

JAI TEKWANI

Brand Strategist

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 The Space

ABOUT ME

I am a Brand Strategist at DDB's global intelligence platform, where I develop research and perspectives that support projects across international markets. Over the past three years, I have helped build a system that now brings 30 to 40 offices to our team each week for strategic input, contributing to brands such as McDonald's, Westpac, Vattenfall, EA Sports, Kroger, and many more. Time spent working in Prague and Berlin has also strengthened my understanding of how strategy adapts across cultures.

Outside of work, I write on Substack about culture, community and consumer behavior. I also enjoy testing strategy in Fantasy Premier League, where I combine my love for football with data.

EXPERTISE

- Advertising
- Brand Building
- Campaign Development
- Consumer Research
- Marketing Strategy
- Positioning
- Segmentation

AWARDS

- Silver at Warc Awards in the Asian Strategy 2022
- Grand Prix in 2022 and Bronze in 2021 at Spikes Asia
- Bronze at One Show, 2022
- Effie Awards in 2019, 2021, and 2022

Experience

● Sr. Brand Strategy & Research Director | Dec. 2021 – Present DDB Worldwide

Strategic and Research Content

- Built and scaled DDB's Global Intelligence Hub – The Brain, leading a team of researchers to track shifts in categories, consumer behavior, and brands across markets. Leveraged tools like GWI, Statista, WARC, eMarketer, etc. to deliver insights for projects across 70+ offices.
- Produced thought leadership content to address real-world shifts, covering trends and cultural event moments to fandom and communities.
- Led knowledge-sharing initiative across DDB Network on prestigious pitches. Some of the big pitch wins include Amazon (France), DoorDash (Australia), and PlayStation Stars (US).
- Partnered with DDB's AI team to train its proprietary GPT on 1,000+ campaigns (including Cannes winners), mapping emerging themes such as fandom, edutainment, women's empowerment, anti-establishment, etc.

Hub Development and Operations

- Built a centralized library combining DDB's reports, case studies, and pitch decks so strategists could quickly access and reuse work across DDB network.
- Automated competitor tracking through n8n workflows that helped teams with real-time alerts on brand activities on social media.
- Improved research delivery processes, enabling multi-market support and driving a 40% increase in project throughput for the Brain.

● Sr. Brand Strategist | Jul. 2020 to Nov. 2021 DDB FTW, Prague, Czech Republic

- First DDB Mudra India strategist appointed to a global role, transitioning to Prague as an early member of DDB's gaming hub For The Win (FTW).
- Collaborated with top Counter-Strike teams (Astralis, G2 Esports, Natus Vincere) and Logitech to create fan content that gave them an insider view of esports pros' demanding lives, blending entertainment with authenticity.
- Provided strategic support on pitches for brands like ESL, Hasbro, Win.com, and Marmalade Game Studio.

● Sr. Brand Strategist | Jun. 2016 to Nov. 2020 DDB Mudra Group, India

- Led strategy and account management for McDonald's India (South & West), driving the winning pitch that secured one of DDB Mudra's largest accounts. Developed its India positioning and delivered campaigns that drove fame as well as business results. Key campaigns included:
 - EatQual, an inclusive design initiative that redefined accessibility at McDonald's.
 - Make Your Choice turned McDonald's menu into a call for youth voter participation.
 - Post-COVID Reopening Campaigns that reinforced McDonald's as a trusted and safe space during uncertainty.
- Partnered with adam&eveDDB London to adapt Kwaliti Wall's global positioning for India and Pakistan, ensuring relevance to regional values while maintaining brand consistency across South Asia.
- Strengthened Big Bazaar's regional presence by launching 72 festival-specific campaigns and introducing a wedding retail category, establishing the brand as the go-to for both festive and wedding shopping.

● Brand Strategist | Nov. 2014 – Jun. 2016 | TBWA \ India

● Media Strategist | Feb. 2014 – Nov. 2014 | PHD India

● Brand Strategist | Apr. 2013 – Feb. 2014 | JWT India

● Copywriter | Apr. 2012 – Apr. 2013 | JWT India