experience of the journey is key
Approach: Develop a brand story informed by design, competition and technology
Deliverables: A design brief, a new brand identity, design guidelines for UI, brand applications

AKQA

Account Planner,
New York, NY
07.05 – 07.07

DEVELOPING BRAND EXPERIENCES THROUGH TECH SOLUTIONS

CLIENTS INCLUDED: *New York Jets, Coca-Cola, Smirnoff, Comcast, Martin & Osa,*

REDEFINING AN AUDIENCE:

Challenge: Make the best destination sports website
Insight: Fans wanted to be closer to the game
Approach: Create a two-tier approach to navigating content (general to specific)
Deliverables: A new UI, a revamped e-commerce site and a mobile strategy

ENGAGING AN AUDIENCE:

Challenge: Create an engaging web experience
Insight: The unofficial story of the founder, marked the rise of vodka as an American icon
Approach: Transform an original spirit into a cultural icon
Deliverables: A new brand website, mobile phone app, consumer seeding strategy

EXTENDING A BRAND CAMPAIGN:

Challenge: Extend a campaign idea into an immersive online experience
Insight: People no longer make the distinction between real and virtual content
Approach: Tell the individual story of characters from the campaign and place them on real job board sites
Deliverables: A seeding strategy, an immersive website

EDUCATION

SCHOOL OF VISUAL ARTS, New York, NY
Products of Design, Master of Fine Arts

September 2013 – May 2015

GEORGETOWN UNIVERSITY, Washington, DC
McDonough School of Business, Bachelor of Science

September 1999 – May 2003

REST OF THE DAY

WELDING
Learning to weld
So I can build furniture

SWIMMING LESSONS
A city kid interested in learning how to surf but needs to learn how to swim first

FOLDING BIKE ENTHUSIAST
A functional design junkie that likes to cruise in and out of busy NYC traffic