CRAIG TAYLOR

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STRATEGIC BRAND DEVELOPMENT, COPY & CONTENT OPERATIONS

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

Explore CV





About Me

outdoor industries.

growth.

Notable accomplishments:

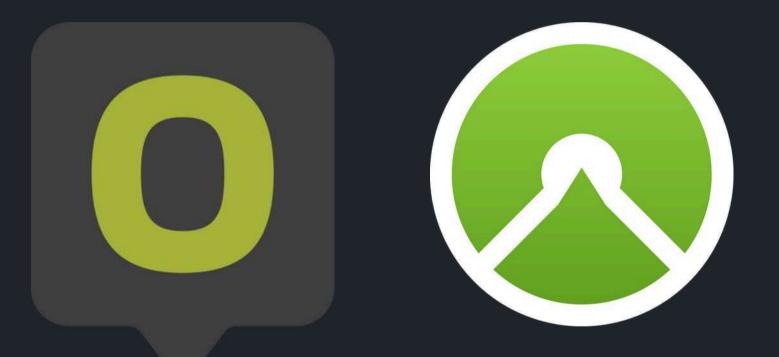
- Successfully led teams of over 30+ people.
- between 2017 and 2022.
- Track record of delivering multi-year, multi-million-pound brand internationalisation projects.

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

- 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

• Helped grow komoot's MAU numbers from 1 to 37 million

Recent Projects





OUTDOORACTIVE

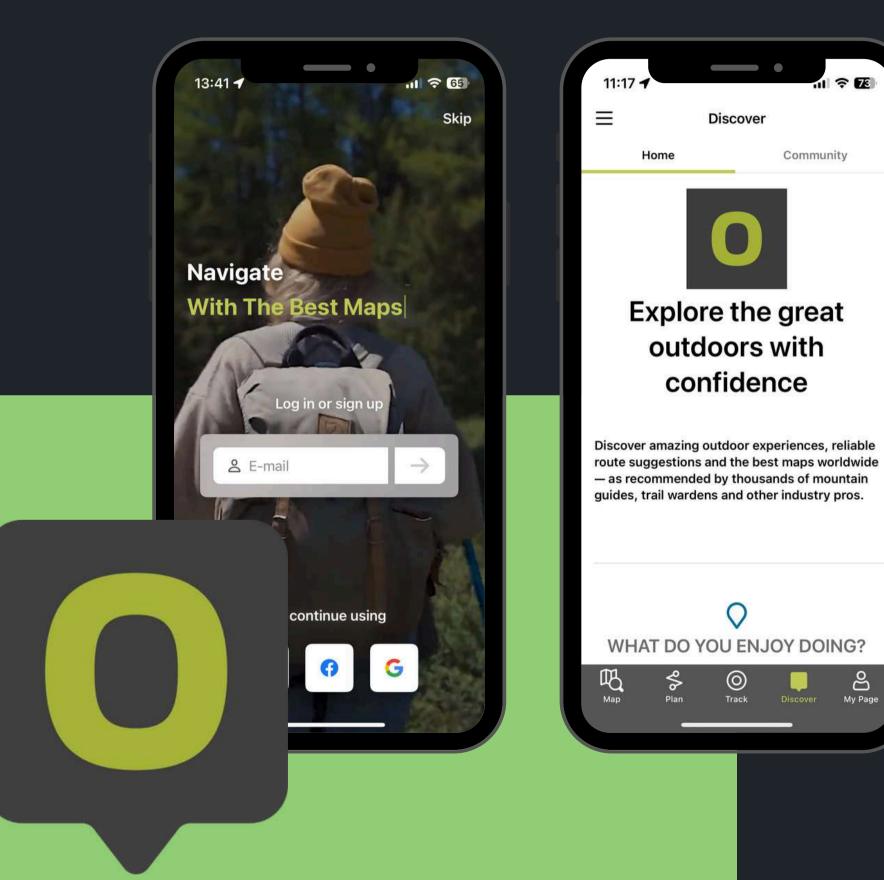
Pages 4 - 8

KOMOOT Pages 9-12

NPE Pages 13



TVSMILES Pages 16 - 18



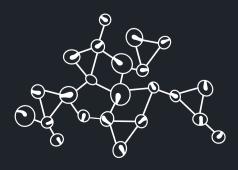
Rebranding Outdooractive

REDEFINING EUROPE'S OLDEST OUTDOOR NAVIGATION PLATFORM

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**.



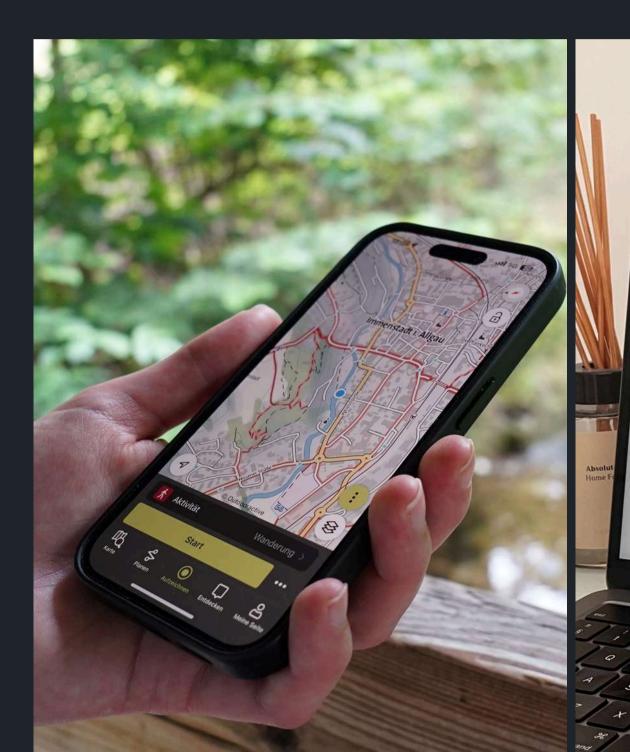




Image Note Finder Note Planer Tavel Guide Cummunity













We know winter - stay safe this season with Outdooractive

Safety is the most important consideration when out on winter adventures in mountainous terrain. This can only be achieved with the most reliable tools that give you a clear picture of the conditions on the ground, as well as the most up-to-date know-how to help you make better decisions in the outdoors. From practical tips and insight from real outdoor experts to a breakdown of the most important Outdooractive features you need this winter discover everything you need for safer winter exploration here.



trails and establishing in the German Alps to mmunity of millions of wide, we're hitting a new, 024: We're turning 30! To our footsteps to honour e proud to have delivered all of us use, interact and s. Here's our history in a the adventure!



es 30 years of pioneering door tourism industry.

Development

Establishment

Communication

Led strategic rebrand

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

Relaunched homepage

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

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.

Acheivements

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.

Updated app store presence

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

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.

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.



We know winter - stay safe this season with Outdooractive

ortant consideration entures in mountainnly be achieved with the give you a clear picture ground, as well as the how to help you make outdoors. From practim real outdoor experts most important Outou need this winter need for safer winter



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.

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.

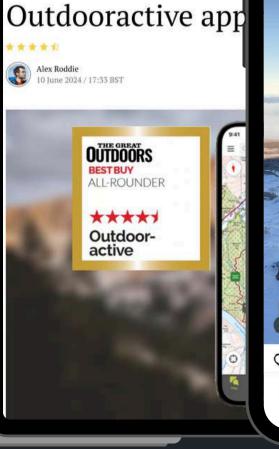
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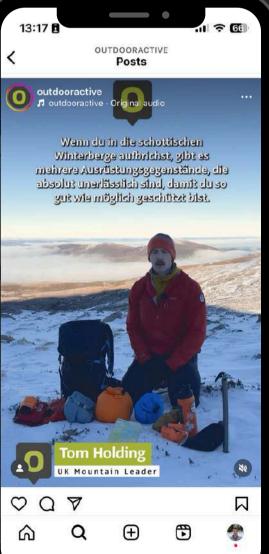
Stay safe this winter with Outdoor

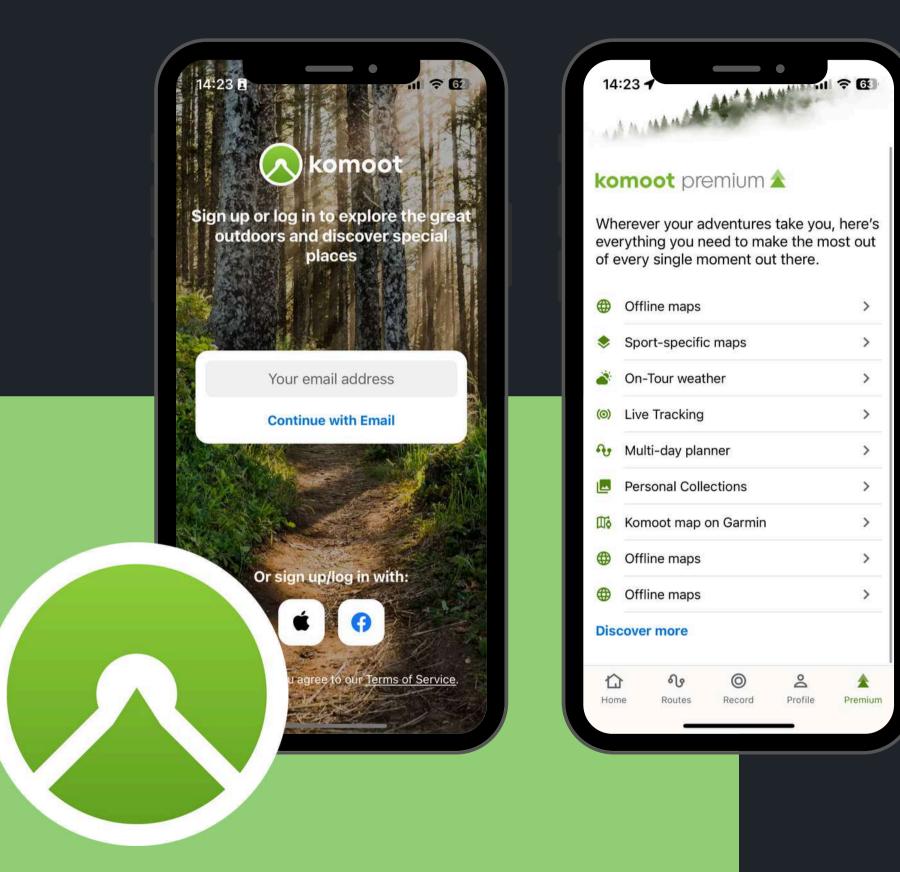
We caught up with Michael Larcher, one of Europe's leading avalance discover how you can best stay safe this winter, and to learn al Outdooractive is changing the lives of winter sports enthusiasts throu and beyond.

"You can never rule out the risk of avalanches co but with a few rules you can confidently minim









Brand strategy, copy & content

GROWING EUROPE'S BIGGEST OUTDOOR APP THROUGH STRATEGIC BRANDING



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.







🖶 Shop 🕀 English - Sign up or log in

komoot Routes Route planner Feature

Your route to adventure

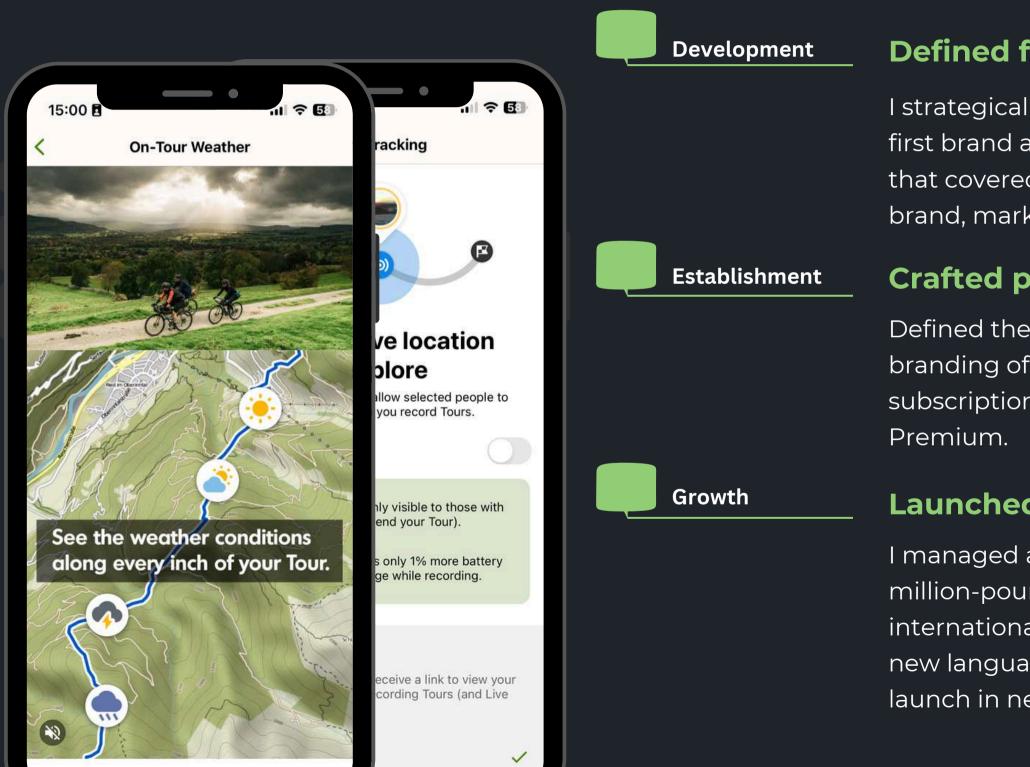
From the deepest dirt track to the highest hiking trail, komoot gets you there and back again—and everywhere you want in between

Sign up or log in

Sign in to your komoot account or create a new one-and



From ready-built routes that reveal all of nature's best-kept secrets, to superior route planning and navigation tech that lets you decide what you want to discover, komoot makes it easy to explore more of the great outdoors-wherever and however you want.



Defined first brand guidelines Overhauled komoot.com

I strategically crafted komoot'sLeveraging komoot's new brandfirst brand and copy guidelinesinfrastructure, I overhauled thethat covered every aspect ofkomoot homepage to better reflectbrand, marketing and product.positioning.

Crafted positioning of Premium Owned UX copy cycle

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

Launched in 10 new

I managed a multi-year, m million-pound project to internationalise the brand new languages — ready fo launch in new markets wo

Acheivements

	To make brand a palpable part of the
Iship	komoot product, I owned every aspect
noot	of the product copy cycle, from
	content design to user testing.
markets	Built copy team
nulti-	Over the years, I built komoot's
	Over the years, I built komoot's
nulti-	Over the years, I built komoot's copy team from a team of one to

Launching the brand in multiple markets





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.



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.



NATIONAL PARKS OF EUROPE

15:22

National Parks of Europe

Slovenia

Triglav,

A stunning place bursting with idyllic Alpine panoramas, glistening glacial lakes, thick forests and rolling pastures

nationalparksofeurope.com

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DISCOVER THIS NATIONAL PARK

National Parks of Europe

HE REAL EUROPE



The National Parks of Europe Initiative

Our goal is simple: Through building the first digital overview of all national parks on the European continent, we aim to encourage local and sustainable travel, promote nature preservation and diversify the outdoors. In doing so, we want to become your alternative, noncommercial guide for truly sustainable travel and help preserve and protect our mational

Brand strategy & copy

PROMOTING SUSTAINABLE TOURISM TO EUROPE'S LAST WILD PLACES

NATIONAL PARKS OF EUROPE

Project Overview

Strategic brand development, copy and content

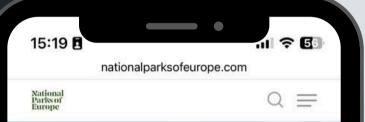
The National Parks of Europe is set to become the online home of every national park on the continent. Working directly with the founder, I brought the vision to life in brand strategy and copy to showcase the beauty of Europe's lasting wild places - one national park at a time.







NATIONAL PARKS OF EUROPE



The best adventures are yours

We want to know all about your latest hikes, rides, kayak trips or climbs in the places

2

parks

through tourism.

parks.

we're so pass sharing our build a com overview of size. If you'v experience | national par details with

I'M GOING ADVENTURI

I JUST GOT ADVENTURI

National parks are category II . The first European national park protected areas listed by the IUCN, an extra-special

The European continent is

home to over 400 national

experience nature while playing a crucial role in onmental education and research. They are a truly

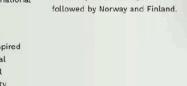
National parks provide unique opportunities for visitors to

indispensable resource for conserving our biodiversity and they contribute to sustainable economic development

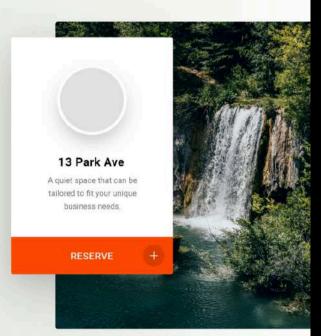
SOME FACTS

designation that means not all . Ukraine is home to the most national parks in Europe, nature reserves are also national

In the early 19th century, German Romanticism inspired the idea of placing natural landscapes under special protection in their entirety



was declared in 1909 in Sweden



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.

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.

TVSMILES



Brand strategy & content

DEFINING CONSUMER-FIRST CONTENT STRATEGIES FOR INCREASED ENGAGEMENT

TVSMILES

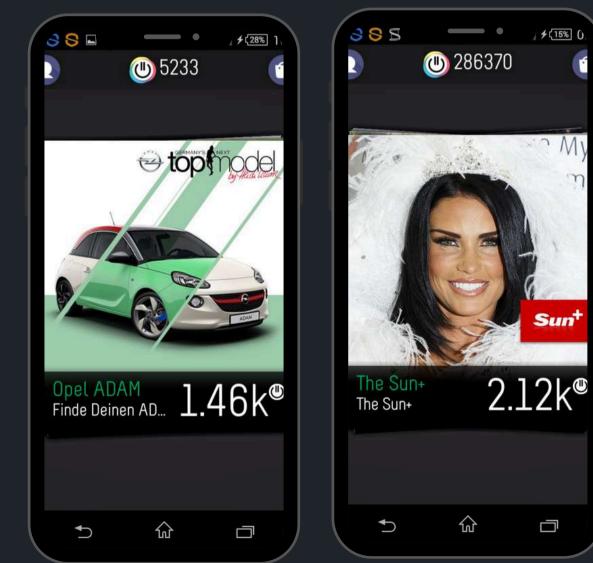
Role Overview

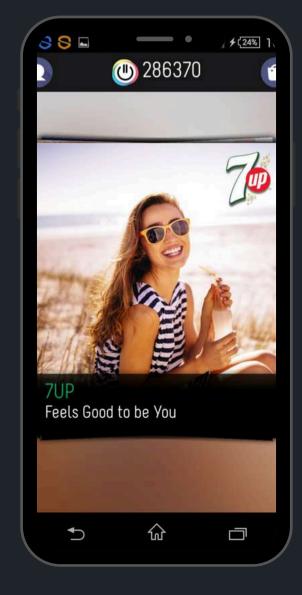
Strategic brand-driven, gamified content creation

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**.









TVSMILES



The Economist



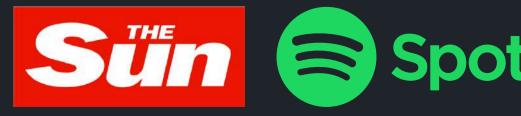


Transcreated beta version of TVSMILES app into GB English

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

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.



Acheivements

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.

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.

Spotify NETFLX Disnep

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 Advnture 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.

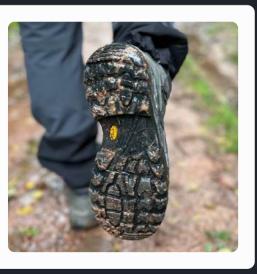














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