JAI TEKWANI

Brand Strategist

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The Space

ABOUT ME

I spent the better part of the last 4 years leading strategy at DDB's global intelligence platform, supporting 90+ offices. I helped build a system that brought 30 to 40 offices to the platform each week for strategic input, working across brands like McDonald's, Westpac, Vattenfall, EA Sports, Kroger, and more.

I have since moved into consulting, partnering primarily with Omnicom agencies on brand strategy. Time spent in Prague and Berlin shaped how I think about strategy across cultures, something that continues to inform my work today.

Outside of work, I write on Substack about culture, community, and consumer behavior. I also play Fantasy Premier League far more seriously than I should.

EXPERTISE

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

AWARDS

- Silver at Warc 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

Brand Strategy Consultant | Feb.2026 - Present
Omnicom Global

- Created a trend report covering Natural Products Expo West 2026 for adam&eveTBWA\Humanity, translating on-the-ground product innovation and category signals into strategic insights for food and wellness brands.
- Led communication strategy for MTN's FIFA World Cup activation with BBDO Nigeria, shaping the brand's role in football culture and fan engagement across Africa.

Sr. Brand Strategy Director | Dec. 2021 - Jan. 2026
DDB Worldwide

Strategic and Research Content

- Built and scaled DDB's Global Intelligence Hub – The Brain, leading a team of strategists 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.
- Led knowledge-sharing initiative across DDB Network on prestigious pitches. Some of the big pitch wins include Amazon (France), T-Mobile (Czech Republic), and DoorDash (Australia).
- 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 Jul. 2020
DDB Mudra Group, India

- Led strategy 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 Kwality Wall's global positioning for India and Pakistan, ensuring relevance to regional values while maintaining brand consistency across South Asia.

Brand Strategist | Nov. 2014 - Jun. 2016 | TBWA\India

Media Strategist | Feb. 2014 - Nov. 2014 | PHD India

Brand Strategist | Apr. 2013 - Feb. 2014 | JWT India