

# *BRAND Strategy*



Let's elevate your brand and maximize your market value

**CONTACT**  
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# STRATEGIC



# ACTION



# SOLUTIONS THAT DRIVE REAL CHANGE



Do you need someone who delivers world-class strategic planning and marketing solutions with speed and precision?

I specialize in transforming challenges into growth through bold ideas and smart strategies.

I've worked with leading organizations across sectors including multinationals, hotel groups, airlines, publishers, and high-tech startups.

I help businesses strengthen their brand, uphold professionalism, and stay focused on their marketing objectives.

With dynamic creative solutions, I ensure companies and their products stand out in competitive markets.

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# SUPERIOR Ideas & Strategy

Bob Garlick  
**CREATIVE LEADERSHIP**



For many years, I've combined creativity with strategy to bring meaningful communication to life.

At the heart of my work is a simple belief: great communication begins with a story that captures the soul of a brand.

My global journey has taken me through leadership roles in cities like Bangkok, Hong Kong, Houston, and Toronto, guiding teams and inspiring ideas.

I've had the privilege of working with iconic brands such as Coca-Cola, BMW, and Lufthansa, as well as nimble startups with big dreams.

I remain passionate about shaping creative strategy with fresh perspective, clear purpose, and genuine energy.

# The Process

**LISTEN & LEARN:** Engage with key stakeholders to uncover what makes the brand truly special and unique, ensuring a deep understanding of its essence.

**VISUALIZE & PLAN:** Craft a compelling concept and narrative that clearly articulates the brand's core values, distilling them into a message that resonates.

**APPROVE & EXECUTE:** Guide and motivate teams to stay aligned with the brand's vision, ensuring the highest quality and integrity in every aspect of the brand's communication.

**REVIEW:** Analyze the project's outcomes to extract insights, allowing the team to refine processes and enhance efficiency for future initiatives.

**LISTEN****LEARN****VISUALIZE****PLAN****APPROVE****EXECUTE****REVIEW**

**CASE**

Showcasing some of my most  
impactful success stories

**Studies**

## Pan Pacific Hotel, Bangkok

**NEED:** Show appreciation to Fortune 500 companies in Asia using the hotel for meetings and accommodations.

**IDEA:** Create fun, culturally sensitive gift packages that keep the hotel top-of-mind for executives and their assistants.

**RESULT:** Over four years, we delivered “Thank You” boxes biannually. A standout package, themed around Thailand’s Songkran Festival, included a branded water pistol and Martini voucher, resulting in a 60% response rate and a 42% increase in business event bookings.

**PARTICIPATION:** Creative Director and Concept Development, Production Coordinator, Project Manager. Reported to CEO and Food and Beverage Manager.



*“All the other hotel managers  
want my direct mail packages”*  
Bill Sotherland - Hotel Manager

## Yacht Haven, Phuket



**NEED:** Market luxury housing, shops, and apartments on 750 hectares as a premier international destination for second homes or vacation properties.

**IDEA:** Introduce yacht racing as a lifestyle in Southeast Asia, promoting the location to global yacht clubs.

**RESULT:** In a 21-week campaign billed at \$7 million, we sold 50% of the project in under a month. The campaign included a 35-page brochure, media placements in top Asian publications, and a series of high-end business luncheons. A book and limited edition poster highlighted nearby tropical islands, and targeted direct mail invited the global yachting community to consider this as a race stopover.

**PARTICIPATION:** Art Director and Concept Development Lead, reporting to Executive Creative Director at DDB Needham.



*"We sold 50% of the project in 15 days, this record still holds today"*  
Don Westword - Sales Manager

# AT Kearney Global Management

**NEED:** Attract female talent and improve retention by showcasing family-friendly benefits.

**IDEA:** Use whiteboard animation for simple, engaging videos that highlight key benefits.

**RESULT:** The campaign increased female applicants and improved post-maternity leave transitions. Some videos were later used as public recruitment tools.

**PARTICIPATION:** Art Director, Video and Animation Art Direction. Reported to Global Manager for Inclusion and Diversity.



*"I always called them when I needed it done on time and on budget"*  
Laura Ashton - Global Director Chicago

## Coca-Cola, Japan



**NEED:** Maintain Coca-Cola's relevance in a market flooded with new soft drinks.

**IDEA:** Break from the 10-year-old "I Feel Coke" campaign, introducing bold new concepts from a North American and Japanese art team.

**RESULT:** The campaign culminated in a Blade Runner-style ad, produced by David Finch and featured in theaters. The campaign successfully reinvigorated the brand while adhering to global standards.

**PARTICIPATION:** Art Director, Storyboard Artist, Editor, Brand Consultant. Reported to Creative Directors in New York and Tokyo.



*"He has such incredible raw talent and energy"*

*Herb Skelton - Creative Director*

## Asia Books, Thailand

**NEED:** Rebrand for better engagement with English-speaking customers in Southeast Asia.

**IDEA:** Align the brand's messaging and graphics with top publishing companies to resonate with North American and English-speaking audiences.

**RESULT:** We produced a quarterly product catalog, revamped book designs, and tailored marketing materials leading to a 43% increase in international book sales within three months.

**PARTICIPATION:** Corporate Liaison, Brand Strategy, Creative Director, Project Manager. Reported to the company owner.

*“His strategies always balanced  
with our marketing and branding”*  
Aswin Techajareonvikul- CEO Asia Books



## Crypto Crown Global



**NEED:** Streamline onboarding for clients entering the blockchain world.

**IDEA:** Create a series of brief, easy-to-search tutorials covering common issues like crypto exchanges, wallet registration, and fund transfers.

**RESULT:** The system allowed quick access to solutions with tax education videos particularly valued. Monthly live Zoom sessions provided further client support.

**PARTICIPATION:** Art Director, Video Editor, Community Manager, Brand Consultant. Reported to CEO and VP Marketing.



*“Our community values their work and appreciates their dedication”*  
Jens Madsen – CEO

## Catt Security

**NEED:** Reposition the brand to attract a higher-value client base.

**IDEA:** By simplifying the core message and delivering unique, value-added services and tools, the company was able to attract stronger, more qualified clients.

**RESULT:** The most successful offerings were built around a clear promise of fast, continuous information for clients. This repositioning established the brand as one of the go-to solutions in Western Canada.

**PARTICIPATION:** Creative Director, Designer, Strategist. Reported to the owner.



*“So many great ideas, delivered  
with quick and careful execution”*  
Lucky Pawa – CEO

## COMMUNICATION CASE STUDIES

# SANTerm



**NEED:** Develop a brand strategy that could be consistently applied across multiple corporate structures.

**IDEA:** Use a clean, consistent typographic style paired with powerful imagery and minimal text to capture the imagination of investors, stakeholders, and the communities the project serves.

**RESULT:** We created a series of marketing and communications tools that supported the development team and senior managers in presenting a unified vision across multiple industries.

**PARTICIPATION:** Creative Director, Designer, Strategist. Reported to the Managing Partner of SAN TERM Managers.

*“When we needed solid strategy and guidance, they were there.”*  
Joe Spears – VP Development SanTerm

## Podcast Trailblazing

**NEED:** In 2012, podcasting was uncharted territory. Our mission: create a podcast from scratch and hit 500,000 downloads quickly, proving the medium’s potential.

**IDEA:** The approach was simple yet effective. We interviewed business book authors, asking seven key questions in a casual, unscripted style. The goal was to foster genuine dialogue, far from the typical sales-driven interviews of the time.

**RESULT:** Momentum quickly built, and within six months, publicists eagerly sent books for their authors to be featured. Global interviews were conducted via Skype and now Zoom.

Behind the scenes, we streamlined production, cutting the time from recording to publishing from 12 hours to just over two. This efficiency allowed for a consistent weekly release. The show hit 500,000 downloads before episode 200, expanding to five additional show topics over the next seven years.

**PARTICIPATION:** Producer, Designer, Audio Engineer, and Social Media Manager. The project became a blueprint for podcasting success in a rapidly growing medium.



*“Best interview I’ve ever had”  
Joseph Michelli – Leadership Lessons*

## Services



**CONSULTING:** With decades of marketing, branding, and communication experience, I offer expert guidance in any situation, providing timely advice to navigate challenges effectively.

**GROWTH STRATEGY:** I combine technological innovation with core communication strategies to drive sustainable growth, keeping your brand relevant and prepared for future expansion.

**PROJECT MANAGEMENT:** I oversee the strategies I recommend, ensuring smooth execution and relieving pressure on your management team.

**BRAND DEVELOPMENT:** Consistent brand messaging is crucial in today's social media-driven world. I create communication tools that reinforce your brand's core values, protecting its integrity and boosting your bottom line.

## Sector Experience

**EXPERIENCE:** I have streamlined, enhanced, and elevated brands across a wide range of industries:

- Global Tech Companies
- Food & Beverage
- Hospitality & Hotels
- Restaurant Chains
- Retail & Franchises
- Airlines
- Startups
- Real Estate Development
- Industrial Parks & Factories
- Energy Sector
- Consulting Firms
- Non-Profits



Brand Awareness Strategy  
Social Media Marketing Strategy  
Project Management  
Traditional Advertising Campaigns  
Branding and Communications

LET'S BUILD A BETTER BRAND AND COMMUNICATION STRATEGY

**CONTACT**

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