

Case Study: Repositioning a Legacy Brand for a Culture-First Digital Moment

Organization: National Consumer Brand (Composite)

Agency Context: Integrated Creative / Digital Engagement

Role: Account Lead & Strategic Partner

Scope: Brand Narrative, Digital Campaign, Cross-Channel Execution

The Challenge

The client was a well-known legacy brand with strong awareness—but declining relevance among younger audiences. Internally, they were stuck between two competing impulses:

- Preserve what had “always worked”
- Modernize fast enough to stay culturally visible

Previous campaigns were polished but safe. Performance was flat. Social engagement lagged. The brand needed creative confidence, not just more media spend.

The Insight

Through early stakeholder conversations and audience review, a pattern emerged:

The brand was talking *about itself* when audiences wanted it to take a position—to feel human, opinionated, and present in the culture it served.

The opportunity wasn't a new slogan.

It was a shift in voice.

The Strategy

I partnered with creative leadership to help reframe the brief from “campaign execution” to narrative repositioning, anchored by three principles:

1. Culture-first, not channel-first
2. Emotion before explanation
3. Consistency over cleverness

We developed a creative platform that allowed the brand to show up as a *participant* in its audience's lives—not a commentator.

Creative Direction

The campaign leaned into:

- Short-form, social-native storytelling
- Real language, not brand language

- Moments of tension, humor, and honesty

Instead of hero ads, we focused on:

- Modular content
- Creator-adjacent formats
- Dialogue-driven copy
- Visual restraint that trusted the message

My role was to:

- Translate strategic intent into creative clarity
- Protect the work from over-polishing
- Ensure every execution laddered back to the core narrative

Execution

I led daily coordination across:

- Creative
- Social
- Strategy
- Client stakeholders

Key responsibilities included:

- Guiding creative reviews with senior clients
- Helping creatives defend bold ideas with clarity, not defensiveness
- Aligning social, digital, and owned channels into a cohesive story
- Managing scope and expectations without dulling ambition

The Outcome

The campaign delivered:

- Strong engagement lift across social platforms
- Increased organic sharing and commentary
- Internal alignment around a new creative standard
- A creative platform the brand could build on—not reset

More importantly, the client gained confidence in leading with ideas, not just tactics.

What This Demonstrates

- Creative leadership without ego
- Ability to elevate work while protecting teams
- Strong client stewardship during moments of risk
- Modern understanding of social, culture, and brand voice
- Balance between ambition and execution