
PROFILE

JULIAN SMITH

Julian is one of New Zealand's leading brand strategists. Leading the BRR brand strategy team, Julian has developed transformational brand and marketing strategy for Libraries Aotearoa, New Zealand Trade & Enterprise, Better by Design, Brand Maori and New Zealand Antarctic Research Institute.

Julian applies Design Thinking and Marketing Strategy principles to create collaborative thinking that redefines markets. Much of Julian's work is with CEO's and Marketing Managers to transform their companies and brands. Julian brings experience as a Global Marketing Director at Orca and has held previous Marketing and Brand Management roles in New Zealand and Hong Kong.

Julian has led the Libraries Aotearoa project to create an attitudinal shift to libraries and librarians, positioning them as an essential component in the future development of New Zealand society.

Julian will be leading the Brand Libraries workshop outlining the work with LIANZA on the Libraries Aotearoa brand strategy, design and marketing.

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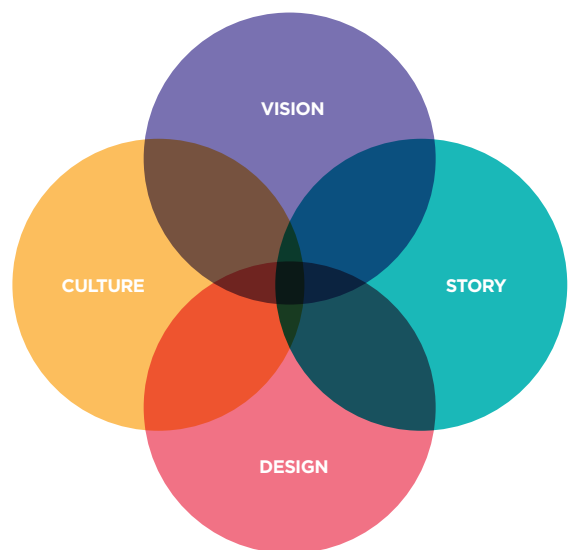


COMPANY OVERVIEW

At BRR we believe a great brand comes from a stand-out vision, tells a unique story, is expressed through distinct design, and includes a supportive culture where people bring the strategy and values to life. BRR's methodology is based on these four pillars. We are brand creators and developers covering brand strategy through to design and implementation.

BRR is an agency for creative thought, insightful strategy, compelling storytelling and purposeful design.

BRR has helped transform many corporate and community brands in New Zealand, Australia, Asia and Europe. Universities and marketing institutes have acknowledged their unique methodologies with client case studies being taught at universities in Melbourne and Singapore, and at Harvard University.



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