

Project Biography Johann Wachs



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Brand Design, Brand Evolution and Brand Repositioning Projects

LeuchtturmGruppe

BETHGE

TREULEBEN

LEGENDÄR

Lighthouse Collecting: Making an analog brand future-fit for the digital world

Lighthouse ('Leuchtturm') 'owns' the market for stamp and coin collecting accessories - but the brand, the products, the team and its culture were analog through and through. How can the world market leader in collecting accessories be positioned for success in the 21st century through a careful digital transformation?

Bethge: Modernizing a personal brand for a new owner

Waltraud Bethge sold her iconic 1980s premium eponymous brand because she wanted to retire. How can the new owner reformulate and reshape the special character of the brand and its stores for the digital world of the 21st century?

Treuleben: Adapting a brand to the evolution of its product range

Treuleben's product range had evolved from bound paper products to high-quality leather products after the sale of the company. How can the new owner modernize the brand's positioning and its sales story so that this upgrade is communicated effectively?

Legendär: Capturing and communicating the founder's brand vision to empower the brand team

A creative entrepreneur invented a cross-category brand based on the concept of utility products made from premium, barely treated materials. How to empower the brand team to translate this unique brand concept into specific actions in product development, marketing and sales while staying true to the entrepreneur's vision?

Client Service and Brand Leadership Projects



Strategic Brand Management:

My contributions in strategic brand management focused on three areas:

- Target group analysis - segmentation, analysis of motivations, barriers, lifestyles, brand perceptions, consumer trends and media consumption behavior
- Brand management - brand personality, brand values, brand development
- Market understanding: competitive analysis, market trends

Vizeum: BMW i3, Ergo

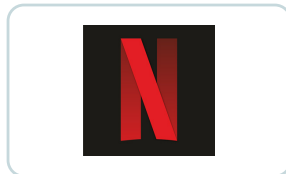
Grey: Allianz Global

Carat: P&G (diapers, pet food, kitchen paper towels), Beiersdorf, Home Depot, Tresemme (hair care)

Ogily & Mather: Verizon, Duracell, Maxwell House (coffee)

Saatchi & Saatchi: General Mills (cereals, fruit gums)

Psychological Brand Research Projects



Psychological Brand Research Projects for Psychologics, Inc.

Conducted the research interviews and authored brand studies using a psychoanalytic method of in-depth interviewing taught to me by its inventor, Psychologics founder Dr. Sam Cohen. Developed brand strategies from the findings.

Example: Becks North America - Psychologically, beer is a gentle disinhibitor that enables community fellowship, especially for young men. As we uncovered, Becks, as a German brand, is associated with the exact opposite of the gentle disinhibitor, namely with fearsome aggressiveness and hyper-masculine superiority. The communication therefore had to make the product superiority of German beer in America (tradition, purity law) emotionally accessible by completely mocking everything else German. This was done through a very humorous campaign: 'Chermans don't do rromance. Zey do beer.'

Other Psychologics projects

Netflix, Burger King, Victoria's Secret, Marlboro, Twix, Pepperidge Farm, Wolf Ovens, Celebrex (chronic painkiller)

New Business & Sales Projects



My task and contribution as the leading strategist in new business tenders was to

- familiarize myself quickly with the category in question
- analyse the salient characteristics of the product, brand, competition, target group and its drivers, barriers and the consumer journey, as well as the market characteristics and trends
- from these insights develop a communication strategy
- brief it to the team
- develop the presentation, coach the team in presentation techniques, and
- present to the client effectively

General Motors Global Media Consolidation

This remains the largest-ever RFP in advertising history - a \$3 billion budget! I was the strategy lead on the new business team, responsible for the media campaigns we developed, per the pitch briefing, for Chevrolet and Cadillac worldwide. We won the pitch with a brilliant presentation at GM HQ in Detroit.

- Vizeum:** Ferrero (Europe), Burger King (Europe), Honda (Europe), ABInBev (Europe), Huawei (global), Shiseido (global)
- Carat:** Home Depot, Beiersdorf, Diageo, General Motors (global)
- Wolf Group:** GE Lighting, Radio Shack, Motts, NYPD, Battery Park City
- Ogily & Mather:** Amtrak
- Saatchi & Saatchi:** Beck's, Kodak

International / Intercultural Management Projects



Building a Global Network Infrastructure - Vizeum Global

The 44 Vizeum country agencies on 5 continents had hitherto operated completely independently without any central global management. My management task was to create a high-performing network: to design a consistent, high quality infrastructure in terms of products, processes and collaboration protocols, to train and implement these locally with the local teams.

The goal was to win continent-wide or even global media account bids from major clients such as Burger King, ABInBev, Honda, Shiseido, Huawei or 20th Century Fox by delivering consistently high quality service.

Result: Vizeum was the fastest growing global agency network through new business from 2015 to 2018, according to RECMA.

I had the same role at Grey Advertising for the Central and Eastern Europe region: to design a consistent, high quality infrastructure across Grey's 14 country agencies, train on the ground with the local teams and implement it.

Multi-Market Pitch Management - Vizeum Global

Intersnack had launched a 14-market pitch in Europe, with each market empowered to make its own agency decision. My management task was to work with the local teams in all 14 markets to develop the a high-quality local strategy in workshops with the local teams, to lead and oversee the development of the presentations remotely, and to coach the local teams to top performances on pitch day.

I also applied the same approach to the these other victorious new business pitches: Ferrero Europe pitch (7 markets), Ferrero pitch English speaking world (Australia, USA, UK), ABInBev Europe pitch, Burger King Europe pitch (5 markets), BMW tenders in Central Europe region (5 markets), Japan, China (2x), South Africa, Shiseido (with the final presentation at their HQ in Tokyo).

Remote Pitch Coaching - Vizeum Global

In my role as Global CSO I offered the following support services to the 44 local agencies for their new business activities: they could book remote workshops with me at important points of the pitch process (briefing, strategy development, presentation development, final presentation) to get 'HQ quality' into their local work and presentations.

Global Information Exchange - Vizeum Global

In order to consistently 'raise the floor' the quality standards of media planning work and media creativity in all 44 country agencies of the Vizeum network, I established, one, monthly conference calls with the 4 world regions to share best new ideas and practices between HQ and region, and two, a global database of presentations accessible to the whole network, which housed presentations from all markets, tagged for better findability.

Content Development & Content Management Projects



100% Online University Courses

Concept development and authorship of scripts for online-only courses with scientific material, case studies, self-tests and practice transfer: ‚Digital Business‘, ‚Innovation Processes‘, ‚Leadership, HR Development & Coaching‘ (each in German and English).

Edubites Digital Learning Units

eduBITES are digital learning units that are mobile, asynchronous, bite-sized, multimodal and modular.

Managed the transition of the entire SMI curriculum to digital learning with eduBITES: co-developed the new eduBITES format and underlying didactics, consisting of fundamentals, lectures, quizzes, and transfer assignments. Led the assignment, briefing, and mentoring of all eduBITE authors. Project managed the entire eduBITES production. Authored several own eduBITES.

Developed eduBITES continuing education programs from Springer- Nature and Premium Speakers content libraries. Conceived eduBITES training programs for companies (Sixt, Serviceplan, THIJNK).

What's Hot With Kids Study

Served as editor-in-chief and presenter of Saatchi's annual voluminous comprehensive study of US youth culture, in both book and presentation format, for major client General Mills.

Digital Kids Study

Develeped the idea and the concept, executed, presented and PR-ed the first study by a U.S. agency on the new phenomenon (1998!) of what is now called Millennials growing up digitally, and the implications for youth marketing.

Training & Professional Development Projects



Lecturer for Management Topics

MA-Seminars ‚Leadership & Communication‘ (Miami Ad School), ‚Innovation Management Advanced‘, ‚Strategic Marketing‘, ‚Change Management‘, ‚Quality Management‘, ‚Organizational Management‘, ‚Network Management‘ (Steinbeis SMI), ‚Creative Leadership & Trends Research‘ (HMKW)

Innovation Training Vizeum Global

Led a training in innovation techniques for 30 strategists from five continents. This took place – in 2015! – in a virtual space with avatars of each participants, so that the whole world could learn together at one time.

Vizeum’s Global Strategy Process

Developed the concept, designed and trained the strategy process on five continents with 44 country teams. Coached local market teams and oversaw their execution in the local markets.

Carat’s Global Strategy Process

Developed the concept, designed and trained the strategy process in nine North American offices. Coached local office teams and oversaw their execution in the local markets.

Grey Central & Eastern Europe’s Strategy Process

Developed the concept, designed and trained the strategy process in 14 Central and Eastern European markets. Coached local office teams and oversaw their execution in the local markets.