

Brian Millar

Director of Strategy at Sense Worldwide

London, United Kingdom, , GB

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Biography

I am responsible for strategy at Sense Worldwide, which was named Marketing Magazine's Agency of the Year last year. Crikey. We specialise in Brand Masterplanning for global corporations like Nike, Pfizer, J&J and Vodafone. We also work with some big US Fortune 500 companies including Regence BCBS and MVW packaging. I've spoken at Economist events (Technology Frontiers), WPP Global Senior Management Summits, WARC, CMO Exchange and many others. Recent talks have included, "Becoming Consumer Eccentric - how Witches, Dominatrixes and Ultramarathon Runners can transform your business'. I have written for many publications including The Daily Telegraph and Harvard Business Review.

Availability

Keynote, Panelist

Industry Expertise

Consumer Goods, Research, Advertising/Marketing

Areas of Expertise

Digital Marketing, Social Media, Advertising, Innovation, Marketing Strategy

Affiliations

D&AD, DEMOS, BAFTA, apg.org.uk, One Club of NY

Sample Talks

Becoming consumer eccentric: How witches, dominatrixes and ultramarathon runners can transform your business.

Sense Worldwide seeks out extreme consumers. We run communities of extreme athletes and sports fans for Nike. We've sourced dominatrixes to help transform blister products, and Brazilian transsexuals to transform the way depilation cream is marketed. For an air freshener manufacturer we brought in a Pagan witch. Average consumers tell you what you already know. They bring validation. Extreme consumers can give you a whole new way of thinking about your category. They bring inspiration.

Event Appearances

Reinventing companies for the World of social media
Economist Technology Frontiers

Becoming consumer eccentric: How witches, dominatrixes and ultramarathon runners can transform your business
CMO Exchange

Education

University of Oxford
First Class BA Hons English Language & Literature

Accomplishments

Advertising Age Campaign of the Decade (IBM Solutions for a Small Planet)
Adage named Ogilvy's IBM Campaign as the best campaign of the 1990s. I was a lead copywriter on it.

18x One Show Creative Awards

6xD&AD awards

Marketing Magazine Agency of the Year (nominated)

Marketing Magazine Agency of the Year

Testimonials

Steven Cook

Sense Worldwide's Jeremy Brown, CEO, and Brian Millar, director of strategy, got the conference rolling with a bit of Jiu-Jitsu on the "consumer-centric" conference theme during their "Marketing Transformation Strategy: Becoming A Consumer-Eccentric Business" keynote. Sense Worldwide seeks out extreme consumers, what some might label "eccentric and out there" consumers, for some of the world's most innovative companies. We've all seen these kinds of consumers during our marketing careers; we just did not pay much attention to them. Jeremy and Brian shared some of their eccentric adventures, as well as the unexpected insights and results their approach has generated for their Fortune 1000 global clients. More: <http://snipurl.com/22puv2y>

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