

CRAIG TAYLOR

STRATEGIC BRAND DEVELOPMENT,
COPY & CONTENT OPERATIONS



A seasoned brand development and
creative lead in the travel and tech
industries.

Explore CV





About Me

I'm a multi-lingual **brand development, copywriting and content strategist** specialising in the tech, travel and outdoor industries.

A seasoned professional with over a decade of experience, I specialise in leading large-scale rebrands and global creative campaigns, developing and safeguarding brand infrastructure and tone of voice documentation, and leading impactful communication strategies that deliver sustainable growth.

Notable accomplishments:

- Successfully led teams of over 30+ people.
- Helped grow komoot's MAU numbers from 1 to 37 million between 2017 and 2022.
- Track record of delivering multi-year, multi-million-pound brand internationalisation projects.

Recent Projects



OUTDOORACTIVE

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KOMOOT

Pages 9-12

**National
Parks of
Europe**

NPE

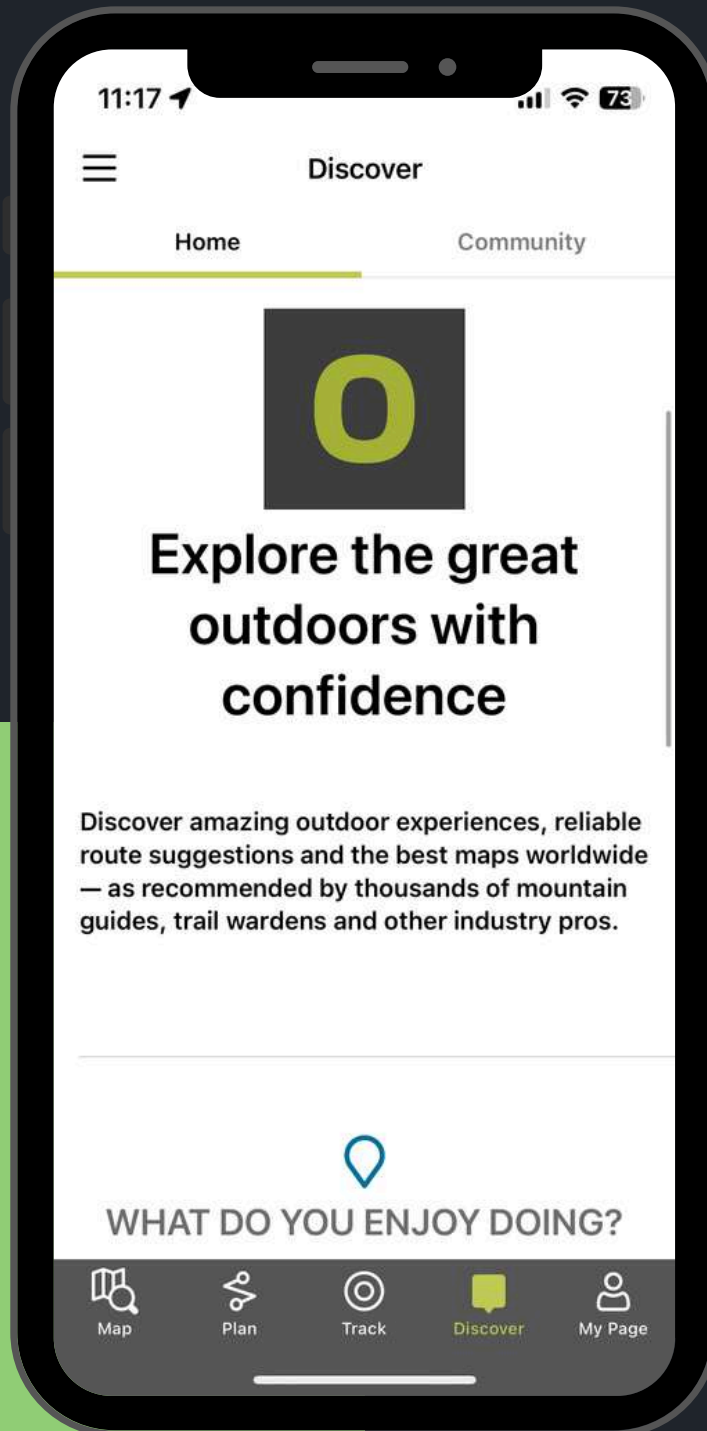
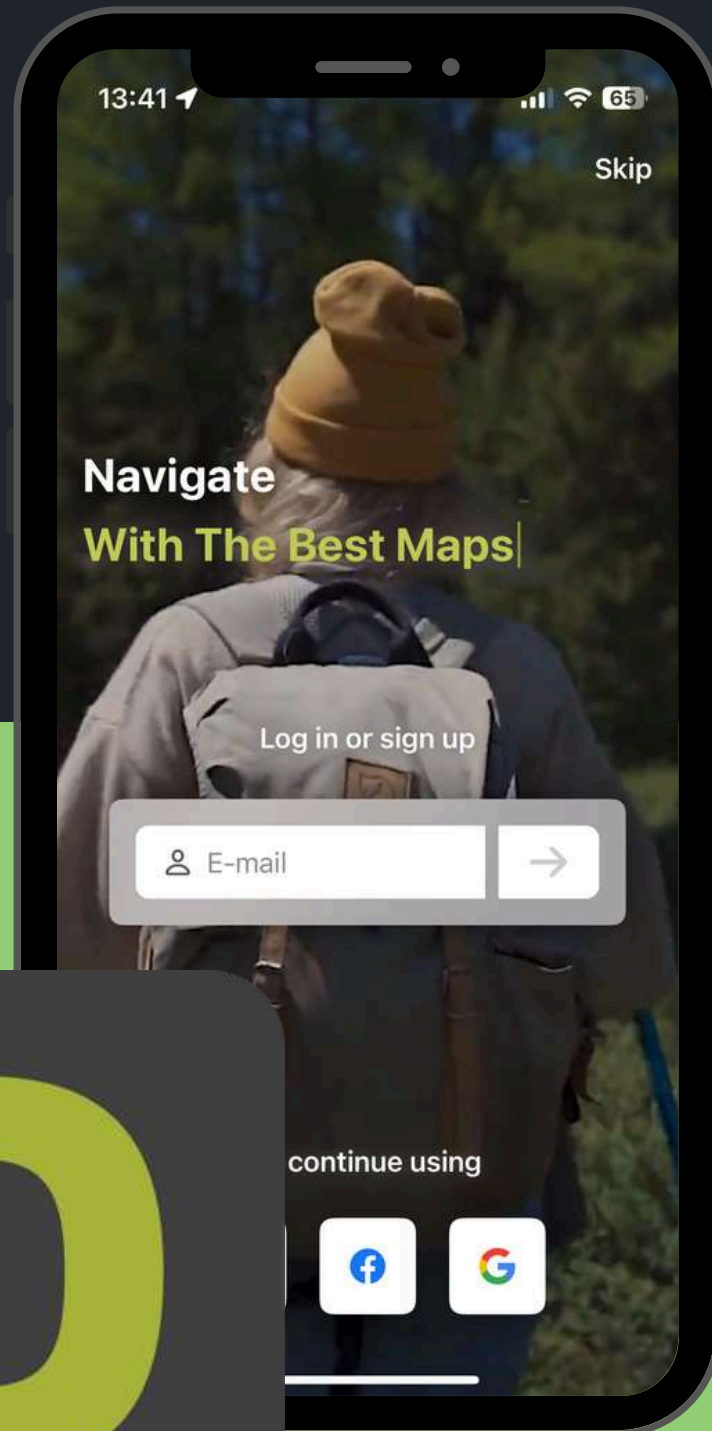
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TVSMILES

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OUTDOORACTIVE



Rebranding Outdooractive

REDEFINING EUROPE'S OLDEST
OUTDOOR NAVIGATION
PLATFORM

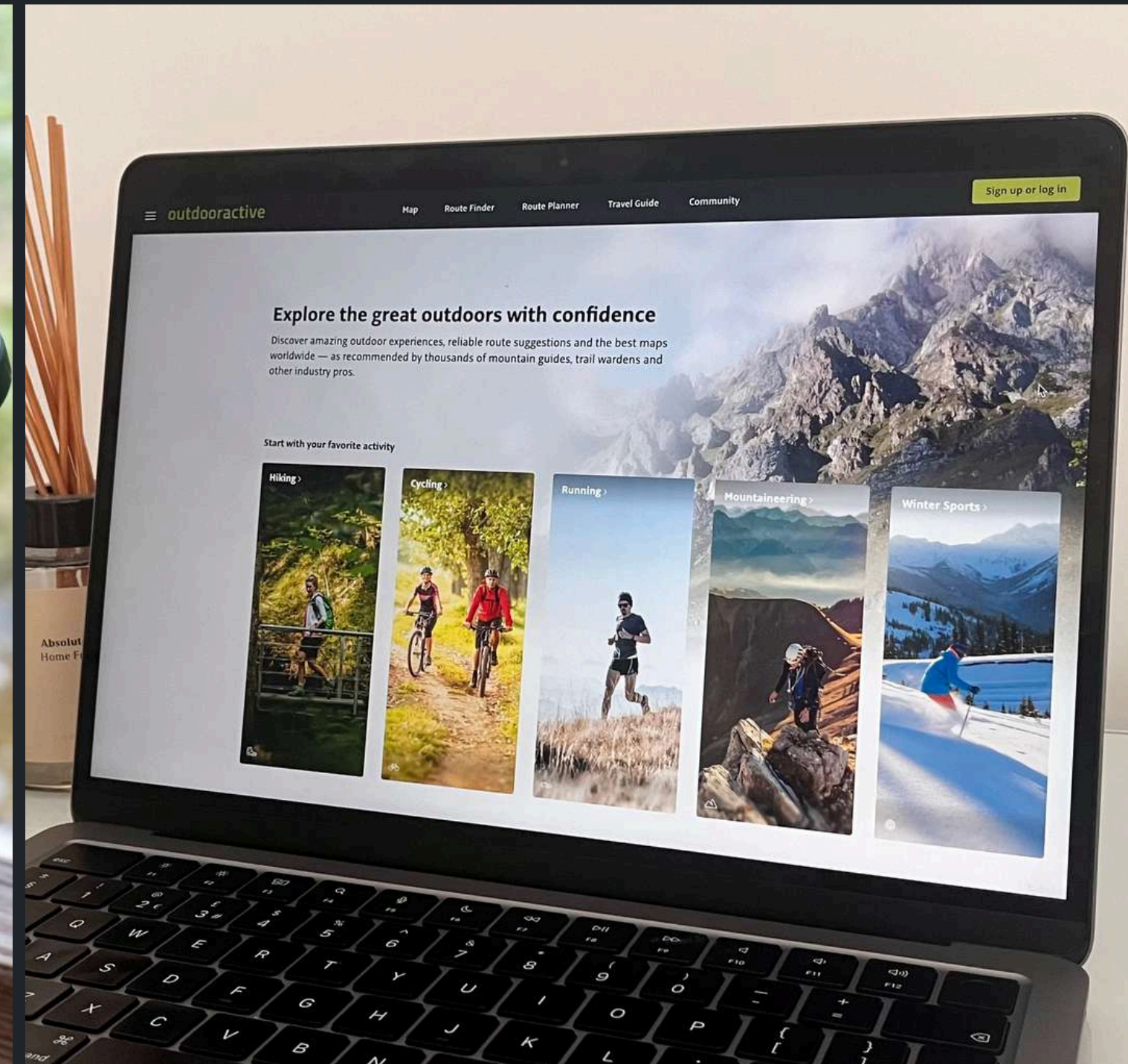
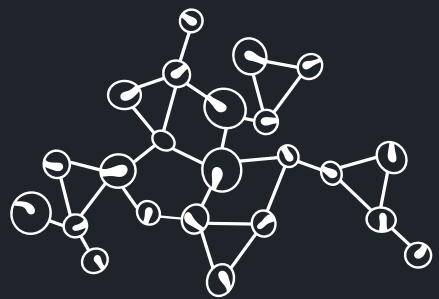


OUTDOORACTIVE

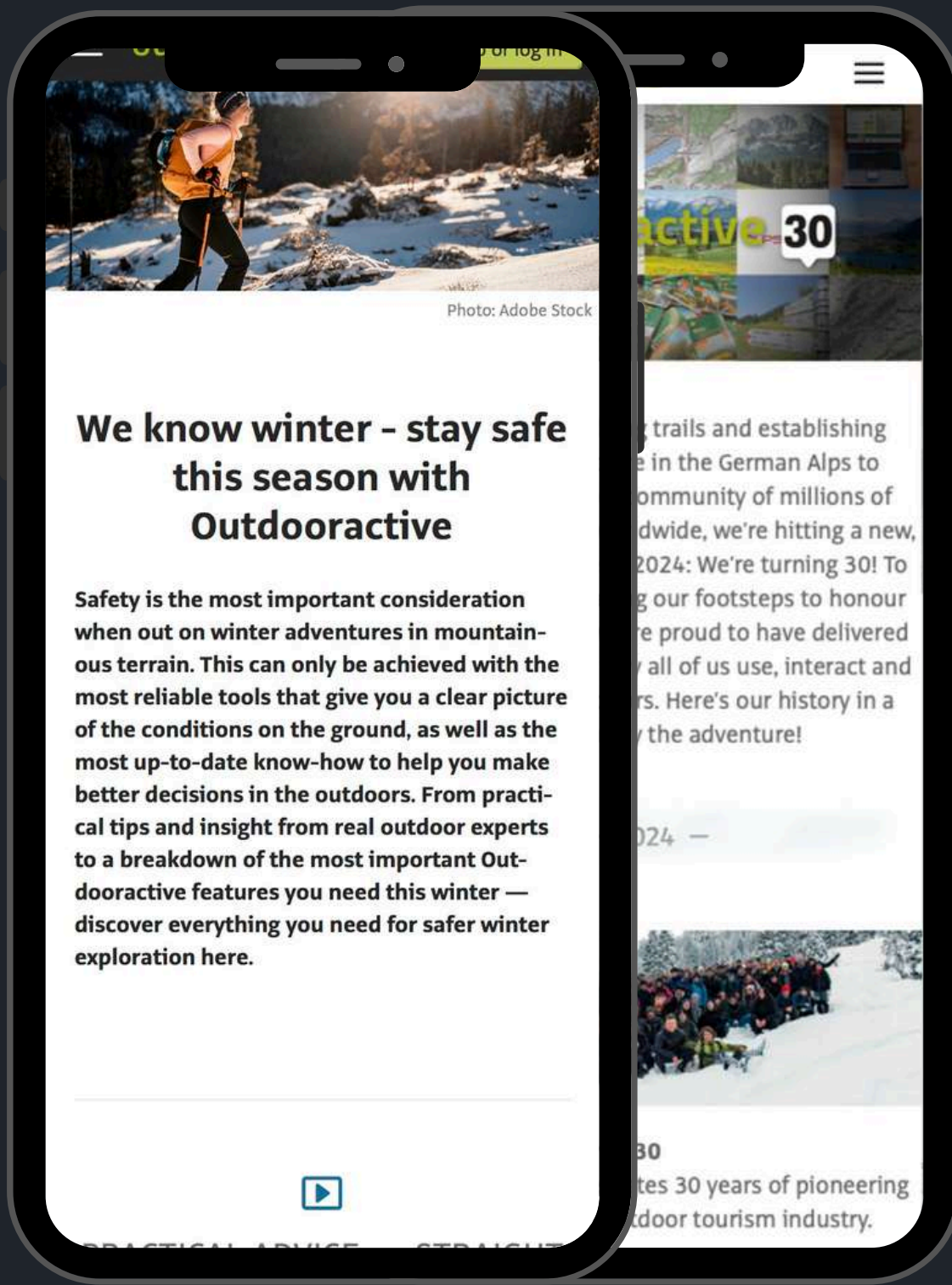
Project Overview

A bold new positioning and brand DNA

Home to expert maps and professional-grade route planning tools, Outdooractive is the most reliable platform for outdoor inspiration and navigation — more so than any other out there. To better represent this, I strategically redefined Outdooractive's brand positioning and communications strategy, to allow the brand to communicate consistently and with discipline — all to convey a **lasting sense of trust.**



Achievements



Development

Led strategic rebrand

To better respond to the changing expectations of the market post-pandemic, I led a strategic rebrand of the entire organisation that better leaned into Outdooractive's USPs.

Defined strict guidelines

Created new styleguides, image guidelines, and tone of voice packs, and held regular all-hands seminars and brand workshops to educate the whole team on their use.

Establishment

Relaunched homepage

Redesigned Outdooractive.com in line with the brand's new DNA — all to instil a lasting sense of trust.

Updated app store presence

Rebuilt app store presence to better represent new positioning. Update resulted in a 40% uplift in installs on average.

Communication

We Know Winter campaign

Defined and led the execution of a strategic integrated winter campaign that brought Outdooractive's utility to life across socials, media, email and CPI campaigns.

Outdooractive@30 campaign

Defined and led the execution of a strategic 12-month-long 30th birthday campaign to communicate Outdooractive's long history. Story was brought to life across socials, media, email and CPI campaigns.

OUTDOORACTIVE

Case Study: We Know Winter Campaign

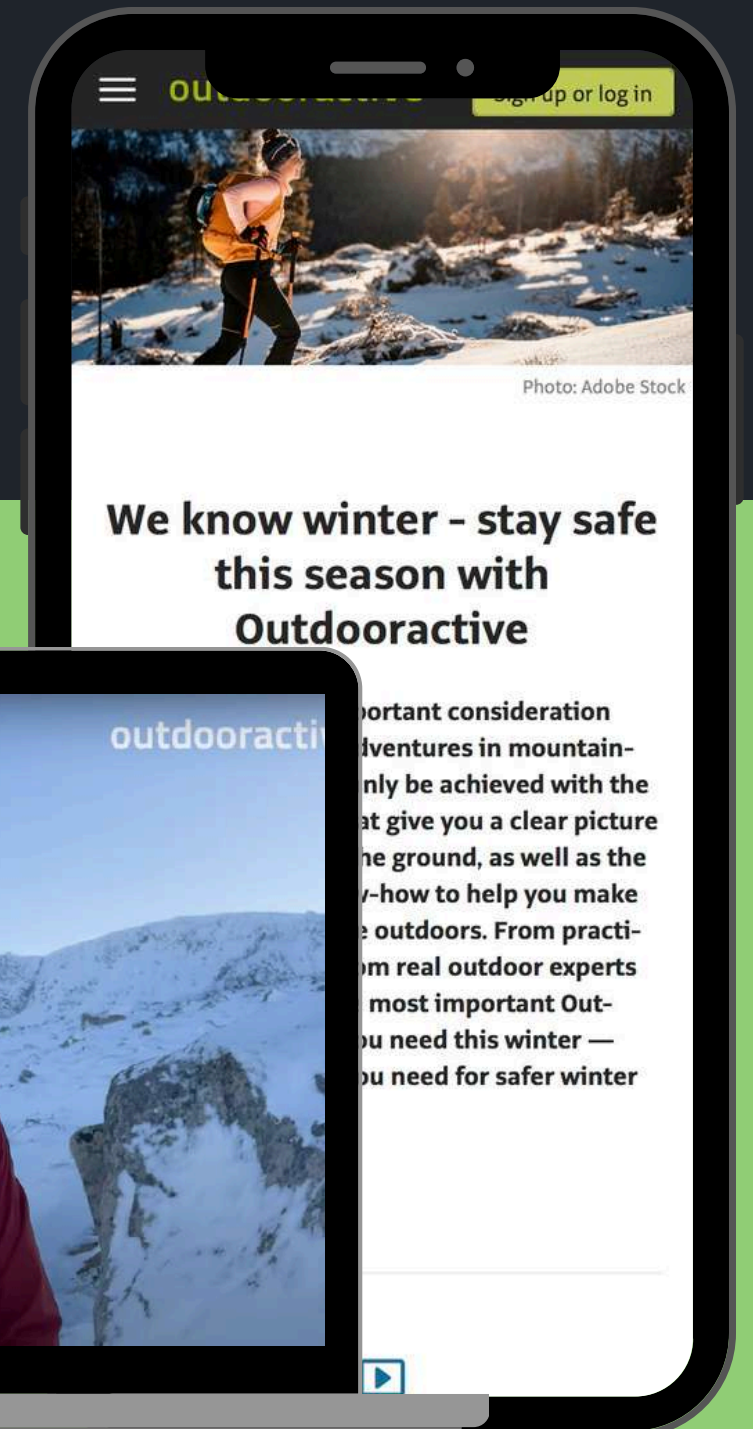
AN INTEGRATED COMMUNICATIONS CAMPAIGN DESIGNED TO CONVEY TRUST

To show how Outdooractive truly is the most reliable platform for outdoor inspiration and navigation, I devised an integrated comms campaign where we leveraged the reputation of established industry pros to tell this story for us.

As a part of this, we interviewed several winter outdoor professionals to get their take on why they trust Outdooractive, travelling to numerous destinations across Europe and conducting shoots in harsh environments.

The campaign was rolled out worldwide on socials, via email, through press releases, CPI campaigns and media partnerships.

“
The people you trust to
keep you safe outdoors
trust Outdooractive.”





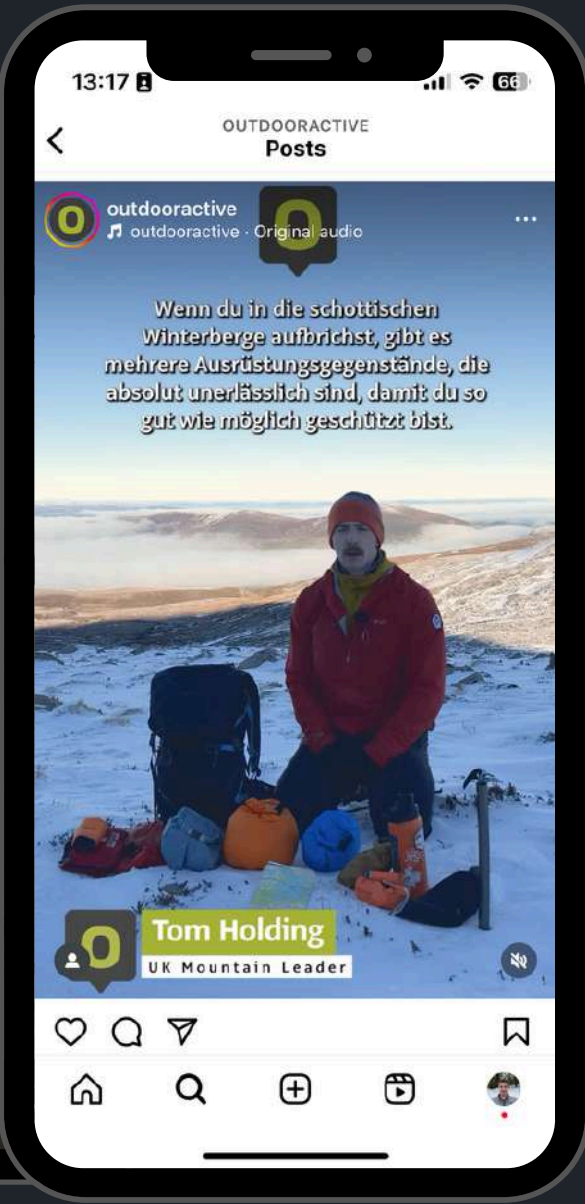
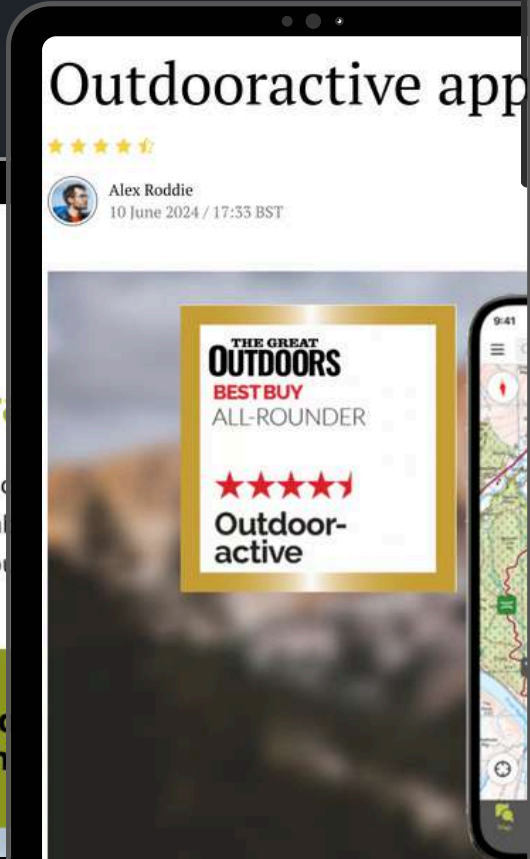
Case Study: We Know Winter Campaign

MECHANICS

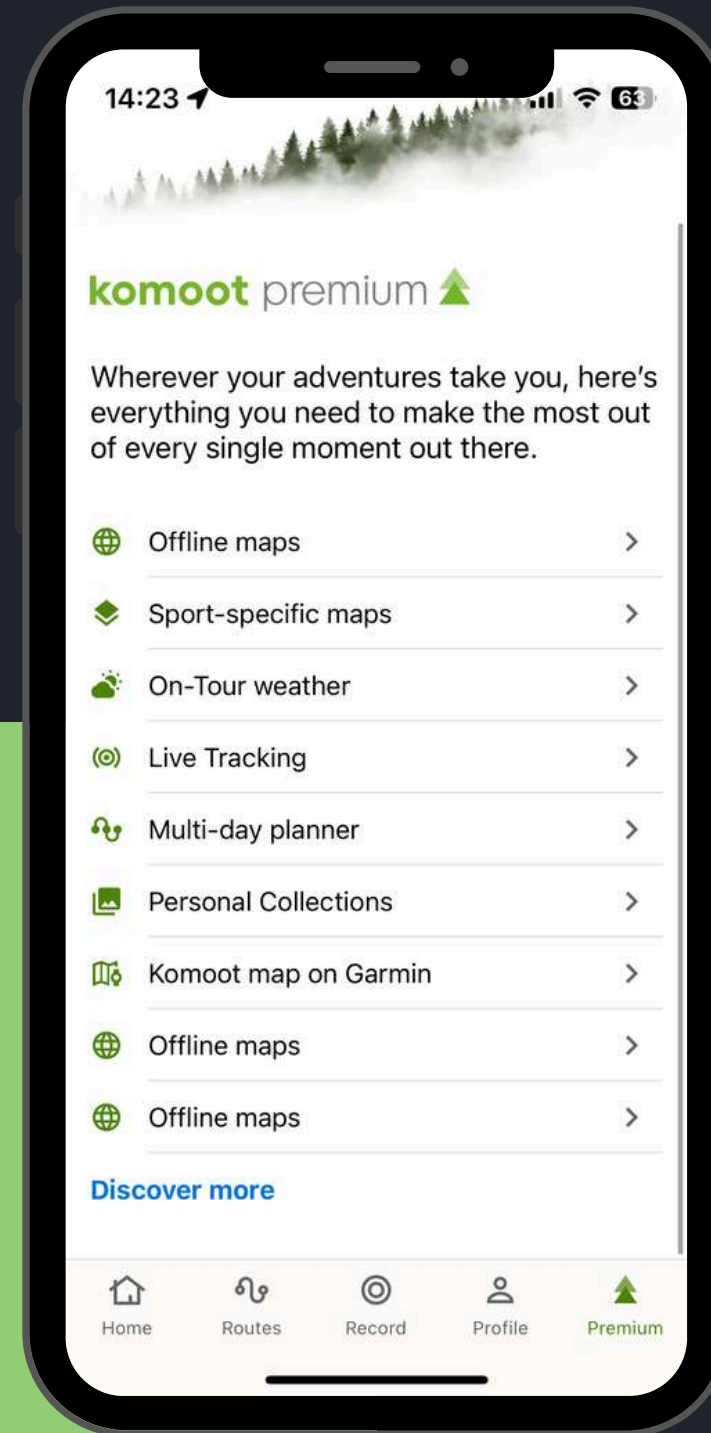
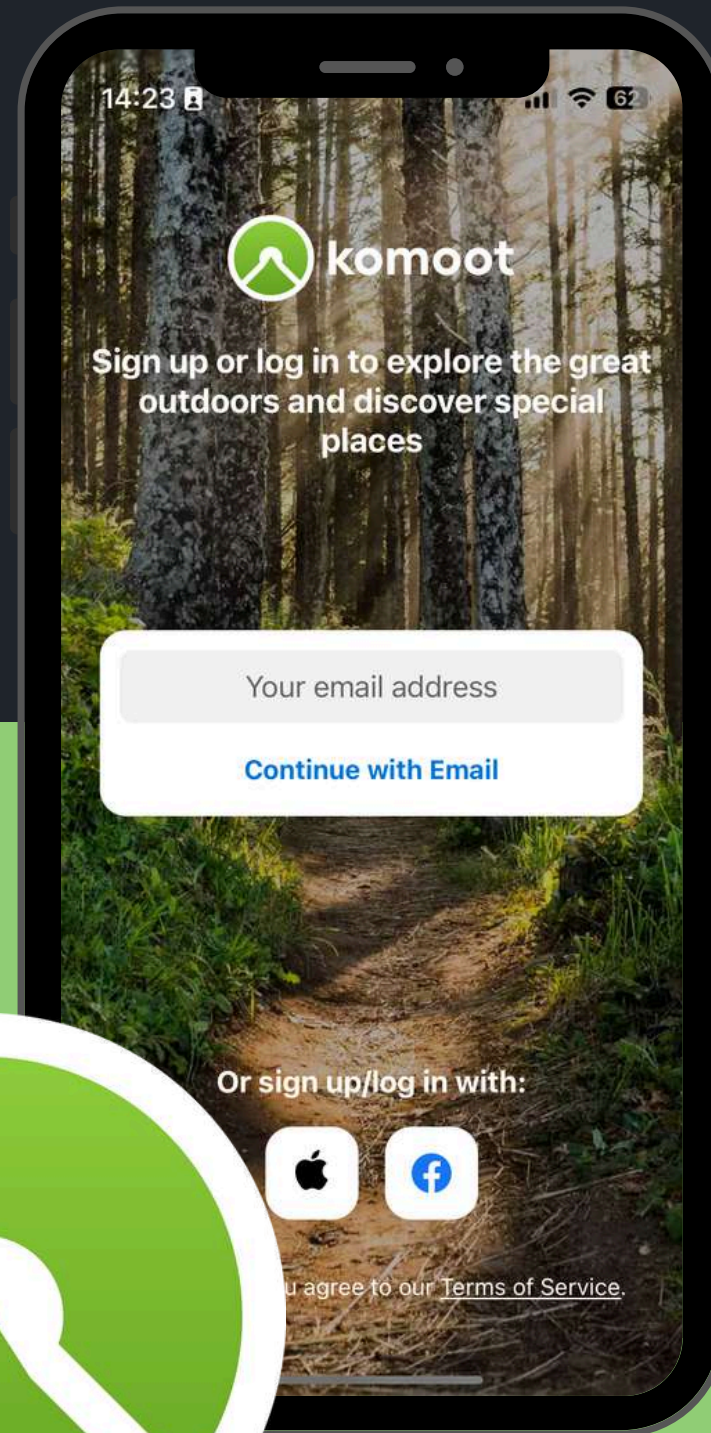
The campaign was rolled out between December '23 and April '24. It comprised regular social posts, a series of press stories, engaging and informative videos, high-budget CPI campaigns and fortnightly emails to our pre-existing community.

HOW THE CAMPAIGN PERFORMED

- ↑ Social media engagement increased by 8% on average (to an all-time winter high).
- ↑ First-time app installs increased by 34% and we recorded a 14% uplift in user retention.
- ↑ Pro/Pro+ subscriptions increased by 30% YOY between January and April '24.



KOMOOT



Brand strategy,
copy & content

GROWING EUROPE'S BIGGEST
OUTDOOR APP THROUGH
STRATEGIC BRANDING

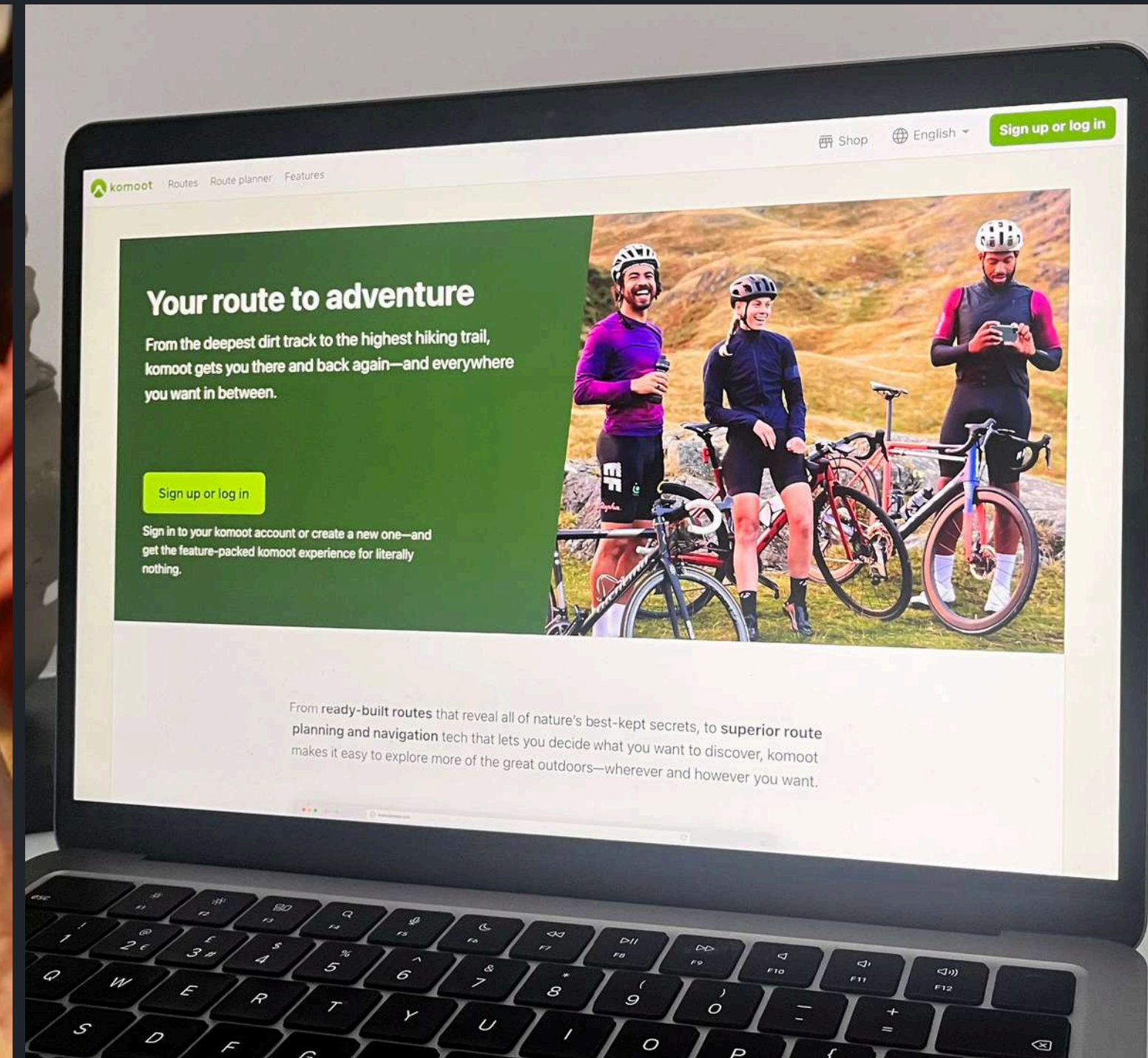


KOMOOT

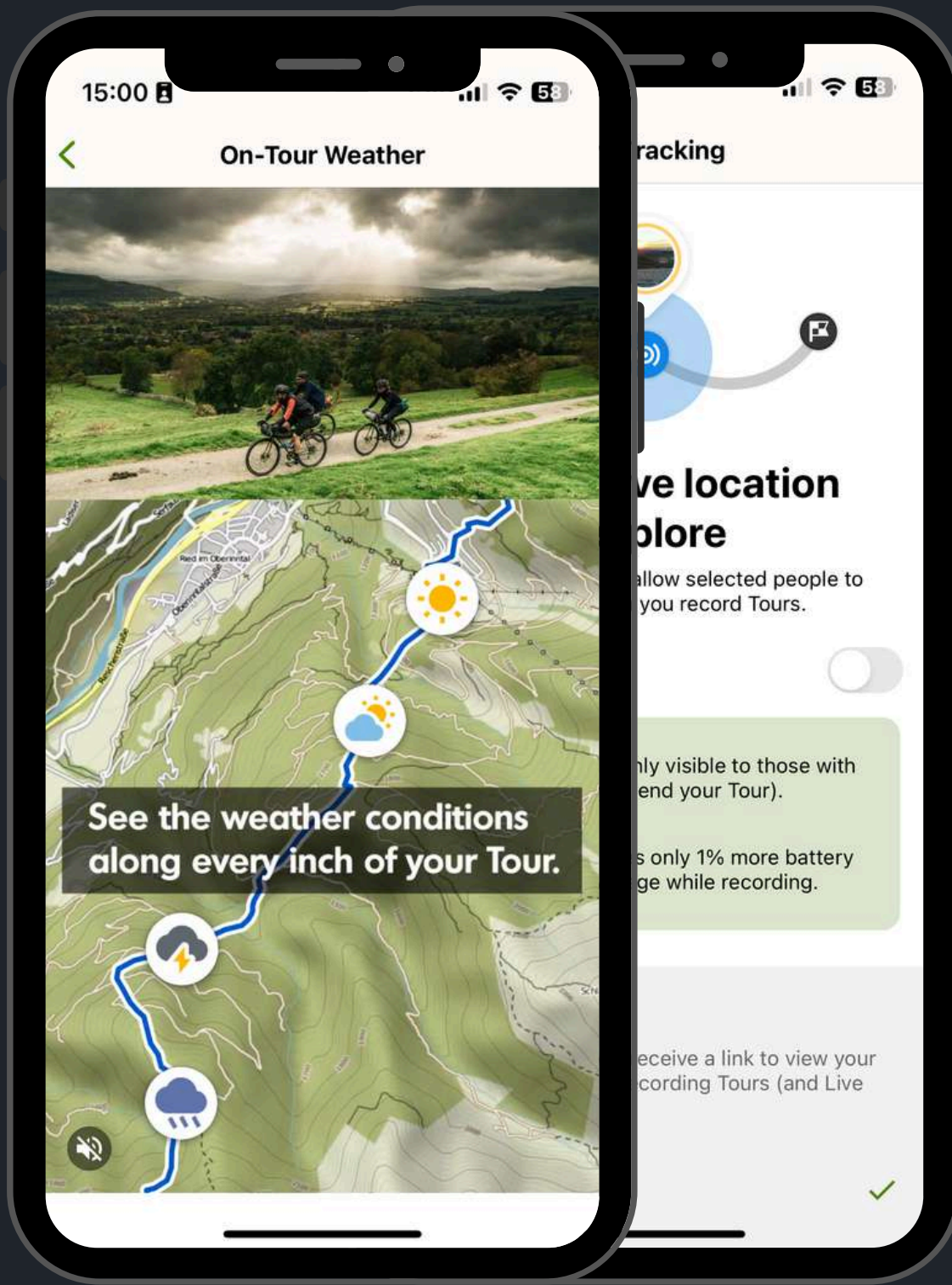
Role Overview

Bringing komoot to life through strategic copy, content and campaigns

Komoot helps millions of people all over the world find, plan and share adventures. Joining the company at a crucial phase of growth, I developed the company's first tone of voice and brand infrastructural documentation — and led everything from product, UX and brand marketing to PR, media and creative campaigns.



Achievements



Development

Defined first brand guidelines

I strategically crafted komoot's first brand and copy guidelines that covered every aspect of brand, marketing and product.

Overhauled komoot.com

Leveraging komoot's new brand infrastructure, I overhauled the komoot homepage to better reflect positioning.

Establishment

Crafted positioning of Premium Owned UX copy cycle

Defined the look, feel and branding of komoot's flagship subscription product, komoot Premium.

To make brand a palpable part of the komoot product, I owned every aspect of the product copy cycle, from content design to user testing.

Growth

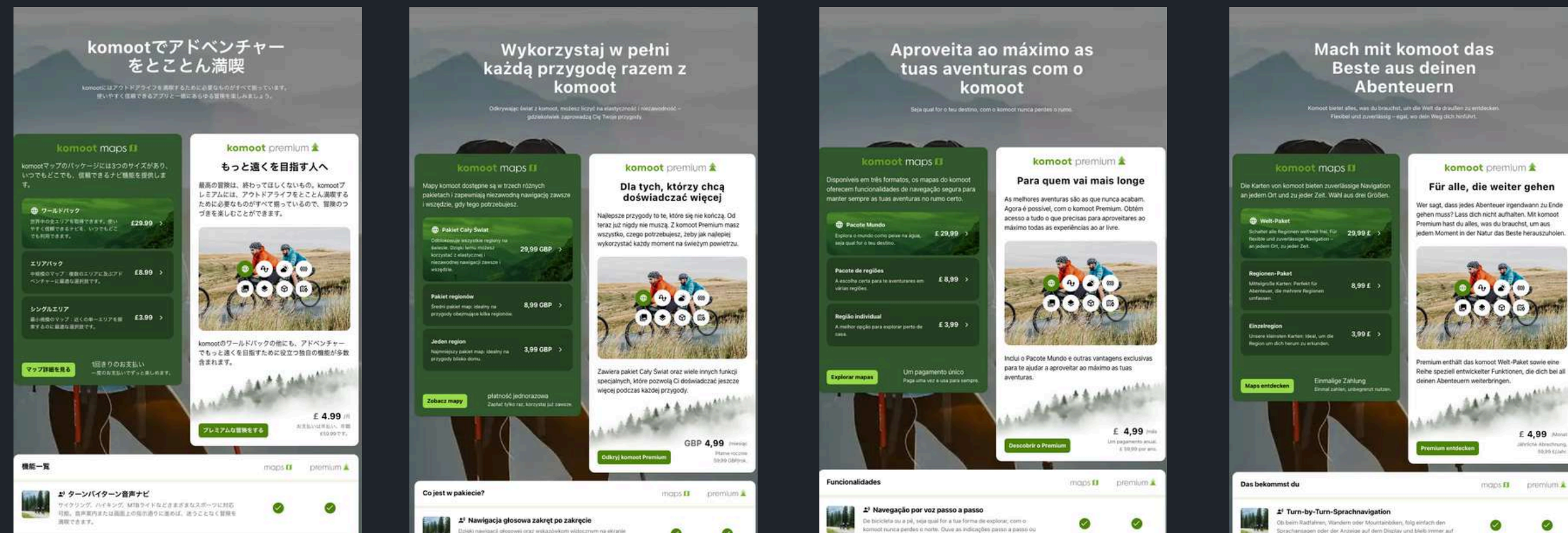
Launched in 10 new markets

I managed a multi-year, multi-million-pound project to internationalise the brand into 10 new languages — ready for launch in new markets worldwide.

Built copy team

Over the years, I built komoot's copy team from a team of one to over 30 content designers, copywriters, translators and proofreaders.

Launching the brand in multiple markets

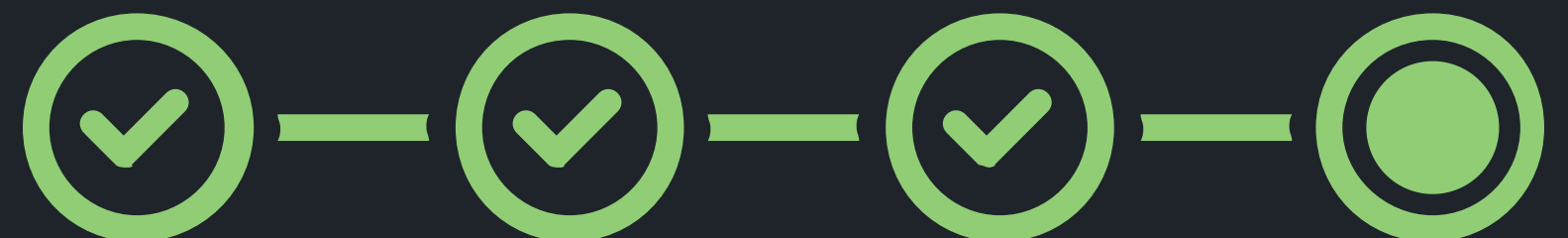


10 new markets in 5 years

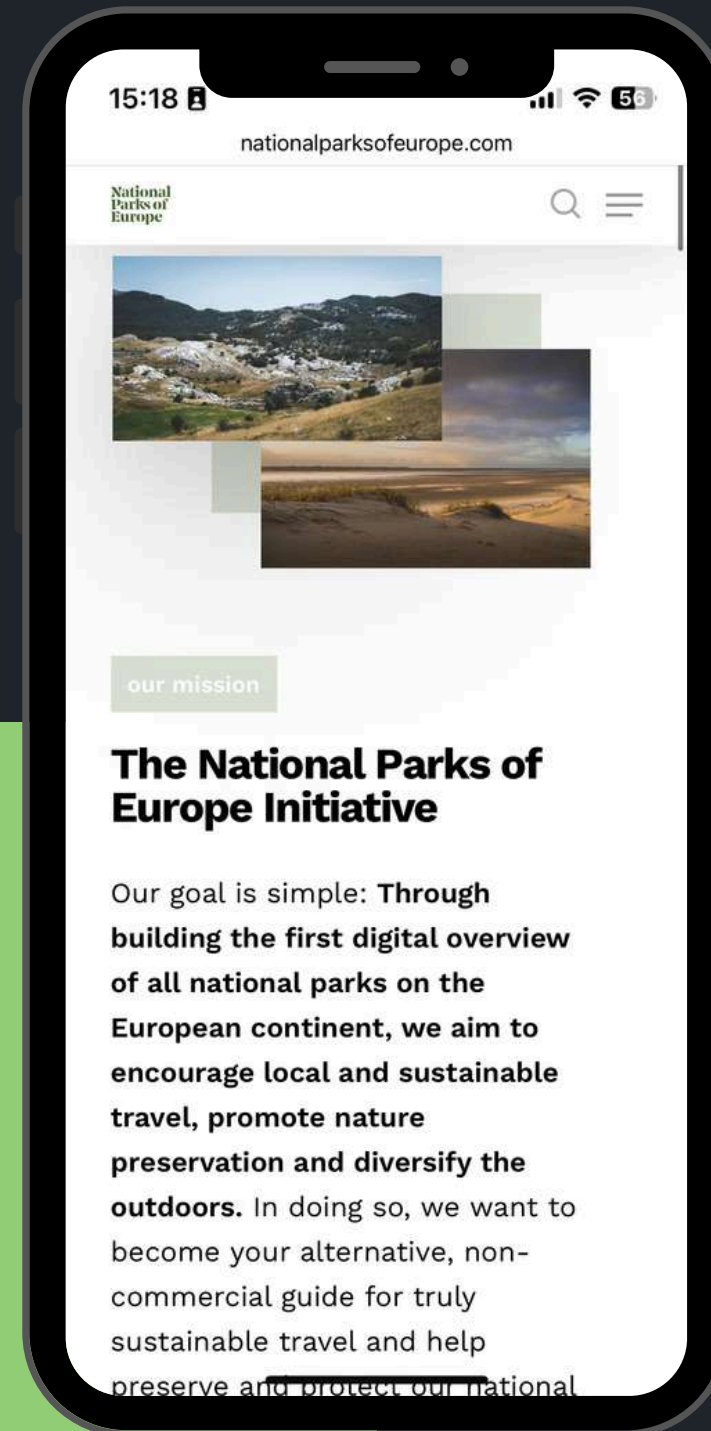
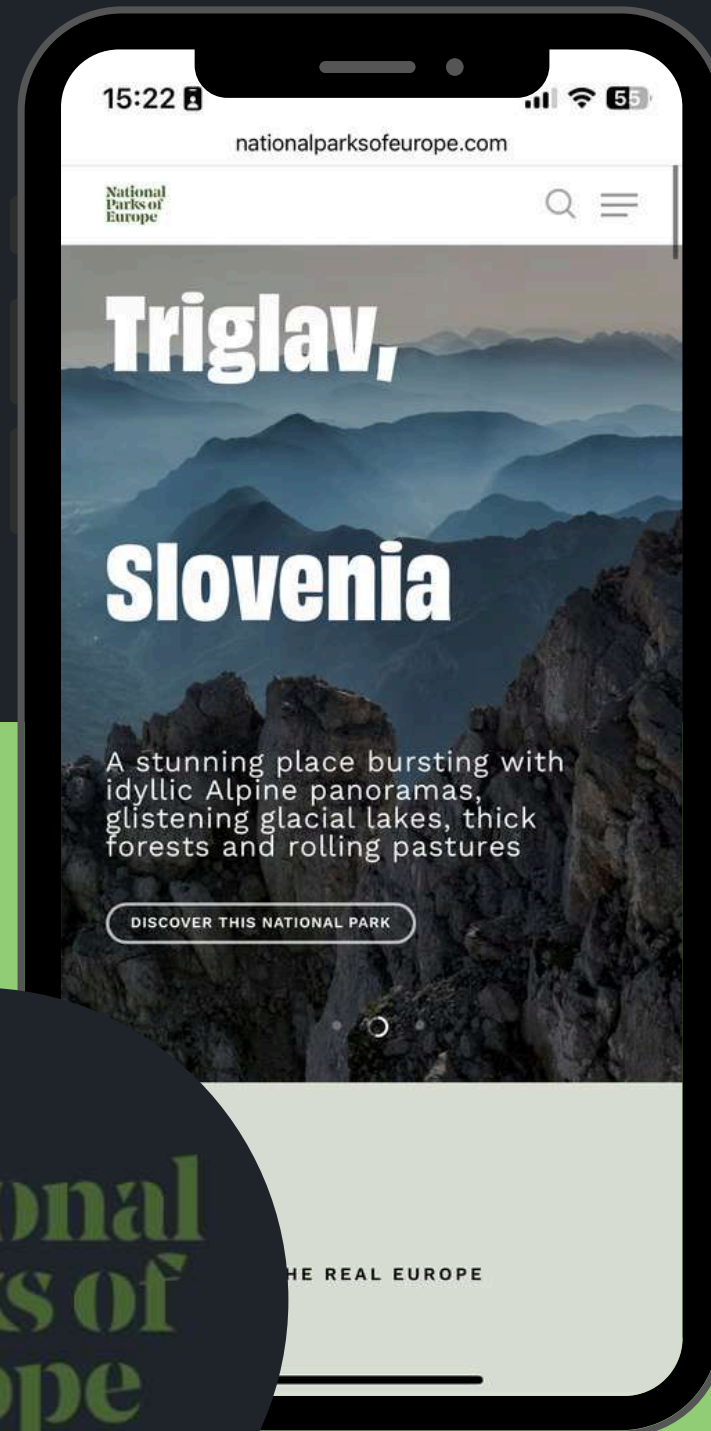
I brought the komoot brand to life in 10 new markets through **human internationalisation** that safeguarded our positioning. This project involved translating almost 1 million words — allowing komoot to strategically grow in markets like Brazil, Japan, Poland, South Korea, the USA and more.



During my time at komoot, we successfully grew monthly active user numbers from fewer than 1 million in the DACH-market to over 36 million worldwide.



NATIONAL PARKS OF EUROPE



Brand strategy & copy

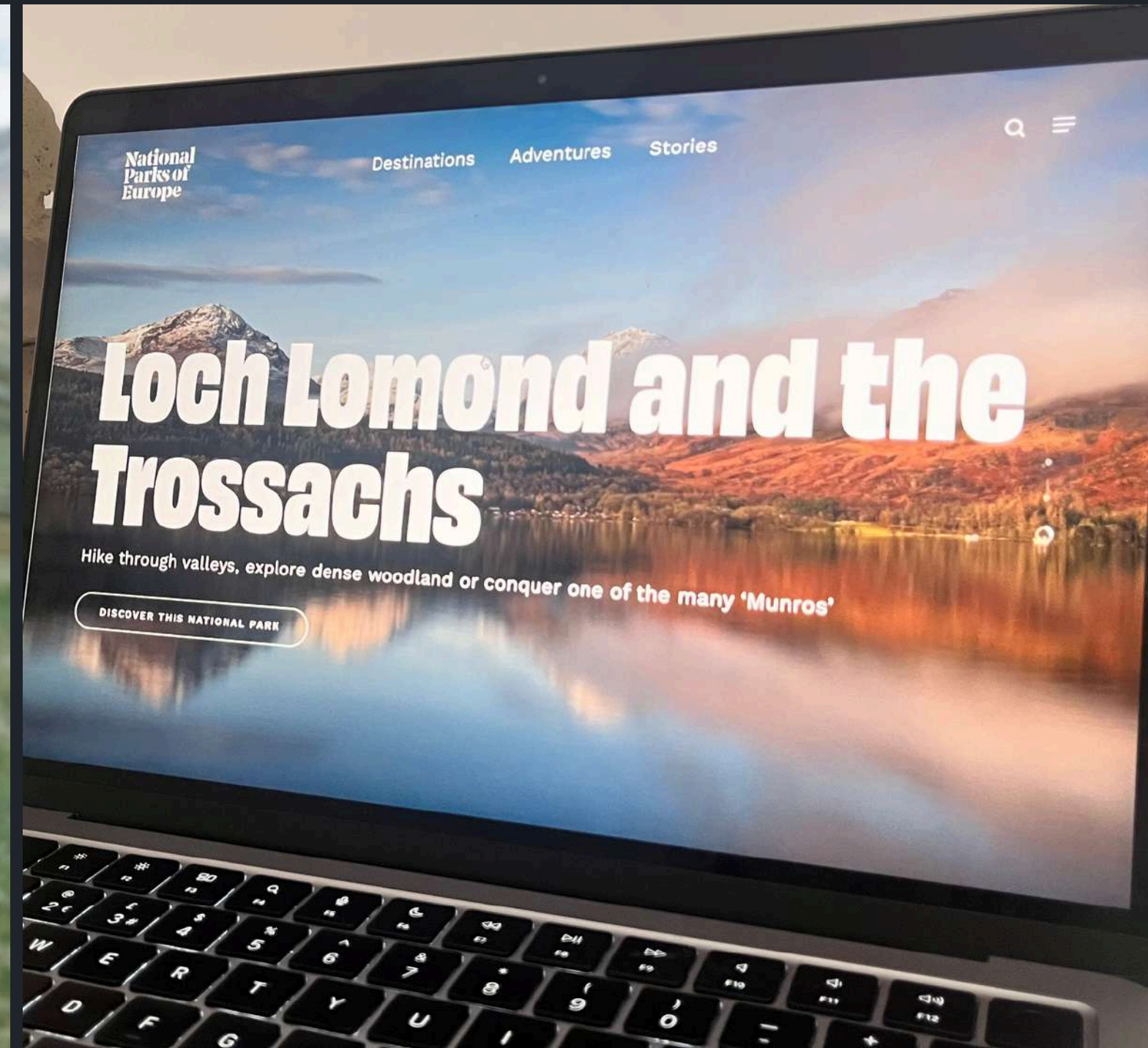
PROMOTING SUSTAINABLE TOURISM TO EUROPE'S LAST WILD PLACES

National
Parks of
Europe

Project Overview

Strategic brand development, copy and content

The National Parks of Europe is set to become the online home of every national park on the continent. Working directly with the founder, I brought the vision to life in brand strategy and copy to showcase the beauty of Europe's lasting wild places — one national park at a time.



NATIONAL PARKS OF EUROPE

Deliverables

Defined look and feel of NPE

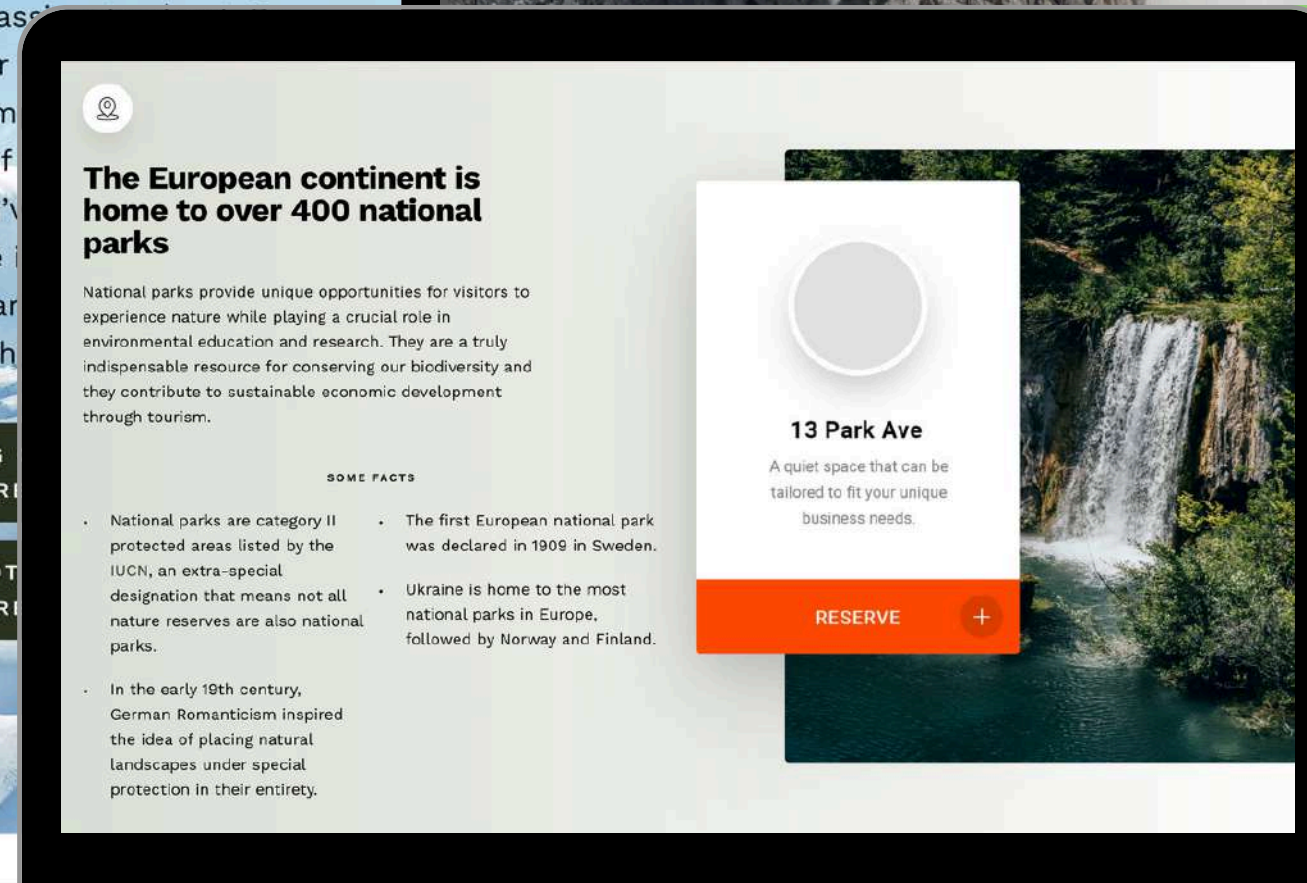
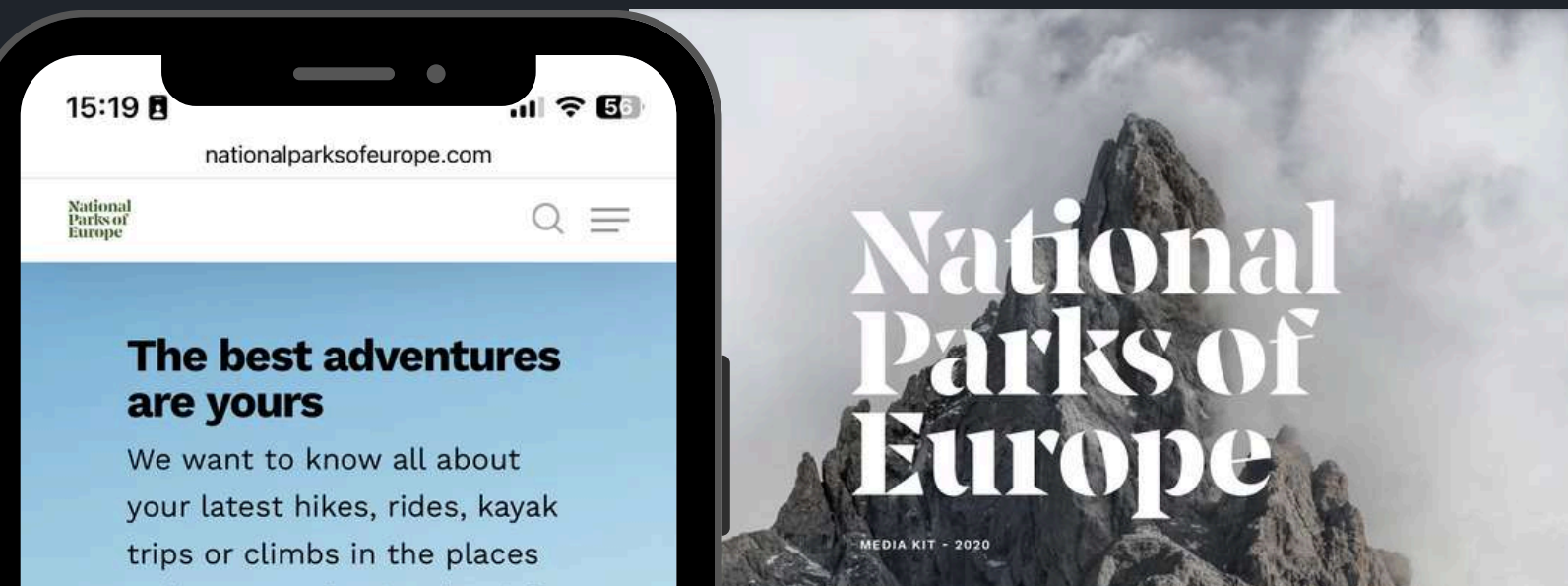
Strategically crafted the tone of voice for the organisation, leaning into feelings of adventure, inspiration and wonder.

Wrote all national park packs

Working directly with dozens of national parks, I researched and wrote all promotional packs in order to inform and inspire visits.

Built all investment packs

Together with the founder, I crafted media kits and investment pitches to secure funding from bodies such as the EU.

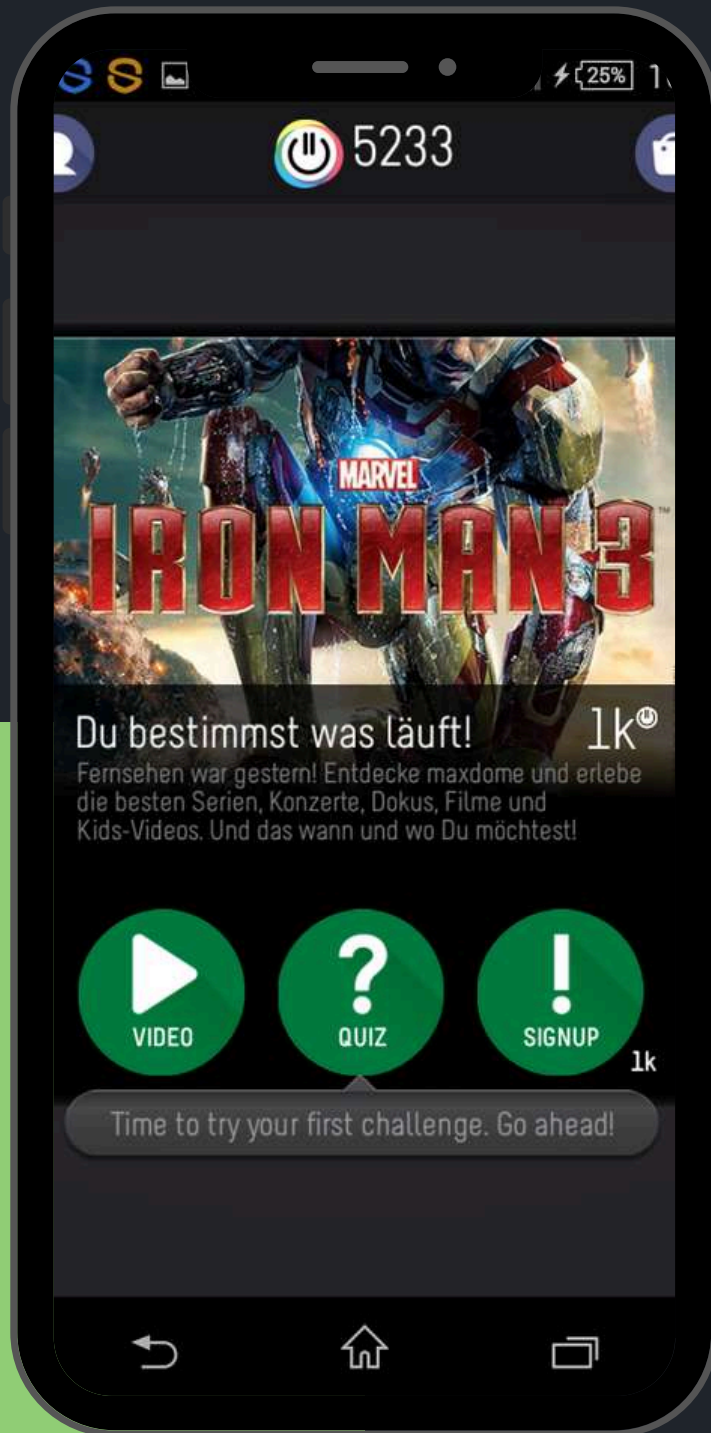
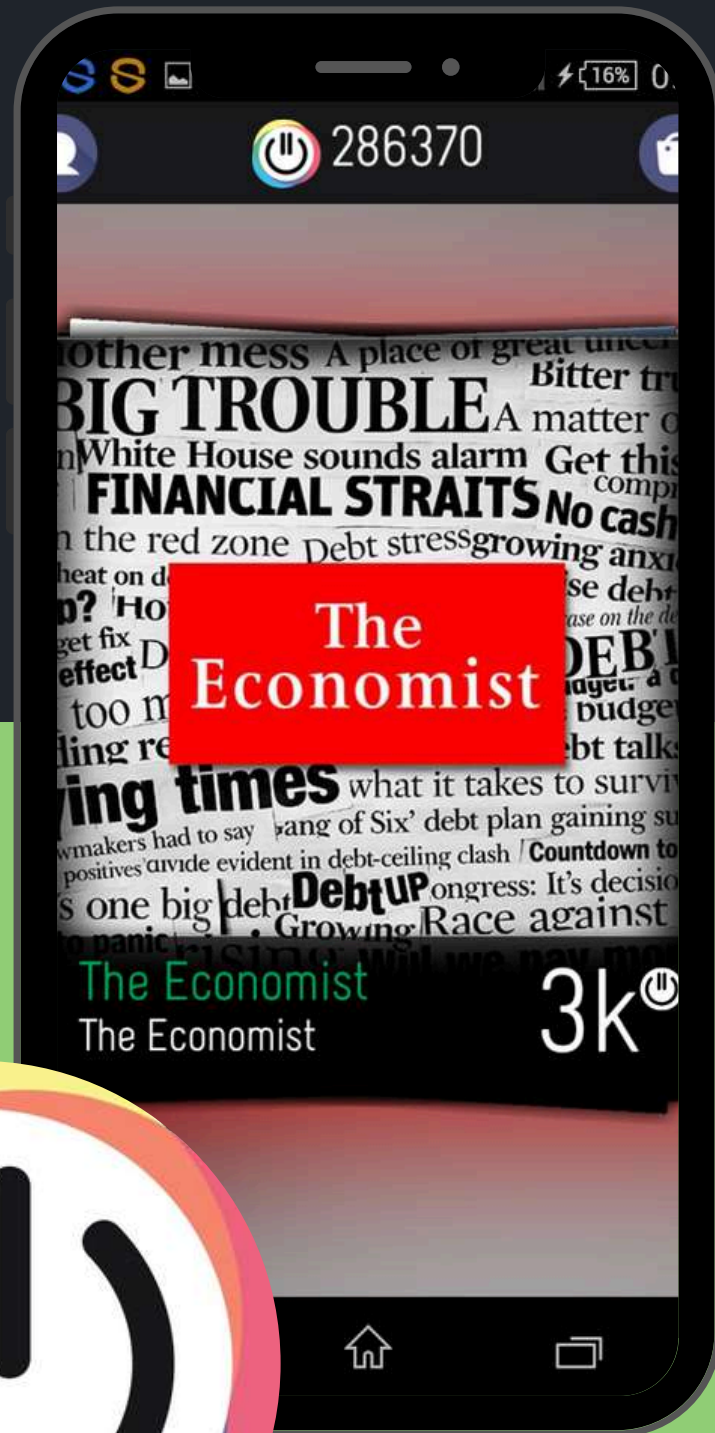


BRIEFING & GOAL

The briefing was to be informative and authentic, yet always inspirational in tone.

The goal was to make readers want to book their next big trip the second they landed on the NPE homepage.

TVSMILES



Brand strategy & content

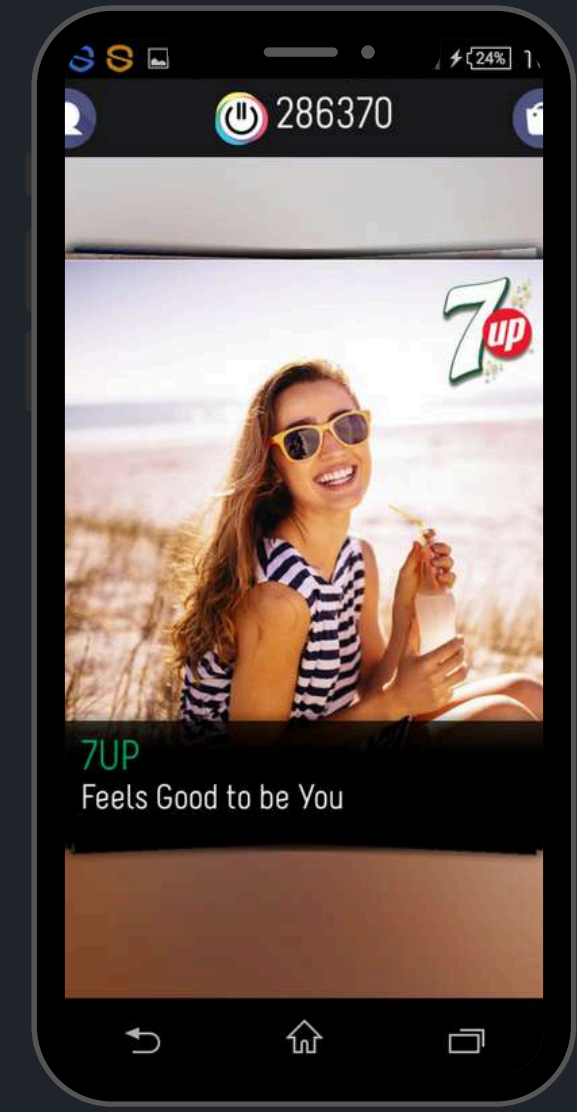
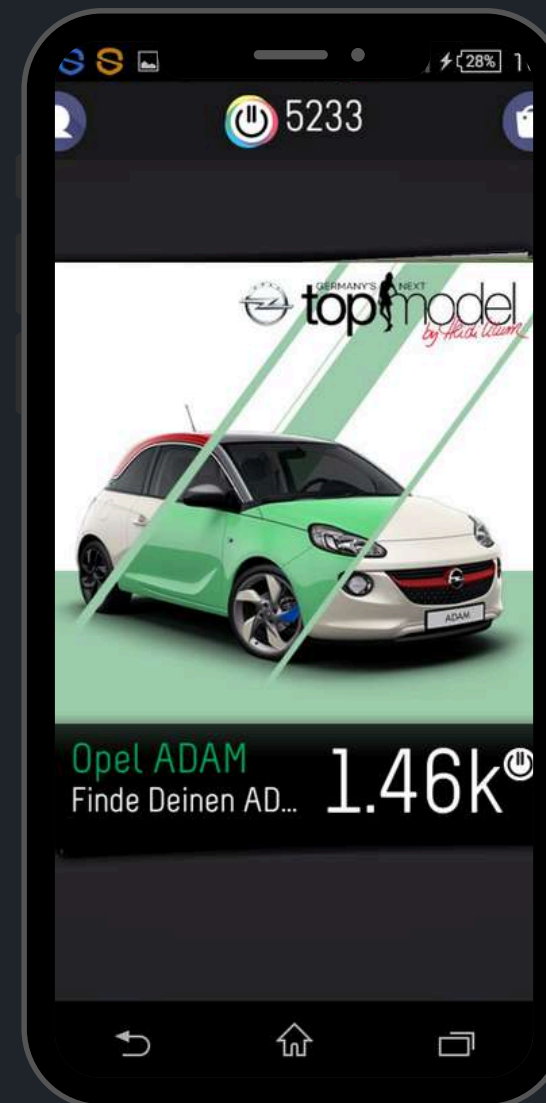
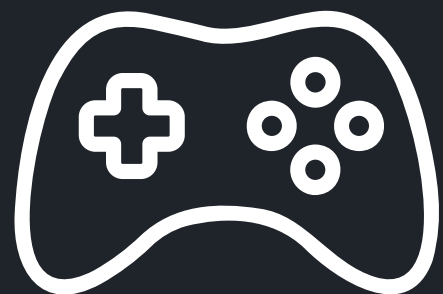
DEFINING CONSUMER-FIRST
CONTENT STRATEGIES FOR
INCREASED ENGAGEMENT

TVSMILES

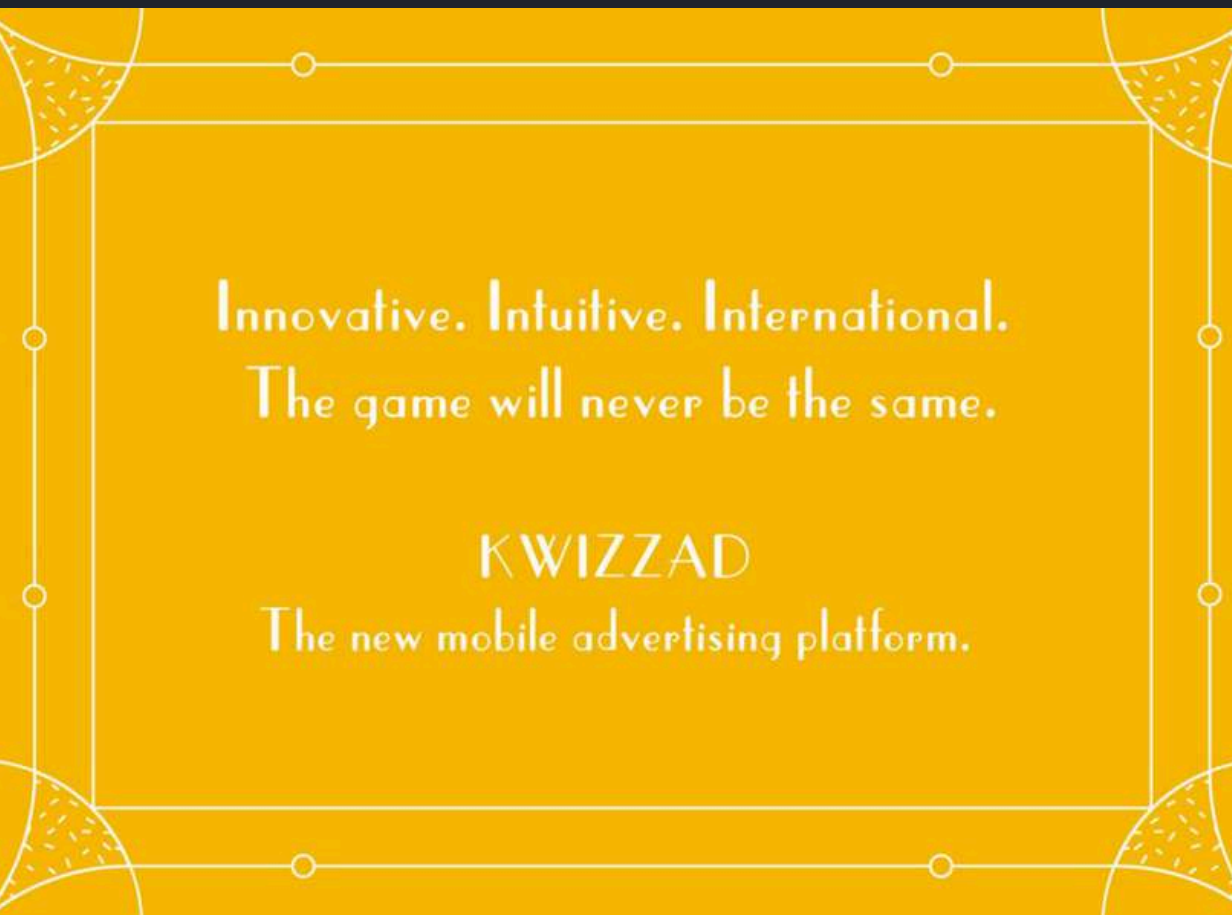
Role Overview

Strategic brand-driven, gamified content creation

TVSMILES was a consumer-focused entertainment app that worked with some of the biggest brands in the world to create and publish programmatic advertising. As the company's head of content, I led a team of 15 creatives to create all content, including campaigns commissioned by the likes of **Disney**, **Spotify**, **Netflix**, **Coca-Cola**, and **Opel**.



Achievements



The Economist



Transcreated beta version of TVSMILES app into GB English

I singlehandedly transcreated the entire TVSMILES eco-system from German into market-ready English for launching in the UK.

Redefined TVSMILES' entire content strategy

Rebuilt TVSMILES' in-app content strategy using an adapted version of the AIDA model resulting in a 20-25% increase in overall conversion rates.



Crafted positioning of Kwizzad

Defined the branding of KWIZZAD, TVSMILES' sister product. This included tone of voice documentation and all brand infrastructure, as well as all creative assets used to launch KWIZZAD at DMEXCO in 2016.

Grew creative team

I took over leadership of the creative team, growing it to an in-house studio comprising 8 copywriters, 4 graphic designers, 2 translators and 1 in-house animator.



ADDITIONAL PROJECTS

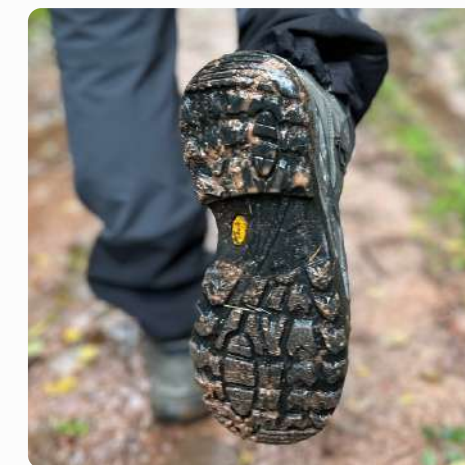
Journalism

Consulting editor Great British Adventure Club

Since 2022, I've worked with the GBAC as a subject matter expert, working with both brands and contributors to build the UK's most reliable home for insight, inspiration and industry-leading outdoor gear reviews.

Contributing journalist Adventure Magazine

As one of the magazine's regular contributors, I work with brands to review outdoor kit and write-up my thoughts on a host of outdoor-related topics for both the UK and the US outdoor markets.



CRAIG TAYLOR



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