

RESUME CHARLES EDWARD FRITH

DATE OF BIRTH 27.06.69
NATIONALITY BRITISH
STATUS SINGLE
LANGUAGES English, Conversational German & Thai

OVERVIEW

- 20+ years in marketing in Europe & Asia
- 10 years as an advertising planner and 10 years in account handling in UK, Germany and Asia
- Trained in UK for 2 years at McCanns, Burnett, Publicis and HHCL & Partners
- 7 years as a planner/account director in Asia (Thailand, China, HK, Singapore and Shanghai and Beijing)
- Experienced on MNCs and local clients

BRAND EXPERIENCE

AUTOMOTIVE

Volkswagen, Europe & Asia DDB Bangkok (Now DDB Far East)
Renault (Publicis London)
The Automobile Association (AA), UK (HHCL&Partners)
Mobil Oil (DDB Bangkok)
BMW Call Centre (Mondial Thailand)

BEVERAGES MEDIA

Coke Handelsblatt - Germany
Coca Cola Marocha Tea Perfect 10 - Singapore
Coca-Cola Qoo Gold FM - Singapore
Coca-Cola Bocco
Coca-Cola Sunfill
Warsteiner Beer

FINANCIAL SERVICES TELCO

AXA Life insurance -Thailand E-Plus Mobil – Germany
Allianz - Germany AIS - Thailand
Allianz – India/Vietnam Nokia – Greater China
Krung Thai Bank Lucent Technologies

TRAVEL FMCG

Ethiopian Airlines (Global) Muller Yoghurts - Germany
SAS Airlines Qoo - China
Thai Tourism Authority Lux Soap– Pan Asia
Novotel & Alitalia Coke

MISCELLANEOUS

Mobil Oil
Bass Brewery Vintage Inns
Hays DX – Business to Business Document Couriers

SKILL SET

Full service Account Handling Experience including Account Director on VW Thailand

Full strategic development

- Brand platforms and business opportunity/sales development

Research:

- Qual/Quant, U&A studies, brand tracking and depth interviews
- Creative development research, moderating, debrief presentations

Leadership

- Setting up agency planning departments in Germany & Asia
- Planning Director DDB/JWT

Integration

- Fully integrated including digital strategies for media-neutral planning
- Developing ATL, direct marketing and response media campaigns
- Prospect listing, media selection and database management

New Business

- Strategic development of numerous successful pitches in Europe & Asia
- New Business Development
- Mature and engaging presentation skills

CAREER

2001 –2012 Account Handling and Strategic Planning Roles in Europe & Asia

(Mostly Freelance except for DDB Bangkok and JWT Beijing)

Last Permanent Role – After working with JWT in Bangkok (On Unilever) and then JWT London on the Global NOKIA business, I was sent to JWT Beijing to establish a planning department on the NOKIA business till July 2008. Since then freelance roles in Hong Kong (Citibank) and Bangkok.

Last freelance role: Grey Finland – Finnish Tourism Account.

Agency Consulting

BBDO DUSSELDORF
HAKUHODO Global Marketing Design, Hong Kong
LOWE WORLDWIDE
DENTSU, THAILAND
JWT Bangkok/London
Grey Finland

Client Consulting

VOLKSWAGEN ASIA
AXA INSURANCE
AUTO RESOURCES ASIA
BMW DIRECT RESPONSE CALL CENTRE

Addendum (Examples of Consultant Planning Work)

The last Major Thailand project I worked on was for JWT/Unilever in Bangkok to introduce the team to the principles and concepts of Web 2.0 and in particular social media. My recommendation was that they are not ready for it yet, and that an interruptive model is much more suited for their communications.

BBDO Dusseldorf – I worked on the following brands

Muller Milch: Muller produces a range of yoghurt snacks and drinks. We successfully pitched for the pan Euro business covering Spain, Italy, France, Holland & Denmark. The business pitched for, was initially the launch of a range of Yogurt based drinks with whey, natural flavours and fibre supplements. However, based on the strategic and creative planning we were awarded the Froop, Corner Yoghurt and Crema business.

Die Bahn: Germany's rail network Die Bahn traditionally offered a rail card that provided a simple 40% discount for users on all tickets at any time. The marketing strategy for the new card was to change consumer behavioral pattern by booking rail tickets in advance to manage passenger congestion. The Discounts offered, would be incrementally higher, the earlier the ticket was booked. Naturally this was seen as being less convenient than the old uniform discount system and the work developed was about neutralising customer resentment and emphasizing the substantial pricing benefits of traveling in groups, such as families and friends.

E Plus Mobile Phone Network : A Nationwide campaign for a new pricing system called 'Tarif Automatik' that moved customers into the optimum mobile phone tariff dependant on usage. The challenge for this 'blue collar' mobile phone service provider was to communicate in a simple and fresh manner the complexity of intelligent billing as well as to realign the brand with a more progressive service provider; the first to introduce 2 ½ G services in Germany.

Last Freelance Projects

GREY Finland and I worked together developing the Finnish Tourism campaign for this summer. Because of my British Planning experience and Asian location a neutral but experience voice was needed between the development in Finland and execution of the strategy in London. It was not good work and it was my job to explain that London were not bringing Finnish strategy to life.

Citibank Worldwide (Hong Kong) – I was asked to research an Asian response to the new Citibank Global Corporate strategy. Something very interesting happened. For the first time, high profile financial professionals in Hong Kong associated Global Finance Branding as weaker than Asian Finance brands such as HSBC or Chinese Banks.