

The manwith3heads offer

A strategic brand & communications
mind for hire



manwith3heads 
RESEARCH - COMMUNICATION PLANNING - WRITING

Identifying and articulating value



The manwith3heads is Mark Johnson. Mark is passionate about the need for organisations to be clear about their brand, their value proposition and their competitive advantage.

He has spent the past two decades helping clients to create stronger brands with clearer offers and more competitive market-facing messages.

As the economic climate has become more turbulent, this service is proving more valued than ever.

The DNA



Mark is a rigorous, well-informed commercial thinker, addicted to delivering clarity and results. He has worked with some of the most demanding agencies in London as a brand strategist and communications planner.

In 2003, he left a full time Strategy Director role at M&C Saatchi. He set up [manwith3heads](#) as a hybrid communications planning practice, blending work with agency teams alongside direct engagements with clients.

Unusually, Mark enjoys going beyond the strategic planning phase to deliver market-facing copy for use in all media from digital to print to live speeches.

No complex methodology - Just the three heads



One head has experience of **Research**. As in: desk-research, and research involving internal stakeholders, users, experts, opinion-formers, clients, consumers, competitors and market trends in general. This first head is used for the Intelligence Gathering stage of projects.



The second head has been a **Communications Planner** for many years. Mark's view is that this discipline can be over-complicated: "I once had to explain my job to my young son. I said that I arranged business people's messages to make their story easier to tell. There is more to it. But, ultimately, that's pretty much what I do most days." This head takes over when the information-gathering is complete.



Head three is a **Writer**. Mark began his career writing scripts for TV & live events, and copy for an advertising agency. He still writes, sometimes wearing a strategic hat (when crafting a brand proposition or a set of key messages), and sometimes wearing a creative hat (when writing market-facing collateral). Like this brochure, for example.

Value creation at a point of change



Many manwith3heads projects involve businesses at a point of significant change.

Some clients are reconsidering fundamental issues such as product offer, articulation of the service mix, or business name. Others are reviewing the brand proposition and the underlying brand architecture. All are seeking to communicate a new direction to key stakeholders.

Other projects have a pure communications focus, involving marketing strategy and market-facing communications. Such assignments aim to communicate competitive advantage in a way that drives sales and long term results. Often, these projects involve the creation of a Marketing Messages Bible, for use by those creating communications subsequently.

Three headed approach



Typically, Mark's involvement falls into three categories:

- **Intelligence gathering:** scoping of the brief, stakeholder research, trend tracking and market analysis.
- **Strategic planning:** brand propositions, brand architecture, identity strategy, marketing strategy, creative briefs.
- **Writing:** going beyond PowerPoint to craft audience-facing copy. Anything from a Brand Bible or a keynote speech to marketing collateral in all media.

Entrances & Exits



Mark usually joins projects at the outset, when the nature of the strategic puzzle is being calibrated.

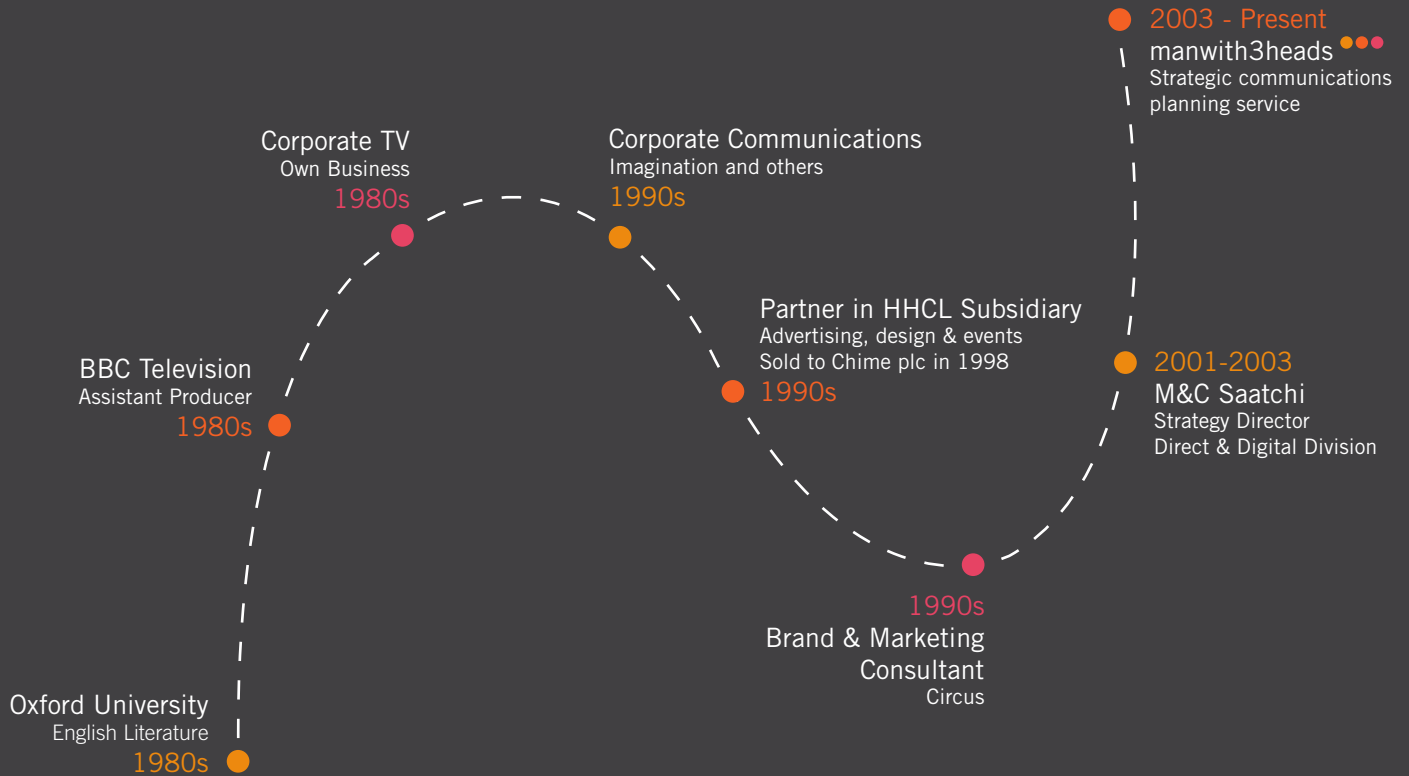
The exit point depends on the brief and the shape of the overall team. Typically, when working with agencies, handover is in the form of a strategic plan and/or creative brief.

Whereas, when working direct with client organisations, the exit can be later, and involve assisting in the development of key market-facing deliverables, often in partnership with existing agencies.

Potted History



The manwith3heads is Mark Johnson. Mark is a communications animal, steeped in the disciplines of audience research, communications planning, and well-crafted messaging. Hence the three-headed offer.



For a more personal introduction, please get in touch via:

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