

Achievements

Success Stories

strategic planning

customer segmentation & insights

integrated marketing plans

big budget planning & management

stakeholder management

team leadership & mentoring

messaging architecture

brand identity & activation

propositions & portfolio launch

creative planning & management

through-the-line 360 activation

digital-first & social media focus

thought leadership content & engagement

lead generation & sales enablement

events, sponsorships & partnerships

viral stunt, PR & blogger outreach

project management & delivery

innovation & transformation

change optimisation & improvement

creative pro bono initiatives

people engagement

diversity & inclusion champion

Testimonials & Accolades

Awards & Recognitions



Christina Chan

creative agency management

"Christina combines her incredible talent for motivating people and keeping projects moving at pace, with an extraordinary sense of strategy and timing. She is never one to rest on her laurels and, because of her keenness to push the boundaries, she motivates her team and other teams to constantly strive to come up with better. Her ability to see projects through to completion means she doesn't just 'talk the talk' but delivers every single time. Outside of MPS she motivates other BT teams, who have recently wanted to take on or adapt her projects for their audiences. Building these bridges is one of her key strengths. In short, she is critical in ensuring there is a consistent message across the board and taking BT beyond what it has done before.

MPS is a complex and multi-layered function. It doesn't just have different audiences, but those audiences have very different ways of speaking, of accessing information, of working. Christina has worked tirelessly to understand all of these complexities, work out how to address them, how to package and get across a single solid message, and then communicate that to her team, her agencies, the sales teams, and the wider BT world. She has achieved a lot in a short space of time: taking what was once lots of small teams that were putting out different messages, to building a solid function with clear messaging that works for all audiences and pushing the boundaries of what BT has done before.

As an added note, Christina's work on internal BT projects pays testaments to her seemingly boundless energy. The Change Bandits have been going for over a year now with her organisational skills and energy behind their success, the weekly Lean In Circles have brought people closer together and encourage the BT 'bring your whole self to work' ethos, plus the countless other initiatives she supports and arranges."

Victoria Velky, Senior Business Planner,
Sideshow Agency, London

"Christina has given us the opportunity to push the boundaries and do some really stand out, creative work. Whilst Christina often has her own ideas and inspiration to get things moving, she has also challenged us to question her and make new recommendations for strategy and execution.

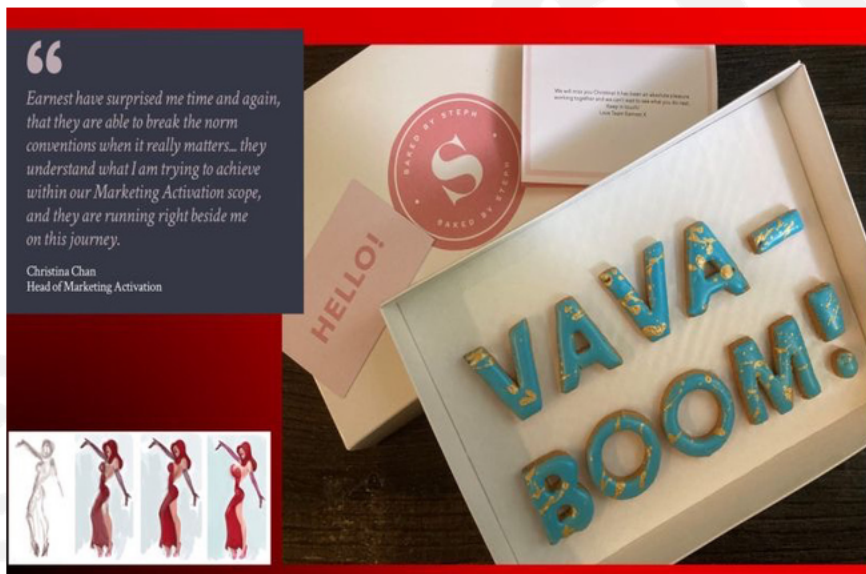
Christina's willingness to escalate and help resolve when there are blockers or issues with a project, such as delays to inputs &/or conflicting feedback. Her consistent updates and feedback during a project or once launched, so we understand the wider stakeholder view and reception to the deliverables.

Despite the sheer workload and number of projects that Christina juggles, this doesn't prevent her from understanding or progressing projects. She's always remarkably up to speed with where we're at.

It is not possible to describe Christina in one word as there are many and they all seemed relevant and important! She is bold / passionate, driven, ambitious, honest and committed.

Overall, Christina has been an absolute pleasure to work with. She has been a real breath of fresh air and the team all really enjoy working with her. Her openness and the time she sets aside out of a very busy schedule to share positive feedback is greatly appreciated across the entire agency. That's not to say she doesn't call us out if we don't hit the mark, which thankfully is much less often, but we have a great balance and appreciate her honesty and her understanding of agency life. We can't wait to see what's next!"

Rebecca Sherrington
Client Director
Earnest UK



"Christina is an inspiring marketer. She has a brilliant eye for transforming campaigns visually and elevating the content to ensure the Vodafone Business brand continues to be compelling and stand out from competitors. This has made her a great sounding board for the ABM campaigns we've worked across.

With ABM, Christina has provided great guidance creatively, as well as a focus on the detail. This has pushed everyone involved to ensure nothing but the highest standard. Her knowledge across the Vodafone Business and the stakeholders has really helped us to ensure the content is always relevant and on message.

We also had the pleasure of working with Christina directly, to develop the first edition of VISION. In the beginning we were all faced with a potential challenge – to develop an engaging summary of the latest news and innovations from across the business, making it relevant to different customer audiences, whilst working to very tight timings. Being the first edition, the approach, style and engagement process were undefined and we had a large number of internal stakeholders, as well as an extensive external audience to reach. Despite this, it became one of our most memorable projects. It was great to work from a blank sheet of paper together and Christina gave us the perfect amount of freedom, whilst providing invaluable insight and guidance. The late nights of exchanging ideas and thoughts, really paid off...It was an amazing team achievement and a great example of an effective working relationship."

Jenna Frampton
Account Director
Differentiated Ltd, UK

"Christina takes a customer-first approach to all of the campaigns that she leads, understanding and communicating the nuances and needs of the audience segments across the MPS account base. Christina injects personality and creativity into campaigns, underpinned by data and insight, to ensure accounts receive connected, personalised and memorable experiences based on where they are in the customer lifecycle. Christina's awareness of and openness to trialling new technologies and marketing approaches to get the best results for the business mean that we have been able to leverage behavioural insights from across the B2B web to ensure that BT is targeting accounts in a timely manner with relevant content that speaks to their identified areas of interest through below-the-line digital acquisition campaigns.

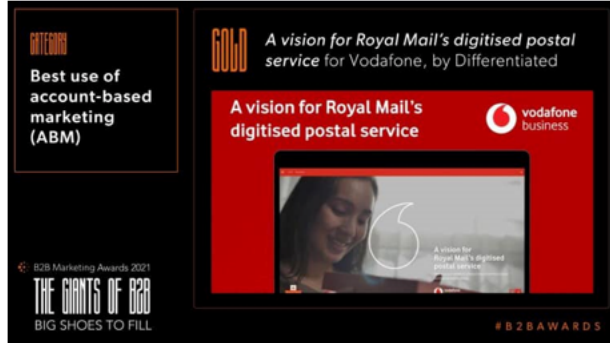
Through team restructuring and major platform migrations over the last year, Christina has demonstrated the leadership to guide both internal and external (agency) teams through sustained periods of change, while aligning all parties to a common vision. Collaboration is a value which Christina instils not just in her internal teams, but also across her agency partners, driving inter-agency collaboration and a "one team" approach to get the best results and value from the work being done, for impact that is greater than the sum of its parts. Professionally, working with BT's MPS team under Christina's leadership has been extremely rewarding in terms of the results we've achieved together and the shared drive to keep improving.

Personally, Christina is an absolute pleasure to work with. She is an adept and extraordinarily creative marketer, who champions "big picture" thinking with an uncompromising eye for detail. As a natural leader who is committed to the success of her teams and BT customers, Christina goes above and beyond the call of duty, while remaining calm and retaining a sense of humour under pressure."

Clare Noble,
Account Director,
Agent3, London

lead gen / targeted sales

Project: Account Based Marketing (2020-2021)



Royal Mail

<https://vodafone.digital-hub.tech/royalmail/>

Smart Utilities for Water

<https://vodafone.digital-hub.tech/smart-utilities-for-water>

Smart Vision/Hub

<https://uk-business.vodafone.com/SmartHub-Vision>

BlackBerry AtHoc Campaign

<https://uk-business.vodafone.com/BlackBerryAtHoc>

BAE

<http://vodafone.digital-hub.tech/Baesystems>

MOJ

<https://vodafone.digital-hub.tech/moj>

Anchor Hannover

<https://vodafone.digital-hub.tech/anchorhanover>

Southern Police Forces

<https://vodafone.digital-hub.tech/police-forces-south>

Manchester City Council

<https://vodafone.digital-hub.tech/mcc>

Scottish Councils

<https://vodafone.digital-hub.tech/scotland-councils>

Peel Group

<https://vodafone.digital-hub.tech/peelgroup/our-vision/>

Situation/ Context:

Account Based Marketing (ABM) is a key initiative in driving new acquisition to generate new leads for the business – be it from existing customers or prospects. However, at Vodafone, ABM has not been used effectively to be our magic bullet – because the execution has not been creative enough to engage our audience.

Time/ Constraints:

We have different triggers to hook in the Regional Business (prospects) and Major Business (existing customers). As our resource is limited, we need a smart solution to ensure both audiences are properly targeted.

Actions taken/led by me:

Revamp of the overall ABM strategy to be more targeted

- **ABM 1:1** – shortlisted customers / prospects
- **ABM 1:FEW** – shortlisted verticals within the sector
- **ABM 1:MANY** – nurture track campaign by products / profile groups

All our ABM must deliver on one/ all of these objectives :

- **Improve account penetration**
- **Develop new accounts**
- **Change perceptions**
- **Pursue major opportunities**

Introduced a new digital platform to better engage our customers and improve our perception as a digital partner.

**Won Gold, Best use of ABM, B2B Awards 2021
Marketing sales / ROI = 1:40**

- **Royal Mail** : 300+ visitors, £1.7m AOV, incl. CEO, CIO and CTO engagement
- **Smart Utilities for Water** :30 opps worth over £15mil AOV
- **Smart Vision/Hub**
- **National Trust/ English Heritage** : IoT opps worth £520k AOV
- **BlackBerry AtHoc Campaign**
- **BAE** : 100+ site visits, BRM Engagement, VONEM opp, 160+ clicks from social media ads
- **MOJ** : launched Justice Secure Cloud Prop
- **Anchor Hannover** : Daily site visits, opps worth £1.3m AOV, CEC content & follow up engagement
- **Southern Police Forces** : supports 9 accounts, 7 opps worth £1mil AOV
- **Manchester City Council** : 100+ site visits, opps worth £500k+ TCv, CEC session & content used within
- **Scottish Councils** : 15 opps worth £3.3mil AOV
- **Edinburgh City Council** : Smart Cities opps worth £1.3m AOV
- **Peel Group** : £1mil TCv across Cloud, Telemetry & mobile

“Christina has brought a fresh energy to her role and a significant injection of innovation and execution. This has made a huge difference externally with initiatives such as ABM making real breakthroughs in acquisition and new leads focus. Sales enablement and our internal communications have been transformed by Christina with an extremely engaging style landing well with our people.”

Mick Wayman
Head of Major Business,
Vodafone UK

“The expertise offered to help us on the Royal Mail ABM project and account right from initial analysis and info gathering through to the final finished product has been very good. Being able to show customers this level of attention and insight will have a massive impact. I am sharing my experience withing my own business area and will be asking for further support to allow us to make more use of this approach across my acquisition unit.

I'll keep you updated on how the results unfold as we deliver the campaign but I just want to thank you for the first class marketing experience we've had!”

Rob Coombs,
Client Lead, Royal Mail
Vodafone UK

“Without wishing to fall into cliché, Christina not only helped create the future for my team and my customer, but she IS the future for all my account's future marketing activity.”

Steve Davies
Client Lead, BAE
Vodafone UK

sales enablement toolkit

Project: Why Vodafone Regional & Vertical (2020-2021)

"Under Christina's leadership we've had some of the best assets I've EVER seen that enable our Sales teams and fuel more effective and efficient engagement with customers. Christina has inspired her team to connect with Sales and really think through how we can better activate engagement with our customers. Every single one of Christina's team and the specific position they play in her team is helping us to win in sales."

Michele Metcalfe
Regional Head of Midlands & Wales,
Vodafone UK

"It has been such a pleasure working with you over the last year and one of the stand out points on my learning with you is that you represent "anything is possible". That positive attitude has been really uplifting for me and the team.

I also think you have a very unique persona and one that I have not seen in Vodafone in my tenure – so definitely a super asset to the Vodafone machine and team. Your work ethic and standard of work is up there with the best and I am truly grateful for the support, time and effort you have given me and the team.

The work we have done on ABM for the Justice market, English Heritage and National Trust have really brought our value-add to life.

One word to describe you is probably uplifting and you do this in so many ways. Looking forward to working with you as we move into another chapter of Vodafone Business – it will be epic!"

Jayne Rees
Head of Central Government,
Vodafone UK



Situation/ Context:

Some of our **regional customers do not resonate with the generic Why Vodafone UK stories**. We need to develop specific regional stories in order to gain a **stronger foothold as "trusted advisor" in our regional markets**.

There are **key verticals within our sales priorities** that we focus on help grow our share of wallet and widen our reach. These are usually the key verticals, where we are still seen as a **challenger brand, vs. our main competitor BT**.

Therefore, it is critical that we can arm our sales team with a very distinct vertical / regional messaging (Why Vodafone) supported by strong customer stories.

Time/ Constraints:

A **customised regional Why Vodafone story** to drive brand consideration across the regions, with clear **"regional expertise" strategy** and **what Vodafone can offer in each region**

In terms of how we tell the customer stories, we are beyond just producing a video or written case study for a selected few customers. We can and should do more than just traditional methods.

Actions taken/led by me:

Launched a new, revamped 'CUSTOMER ADVOCACY PROGRAMME'
The objective is to **drive brand consideration for our Vodafone portfolio** but also **positively impact sales' ability to grow, acquire and retain their accounts**.

Our vision : Customer Advocacy is **MORE than just proof or evidence** of what we have sold to our customers. It should be used as part of our sales armour, as a **hook to entice our customers** to purchase from us!

Our creative approach : Establish a rich way of engaging with new senior level contacts via **insightful vertical / regional thought leadership content** presented through a **100% digital approach**.

Results achieved:

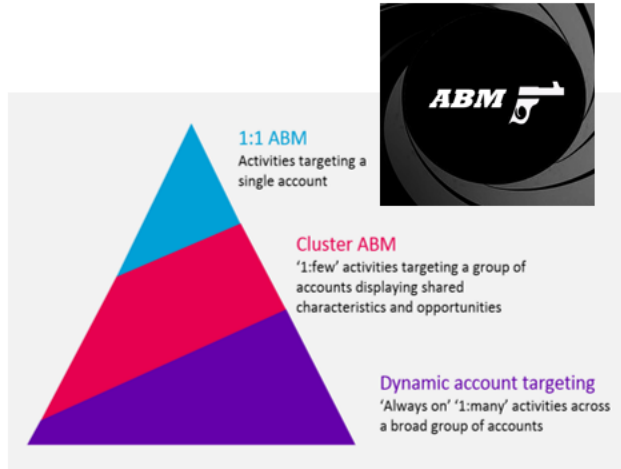
Sales was extremely happy with a set of sales tools that could aid their conversation with customers.

lead gen / targeted sales

Project: Account Based Marketing, ABM (2017-2019)

"Christina is one of the most creative minds I have had the pleasure of working with in BT. She has channelled her energy into understanding us; her customers, alongside our external market to pull together a pan MPS marketing strategy that has re-energised the Sales Teams and built a credible external brand for MPS. Predicated on thought leadership and innovation, her initiatives have spanned 'Leaders in Industry' forums, engaging customer launch events, a comprehensive internal Why BT sales enablement toolkit and an award-winning Account Based Marketing programme"

Sarah Walker,
Sales Director and New Business Development of Major Corporate, BT, London



aggreko

northgate
FINANCIAL SERVICES

Creating and closing new cross-sell opportunities across the business

- ★ Won £697k mobility contract
- ★ Progressing £3.5m WAN deal
- ★ New opportunity in video conferencing

Turning a lost, legacy account into a positive account with new opportunities

- ★ New £1m opportunity around UCC
- ★ Proposal submitted for TrapX solution
- ★ Pilot of Finicom solution to roll-out



Situation/ Context:

Marketing invested £262k into ABM platform in 2017 at sales request. ABM tool when used properly, will increase pipeline and share of wallet as it helps us to execute relevant and timely tactical marketing campaigns targeting known customers and unknown prospects. It will also sharpen sales conversations with customers by utilising ABM insight effectively to resonate better with customers to drive higher brand/product consideration.

Time/ Constraints:

6 months after the launch, sales usage of the tool was still low. However, in order to justify continuous yearly investment, a 10:1 ROI is required. Sales team were also novice in the social media.

Actions taken/led by me:

Internal change behaviour roll-out to get sales to act on insight opportunities weekly, when customers are ripe for engagement. Weekly usage monitoring and bi-weekly calls are held with the Sales team and Salesforce measurement is in place to track ROI.

Dynamic account targeting: ABM champions and social media champions were recruited and Sales team was trained to upload content, supported by weekly social media content toolkit.

Demand generation cluster ABM to target customers with significant potential and shared characteristics across key verticals. Current "known" contacts be targeted via EDM's based on ABM hot topics, whilst LinkedIn and Banner advertising used to reach out to "unknown prospects" based on the news feed of relevant job roles.

1:1 ABM / Project ABM007 for deep dive analysis on top 10 customers/ accounts – to better **Understand** a specific account, **Optimise** existing plans and **Action** specific marketing programmes that resonate with the account's needs.

Results achieved:

BT can now track specific named accounts and associated campaigns with its 6 billion dollar B2B business using an ABM code. To date, the ABM tagged insight and campaign activation have delivered an ROI ratio of 10:1 against closed revenue. In terms of pipeline the campaigns are running at 20% above the target 10:1 ratio.

The Agent platform is further influencing and enhancing the ability to close a pipeline with a potential ROI of more than 30x the cost of tool [Won Bronze Award for Best Integration of Sales and Marketing](#) at International B2B Marketing Awards 2018.

sales enablement toolkit

Project: Why BT – Major Corporate & Public Sector (2018)

"Christina is brilliant. From the moment she first appeared in the business she was transformational. She has an incredible ability to deliver more than: more than you asked for, more than you thought possible, more results. Hugely impressive. Christina is tireless. She is the "tinker bell" of marketing - throwing her magic dust around."

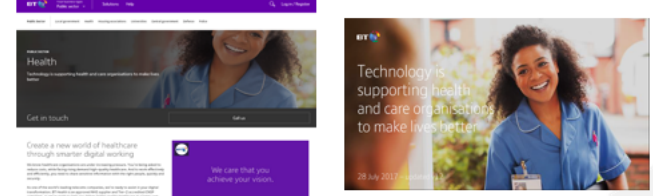
Nick Adams,
Business Development Director,
Local Government & Health,
BT, London

"We worked together in developing a Universities sector story for our company to gain relevance within a growing opportunity for a digital response campus. What struck me was Christina's ability to quickly focus in on the key values and principles that support a core purpose and her ability to simplify our collective thinking and align it to those key principles. It was enlightening for me to witness such advanced thinking happening in real time. Christina was very open and straightforward to work with and helped to focus our value proposition to create a compelling set of customer engagement material. She was open to the influence of the wider subject matter experts and deftly combined expertise and insight from across the company with the skills and experience of her marketing team to deliver thought-provoking and inspiring marketing collateral. Christina would definitely be on my A Team!"

Sean Luke,
CIO of Universities,
BT, London

Why BT M&Ps – "Achieve A Smarter Digital Future"		
• Vision: a 2 (internal & external)		
• Customer presenter: 2 (internal & external)		
• Interactive and digital: all training and all the same equipment (same location)		
By Portfolio and Props Themes Customer presenter 1 Full 360° customer support for BT's business customer align with Portfolio / Props strategy	<ul style="list-style-type: none"> Why BT – INTELLIGENT CONNECTIVITY* Why BT – DIGITAL TRANSFORMATION (ABC)* Why BT – MANAGED SERVICES Why BT – FUTURE VOICE & UC* 	<ul style="list-style-type: none"> Why BT – INTELLIGENT CONNECTIVITY + MANAGED SERVICES* Why BT – MANAGED MOBILITY (EE NETWORK) Why BT – UK CLOUD Why BT – UNIFIED WORKPLACES*
By Group/ Brand Pillars Customer presenter 1 Business 1 Business 2 Business 3 Business 4 Business 5 align with Public Sector strategy	<ul style="list-style-type: none"> Why BT – UK DIGITAL CHAMPION 	<ul style="list-style-type: none"> Why BT – BRILLIANT INNOVATION Why BT – CUSTOMER EXPERIENCE
By Customer Segments Customer presenter 1 Customer presenter 2 Customer presenter 3 Customer presenter 4 Customer presenter 5 align with Regional strategy	<ul style="list-style-type: none"> Why BT – MAJOR CORPORATE 	<ul style="list-style-type: none"> Why BT – LOCAL GOVERNMENT Why BT – HEALTH ASSOCIATIONS Why BT – UNIVERSITIES
By Regions (Verticals) Customer presenter 1 Customer presenter 2 Customer presenter 3 Customer presenter 4 Customer presenter 5 align with Regional strategy	<ul style="list-style-type: none"> Why BT – LONDON & SOUTH EAST Why BT – SCOTLAND Why BT – SOUTH WEST 	<ul style="list-style-type: none"> Why BT – MIDLANDS Why BT – NORTH Why BT – COUNTIES Why BT – WALES Why BT – NORTHERN IRELAND
By Bespoke / Verticals Customer presenter 1 Customer presenter 2 Customer presenter 3 Customer presenter 4 Customer presenter 5 align with Bespoke strategy	<ul style="list-style-type: none"> Why BT – SURVEILLANCE Why BT – DEMS (POLICE)** Why BT – DEFENCE PORTFOLIO** Why BT – FRAMEWORKS 	<ul style="list-style-type: none"> Why BT – RETAIL UTILITIES Why BT – TRANSPORT Why BT – PARTNERS Why BT – CUSTOMER EXPERIENCE CENTRE SHOWCASE RELIANCE

e.g. Why BT Health story



... customer presenter



... bt.com



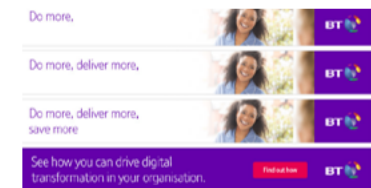
... poster



... pop-up banners



Why BT Health video



... digital banners

Situation/ Context:

Having one Why BT Story will help us (especially our sales team) to position BT and our portfolio, for our customers. This will also ensure strategy (and messaging) alignment, including terminology... so we will have one single story to engage our customers for different needs. **MPS Proposition:** At the centre of what we do is a single purpose. We want to empower our customers through technology – to give them the competitive advantage they need to thrive and deliver their digital transformation agendas.

Time/ Constraints:

There is inconsistencies in the narrative used by Sales team to tell the Why BT story. There is also incomplete content to support the narrative. And worse, there is no branded collaterals and lack of a narrative on our bt.com to explain our credentials / portfolio.

Actions taken/led by me:

- Master Toolkit:** Basic content and collaterals to enable sales conversation and to be used externally. Each story can have up to 4-5 different activation modules for different marketing channels.
- Umbrella narrative:** Each story builds towards the MPS proposition.
- Modular approach for customer presenter:** PowerPoint slides... so sales team can pick and mix the relevant slides.
- Collaborative effort:** Working together with the key relevant stakeholders across the business (Props/ Portfolio, Sales, CIO/ CTO, D&D, Group/ Brand).
- One consistent look and feel:** Aligned to the BT brand guidelines and tone of voice.
- Internal and external:** Stories are written to fit existing customers, new prospects/ customers (e.g. bid documents) and sales team.

Results achieved:

A complete sales enablement toolkit (offline/ online) with supporting activation modules and content (sales presenter, videos, events, digital bt.com, partners' hub, showcase, bespoke assets). Secured 100% buy-in from all relevant stakeholders. In total, we have more than 31 stories completed, 9 pending briefs. Total revamp of the digital bt.com pages for the [Major Corporate](#) and [Public Sector](#) customers, broken down to props (e.g. [Intelligent Connectivity](#)), verticals (e.g. [retail](#), [health](#), [universities](#), etc) and [regional](#) level (7 different regions). Additional thought leadership content (e.g. articles and videos) for use in bids. bt.com, social media, paid media, events and newsletters. One SharePoint / archive for easy use by Sales team. **Most importantly, NPS scores improved from -19% to +8.8%.**

Project: Royal Air Force Rugby Union RAFRU (2017)



"Thank you BT for stepping up and helping us take a quantum leap forward."

Air Marshal Phil Osborn CBE | Chief of Defence Intelligence | Ministry of Defence



Situation/ Context:

BT have a long history with the UK Armed Forces and it goes well beyond communications and technology. We're one of the largest employers of ex-military personnel and reservists. And we're proud to sponsor the Inter-Services Rugby Championship.

Proposition: We're supporting teams from the frontline to the touchline. Trust and teamwork. Innovative leadership and collaboration, creates winners on and off the field.

Time/ Constraints:

It's the biggest sponsorship deal we've undertaken in Defence, costing £70k for 2 years. And we need to justify the investment with sales opportunities and branding exposure from the activation.

Actions taken/led by me:

A full 2 year engagement plan was created, not a one-off activity. **Branding exposure:** Stadium branding – within the stadium and at the entrance to the stadium. BT branded trophies and medals were presented to the winners of the veterans', women's and men's games. Rugby shirts with the BT logo were worn by the all RAF players this season and are available to the public to purchase.

Collaboration with BT Sports –we filmed a feature documentary of the matches, special feature in BT Sports Rugby Tonight, special guests in the BT Action Women Awards.

Real time sharing – British Forces Broadcasting Services [streamed the matches live](#).

Content opportunities -We created a [short highlights video](#) to be used in bt.com, newsletters and social media.

Engagement activities – Dinners @BT Tower for the winners, the opening and closing of the season and VIP stadium box for all matches.

Results achieved:

The sponsorship deal has given the BT Defence team a unique opportunity not only to build new customer relationships, but to nurture them over the course of 2 years.

Unlike most sponsorship deals, we've been given a partner/ advisor role to plan, collaborate and deliver rugby activities for the RAFRU.

The RAFRU allows us access to customers which are harder for us to reach directly –for e.g. Charlie Forte (Defence CIO).

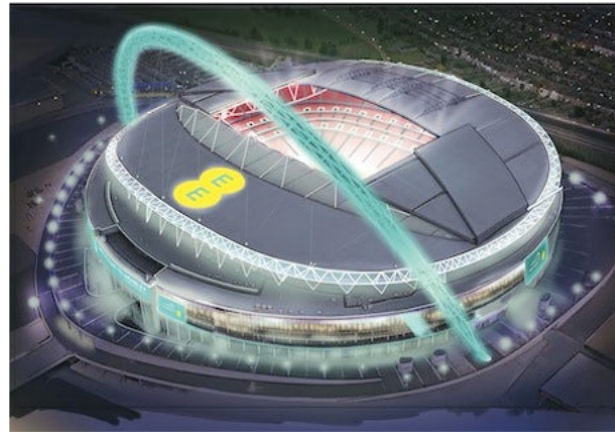
Supports Cyber opportunities of £220m including WatchTower, CSOC and CySAFA - "From my perspective I thought this was an excellent event and is something we should do more of. Since the event a customer has called me about some work which is worth an estimated £250k to us in year." **Mark Harris | IUS Business Director | BT**

"Christina Chan is an absolute force of nature - she is a whirlwind who uproots obstacles and leaves progress in her wake. She is passionate, driven, task-focused and leads from the front. She is demanding of those around her but never shirks from her own personal contribution. She rolls her sleeves up and demonstrates a degree of professionalism that her peers often find difficult to emulate. She has seen her team significantly reduced in size over the last year but has dealt with these challenges stoically and pragmatically, engaging the market facing unit to manage priorities. Throughout all of this, she demonstrated strong mental maturity and was never over elated by success nor crushed by difficulties - and she has seen more than her fair share of challenges."

**Tony Boyle,
Defence New Business Director,
BT, London**

sponsorship and activation

Project: EE @ Wembley Launch (2014/ 2015)



"We have been looking for the right partner to help us make sure that Wembley maintains its reputation for being one of the best sport and entertainment venues on the planet. As stadia around the world become increasingly more technologically advanced, EE is the perfect partner to assist us in fulfilling that goal, giving event owners and their fans the best possible and unforgettable shared experiences."

Melvin Benn, Wembley Chairman

Situation/ Context:

EE signed a six-year deal to sponsor Wembley Stadium, a contract worth £25million. It is the first time that the home of the England football team has been sponsored. EE, the mobile operator owned by French and German companies, will invest in a new network for the stadium offering fans 4G and eventually wi-fi nodes to support the huge amount of mobile data sent from smartphones during games.

Time/ Constraints:

Biggest sponsorship for EE, which means multiple stakeholders involved. The biggest challenge is making sure the network capabilities was up and running in Wembley for launch day.

Actions taken/led by me:

A full GTM launch programme for the 1st 12 months, including PR and press release.

Multiple go/no-go governance meetings for QA checks as we ramp up to launch day – on-site, offline and online.

Feb 2014 - Press/ media coverage opportunities with senior leadership team from EE and Wembley, supported by English FA team.

New logo "Wembley Stadium connected by EE" to be used by both parties to promote the sponsorship.

Feb 2014 - Stadium branding exposure for EE (outside of the stadium, in the stadium, all VIP box areas, video/ LED, lighted arch).

Feb 2014 - A dedicated webpage : <https://wembley.ee.co.uk/>.

Feb 2014 - Launch of the first bespoke Wembley app developed for the stadium's visitors. Spectators can access content linked as they watch matches as well as receive updates on stadium and travel news.

Sept 2014 – Unique light show, the EE branded Wembley arch
Jul 2015 -launch of the 'Wembley Cup': an exclusive online series starring football-loving YouTube talent #WembleyCup.

2015 - Retail exposure of EE products/ merchandise at the Wembley retail store, including new customers sign-up.

Customer activation opportunities - EE customers will benefit from exclusive ticketing and marketing initiatives (e.g. VIP box).

People engagement toolkit to ensure all venue benefits utilised for meetings (external customers/ internal sales) and hospitality tickets.

Results achieved:

97 press hits within 3 days in major media.

Social media reached an audience of 3.9million.

Within 6 months - 850,000 selfies uploaded, and streamed 400,000 goal replays.

"Christina is an incredibly focused and determined person, who always puts 100% into everything she does. She's equally adept working on "big picture" strategic pieces, or digging into the important details. And combines all of this with a great attitude and sense of fun. I really enjoyed working with her."

Laurence Simon,
Head of TV and Content Proposition,
EE UK

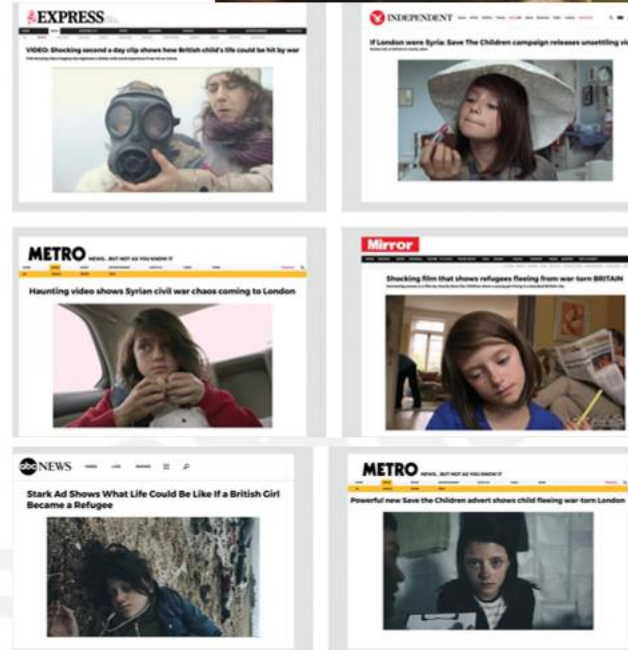
Project: Save the Children/ Syria (2014)

"One of the reasons I went freelance was so that I would get the chance to work with brilliant, intelligent and hard-working people who cared about what they did. Christina is one of those people. If there is an extra mile, she will go it. If there is a loose end, she will tighten it. If there is a gap, she will fill it. She makes things easier for the team around her, and I have thoroughly enjoyed being a part of her teams on several occasions"

Richard Beer,
Head of Copy,
Don't Panic London

"Christina completely restructured Don't Panic, transitioning the business from a media operation to a creative agency. This was a difficult challenge, which required the internal management of a variety of stakeholders and the external marketing of the new operation and its services. She also implemented the systems we still use today. She is super smart, very hard working, committed and knows everything there is to know about marketing, operations, systems, team building and tech. She gets it done!"

Joe Wade
Co-Founder
Don't Panic London



"A new commercial from Save the Children aims to remind people that the violence happening in Syria is very real." ~ TIME

"THIS shocking video imagines the nightmare a British child would experience if war hit our shores" ~ Express

Situation/ Context:

Since the crisis in Syria came to light, there has been many awareness campaigns to drive donation in the UK media. However, each of them uses similar imagery of deprived children in Syria – even though these imageries are really daunting, the public are still not engaged with them. They show concerns, but do not act on it.

Challenge: We need to shift public perception from apathy and hostility, to sympathy and understanding. The public's attention span is short and they are always ready to move on to the next crisis.

Insight: With an ocean between us and the Syrian crisis, it could be easily ignored and difficult for the UK public to relate to. So it was important to bring the crisis even closer to home.

Time/ Constraints:

Budgets are minimal, as per most 3rd sector when it comes to viral activation – so we really need a very compelling content that will drive huge word-of-mouth and organic press.

The client, Save the Children were wary about taking too much risks, as there are always concerns of PR/ media backlash in the 3rd sector.

Actions taken/led by me:

Organised an idea brainstorm session with the client – to help them embrace the need to be bold and break the norm in terms of creative approach to cut through the clutter.

Bold creative execution use the popular and relevant second-a-day format to engage parents and bring the refugee crisis home in a painfully familiar setting, right in a family setting in UK.

Engaged a production crew who strongly believes in the subject matter, and willing to create this ambitious project at a fraction of the cost (budget of £15k for creative, production and activation).

The campaign struck an international and local chord, becoming the most successful charity film of all time "[Most Shocking Second a Day : What if London was Syria?](#)"

Results achieved:

#1 : The Drum Video Viral Chart.

#1: Front Page of Reddit.

2nd most shared video ad on the internet, 2,5million shares.

24m+ views in 1 week, to date >150million views.

93% uplift in fundraising during the campaign.

889% increase in YouTube subscribers.

150+ media hits and coverage.

30 awards – Clio, D&D, including GOLD Cannes Cyber Lion 2014.

Project: Own Voice for Ovi Maps (2010/2011)

"Christina has the amazing capacity to make the impossible possible. In my time working with her at Nokia, I have seen Christina take on formidable projects, and deliver results beyond expectations. I have seen her take on a project that was by all accounts a train wreck, and turn it into a model of top-class marketing execution.

Christina regularly manages to weave together the seemingly contradictory goals of a wide range of stakeholders, without compromising the quality of the final outcome. In short, Christina can accomplish any challenge set to her. She is a tireless and dedicated person. She has a unique approach that is human, respectful, creative and often unconventional. Her work has won the respect of her colleagues throughout Nokia's marketing organization, including mine."

Darryl Pieber,
Creative Director/Verbal Identity,
Nokia UK

NOKIA OWN VOICE: BAKING MEDIA INTO THE PRODUCT

TASK: Get people to download and regularly use Nokia's free SatNav service on a tiny budget.

MEDIA STRATEGY: Instead of paying ads, use the budget to change the product into a machine that creates and places ads for us.

MEDIA IDEA: A new product feature called Own Voice that lets people have the voice of their friends and family for the voice on their Nokia SatNav. Each user records word orders when they create saved areas to contribute voice commands.

RESULTS: Achieved 175% of the objective number of users - with the growth rate increasing each week without any paid media.

The Guardian UK made Own Voice one of the best 50 apps of the year



Whose voice do you want on your Ovi Maps?

Robot Lady Facebook friends

Let your Facebook friends be the voice on your Ovi Maps

[Get Started](#)

OWN VOICE

Whose voice do you want on your Ovi Maps?

Install free Ovi Maps first

Let your Facebook friends be the voice!

Get Inspired

Let family be your guide

Now your loved ones can be the voice on your SatNav. Introducing free Own Voice for Ovi Maps. Whose voice do you want on yours?

Like

Banish the Robot Lady!

Now your friends and family can be the voice on your SatNav with free Own Voice app from Nokia. Whose voice do you want on yours?

Like

Situation/ Context:

After the announcement of free SatNav, people downloaded the Ovi Maps app, as it is free, but the activation of the service was still low. To resolve the issue, marketing created Own Voice with the agency to enhance the Ovi Maps experience, a voice recording mobile app.

Insight: People want to bring their loved ones on their trips

Proposition: Let's humanise Ovi Maps voice guided instructions with Own Voice. Whose voice do you want on yours?

Time/ Constraints:

Resource & budgets were all tied up in pushing the free SatNav message on ATL
Own Voice has to work in 41 different languages
Only support given was digital/mobile, own media

Actions taken/ led by me:

Make the voice recording function very accessible – on mobile, on Facebook and on nokia.com
Convinced the Location team to pre-install the app directly into Ovi Maps features
Secure 'free' bought media spaces, tagging onto the overall media package of Highway
Highlight in other campaign assets to create awareness for Own Voice
Continuous update of Own Voice success to key stakeholders and top countries, to divert marketing fund to support Own Voice
Build credo of Own Voice in the creative/ industry, winning awards
Engaging internal Nokia employees as casting in web videos

Results achieved:

- Launched June 2010, in 12 months:
- 1.33million downloads of Own Voice from Nokia Store (in top ranks with popular 3rd party apps)
 - 1.84million voicepacks created (100% user generated content)
 - Average of 200k voicepack created per week
 - Increased new devices sale with preloaded Maps
 - Top countries : China, Italy, Russia
 - Bronze Cyber Lions, Cannes 2011 and more

most awarded campaign

Project: Own Voice for Ovi Maps (2010/2011)

Awards	Own Voice Wins	Category
D & AD 2011	In Book	Mobile Campaigns and Mobile Advertising
Clio 2011	Bronze	Interactive
Eurobest 2010	Bronze	Mobile Applications and Other Downloadable Tools
One Show Interactive 2011	Gold Pencil	Mobile Applications/ Sites/ Services
One Show Interactive 2011	Merit Award	Interactive Advertising/ Environmental/ Experiential
One Show 2011	Bronze Pencil	Non Broadcast
CYBER LIONS, Cannes 2011	Bronze	Viral Marketing
MEDIA LIONS 2011	Shortlist	Best Consumer Engagement
new media age Effectiveness Awards 2011	Commendation	'Best Consumer Products and Services Campaign category'

What sets Nokia's Ovi Maps out from the rest of the field is a free downloadable utility called Own Voice for Ovi Maps that lets you record your own directions. It installs onto the phone too, so it's not as if you have to mess around with a computer either. It's dead easy to use; the utility shows you a command on screen which you read out. Once you've recorded each phrase you get to review it and re-record it if you're not happy with it. Of course when the utility says "turn left", you don't have to say that exact phrase, as long as it conveys the instruction. Consequently, thanks to my husband, I'm now instructed to "hang a left dude!" in his worst Bill & Ted's accent. I've actually started planning my routes to ensure I only turn right. No, I'm not kidding!

"No other person works harder than Christina. Having her in the team gives you the reassurance that we will get there, no matter the obstacles ahead. Furthermore, her attention to detail is closer to none and her commitment to do the best creative work ensures the output will always be original and of great quality. As team lead or even just a member, she also does incredibly well at looking after all the team members and always manages to find time to do that something special that raises the morale and brings everyone together. That selfless, softer side of her is, in the end, what manages to pull everyone together and get the best out of the team when the situation calls for "miracle time!" In general, working together with her has been a great pleasure and I can easily admit that some of my best career achievements in Nokia have been thanks to working with her. Whomever gets her in her team will be lucky, especially if you give her room to express herself and the capability to try out new stuff as you will get a dedicated professional that will do great advertising work"

Daniel Martin Alvarez,
Brand and Merchandising Manager,
Dell (Spain, Switzerland and Portugal)

ovi
navigation maps
record new free use video
nokia lets
share store make
create phone download
drive let just
personal app guidance packs
now

The Nokia N8 is a great looking piece of kit. It's sleek, and light and has a good sized touch screen. The GPS is very sensitive and is far better than our actual in car sat nav system. Own Voice, Ovi Maps voice personalisation tool, allowed us to get rid of the annoying woman on the sat nav, and instead replace her less than dulcet tones with the rather more cute and amusing tones of our 4 year old son!



Hearing the words, "Turn left NOOOOW Daddy!" is so much less enraging and made us listen to the sat nav, rather than switch off and get lost less than a mile from home *ahem*. You can also upload your voice pack to Ovi Maps to share with the world, or you can keep it just for yourself.

Like other smart phones, there are tons of apps that you can download. Nokia has Ovi, which is their apps system. Ovi Maps is their personalized navigation system made specifically for certain Nokia phones. Ovi Maps is a great navigation system and when I said it's free...I mean FREE. No cost to download. As I said, I have tried a few systems in the past as I am terrible with directions, and this is one of my favorites. It takes you where you want to go whether you are in your car, or out on your own two feet. It is very user friendly and very appealing to the eyes. But what really sets Ovi Maps apart is Own Voice.

Most awarded Nokia single campaign to date, including Bronze Cyber Lions, Cannes 2011



celebrity collaboration

Project: Chromeo DriveTime with Own Voice (2011)



The critically-acclaimed Canadian duo have re-imagined SatNav commands such as "Turn Left" and "Enter The Motorway" and turned them into funky beats for the street, complete with Vocoder effects and synth styling.

"We felt our fans were lost and needed some guidance. They needed to know when to turn, and where to turn, and what direction to turn. It's our role as entertainers to guide them."



Situation/ Context:

Own Voice by now seems to be the most innovative and creative marketing idea. And with the growing interest, we wanted to provide another creative angle for people to experience Own Voice.

Insight: Every single journey that people make has always been accompanied by music

Proposition: With Own Voice, your journey will always be guided by people "and music" you love.

Time/ Constraints:

Nokia has never really succeeded as a synonymous association with the music world.

The last artist collaboration was a huge investment (Rihanna) and some artists do not want to be associate with Nokia, seen as an 'uncool' brand

Actions taken/ led by me:

Re-engage Chromeo, up and coming electro funk duo. Their song was the official Highway TV music, so we renegotiated the deal to include Own Voice.

Tapped into Chromeo existing social network and music community to extend reach and credibility

Creative angle to get the music interest 'Chromeo has recorded a new album called – DriveTime, the smallest album in the world', 55 (SatNav) tracks using Own Voice.

Roll-out in phases, in true album launch style, familiar to the music industry

Sneak preview www.drivetime-download.com ;

press release to 28 key music enthusiasts, seeding pack of a tiny CD, making of interview on social network, official page on nokia.com, Facebook ads

Results achieved:

We granted the exclusive to the NME, the world's most respected music publication. Because we carefully selected 30 influential bloggers, the story was soon re-blogged across 100 music titles,

generating a great amount of industry buzz about the "world's smallest album".

The making of video generated 148,404 views in the first week. Huge amount of buzz on Twitter, with key influencers tweeting their approval.

Facebook was driving over 5,000 referrals in the first week. Again, the sentiment has been entirely positive on music blogs

with combined estimated unique views of 1million

"Christina Chan is unstoppable! Along with her eye for strong, creative ideas, Chris has that unique ability to steward and protect those ideas through multi-matrixed organizations. Christina was that "favourite" client who respected her people, respected the work of her agency, cultivated collaboration and could be counted on to represent work in the best light. Christina's passion for...more"

Christian Wolfe,
Senior Director of Marketing,
ANN INC, US

bloggers outreach

Project: Mommies Outreach for Own Voice (2011)

Where Should We Go?



‘Turn left’ (in a Georgia accent. Why?)
 ‘Turn right.’ (in a Scouse accent. Again, why?)
 ‘You’ve reached your destiny.’
 ‘What?’
 ‘Oh sorry. I’ll do that one again. You’ve reached your *destination*.’
 ‘I have?’
 ‘You WILL reach your destination.’
 ‘Oh good.’

I suppose it took about ten minutes all told and now I just laugh whenever I hear it. I don’t exactly need SatNav round here but I turn it on just to hear my boy telling me, in no uncertain terms, to ‘Go straight ahead’ or ‘take the THIRD exit’. And it’s reassuring when he tells me that I will reach my destination, my destiny, my whatever.



And finally yesterday the much awaited parcel arrived all the way from US... damn nice, then to open.



This lovely leather case hold the gift. (Amal Teggs doesn't want to stop holding the case)

Situation/Context:

After the launch, we only managed to secure EUR200k to support Own Voice – for both production and media. To ensure maximum ROI, we decided on using social media, focusing on bloggers outreach with very targeted behavioural marketing.

Insight: Females/ Moms use SatNav a lot, as they go about their daily chores for the family and children.

Proposition: With Own Voice, your journey will always be guided by the people you love.

Time/Constraints:

Last marketing funds for Own Voice within the year’s budget

Nokia only knows how to engage the tech bloggers, who will not be solely be writing about Nokia. We will be competing for share of attention, and this would not generate high participation rate
 How to create an attractive seeding pack with limited budget?

Actions taken/ led by me:

Engage the WOM arm of our agency to shortlist top 100 parents bloggers with children
 Seeding pack idea was conceptualised to be relevant and useful to parents – pop-up storybook to appeal to both parents and children
 Targeted English educated parents as reading to children is more a Western culture
 The story scripting was cleverly woven around the idea of Own Voice as a solution. It was about a family roadtrip journey, with the children asking the characters for direction

Results achieved:

We reached out to just over 100 bloggers and had 60 opt-in.
 Among the bloggers who posted, the bulk were in the UK, but we also reached the US, India, Australia and Israel.
 These posts have reached an estimated 224,122 unique viewers.
 Overall sentiment towards Own was highly positive 91% vs negative 9%

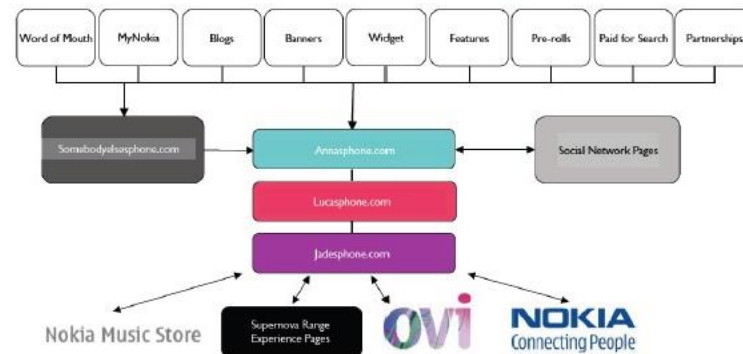
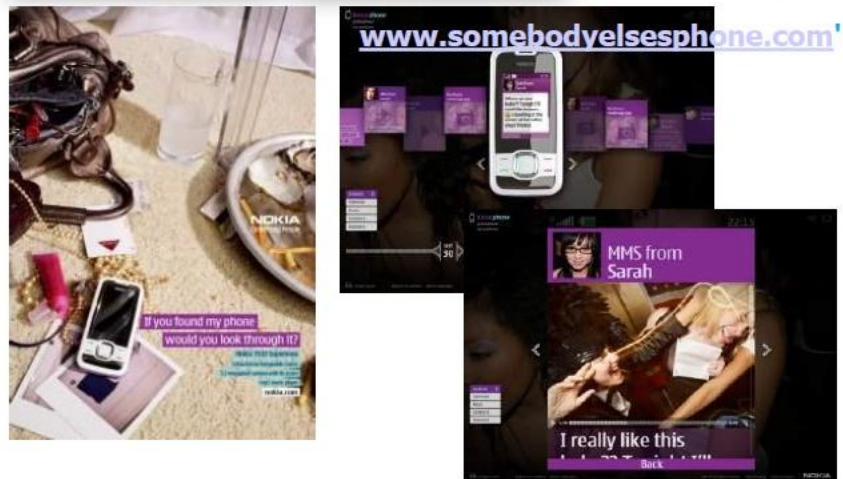
“Christina is a sharp thinker with thorough understanding of targeting, branding and technology marketing at large. She has unique ability to always find innovative ways to express the benefits of technology to the consumers in beautifully simple yet culturally sound, differentiating and inspiring way.”

Anastasia Orkina,
 Executive Vice President, VimpelCom,
 Russia (BeeLine)



real-time digital activation

Project: Supernova (2009)



Situation/ Context:

The 'Supernova' collection was intended to improve Nokia brand image perception and brand preference over key competitor Samsung, which is winning in this mass phone category and has a stronghold of this younger audience

Insight: People have come to rely so much on their mobile phone, it has become more than just a tool for communication. Losing your phone is now seen as a worse predicament than losing your wallet.

Proposition: Our phones not only reflect who we are, but it also stores a lot about us on them. Our pictures, our favourite contacts, our sms-es, our lives. 'My phone knows everything about me'

Time/ Constraints:

Nokia was seen as the 'daddy at disco' by the younger audience – 'Nokia does not understand me'

To reach out to the target, we need a relevant tone/ message and channel (digital/ social)

Nokia has never attempted a digital based campaign, activated on a global level due to resource, logistics and lack of experience

Actions taken/ led by me:

Hold the hands of all stakeholders step by step, to understand how unconventional this project is: real-time digital engagement platform with weekly webisodes, interlinking actual mobile interaction and offline events.

Localisation was done, but kept to 3 main regional casting and scripting to ease control

Campaign runs for 12 weeks, and we created a social activities calendar to keep the buzz going

Close interaction with local markets / digital agencies as we need synchronised roll-out

Detailed 'how to toolkit' was put together to ensure smooth utilisation of assets

Results achieved:

Launched in Oct, by Nov 16 (6 weeks), we have passed the 10million site hits mark

FWA voted Supernova microsite as Site of the Day, and nominated for Site of the month

Supernova total market investment committed increased by EUR10million with top management push

Secured partnership with Diesel and also be included in the movie, Shopaholic

Supernova TVC = top ad of the week voted by Adforum

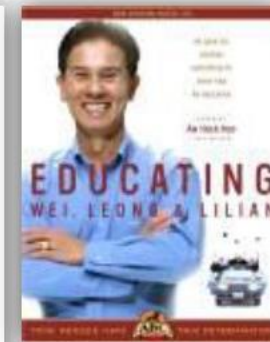
"Christina is a dedicated, hard-working professional with strong experience on both sides of the creative development process - client and agency. In her role working for me, she not only managed the practical side of extremely complex creative development tasks for global creative campaigns, but also had a good eye for the final creative outcome. Her tough but fair approach with the agencies she worked with won their respect, and she also worked hard to create social bonds between the client and agency teams. Christina was also liked by the local market teams who saw her as someone prepared to listen to and champion their needs, rather than just trying to impose standard solutions on them"

Chris Harris, Group Marketing Director, The AA London

integrated advertising

Key driver in successful, high recall launches/campaigns and...

- Nokia Global → fashion campaign, "L'Amour Collection", Nokia 8800, Nokia 5500 Sports Edition
- McDonald's Malaysia → McTeddy Bears, Snoopy, Hello Kitty, Chicken McCrispy, Buy One Get One Free
- KFC Singapore → Finger Lickin' Good Thematic, Crispy Zinger, Buddy Meal, KFC Delivery
- Pizza Hut Singapore → Dine-in Thematic "More than just pizzas", Lunch Express Thematic, Pizza Hut Home Delivery
- ABC Stout Singapore → Brand Thematic "True Heroes"
- Baron's Strong Brew Singapore → "Strong" Outdoor Campaign
- National Council Against Drugs Abuse Singapore → "If you play, you pay" Campaign



... award winning, in both local & international creative arena

- Kancil – Gold for Best Advertising Campaign for McDonald's Buy One Get One promotion 1999
- International creative awards (Clio/ One Show) won for KFC Thematic campaign "it's finger lickin' good" 2003
- International creative awards won (Adfest) for Pizza Hut Home Delivery campaign "Pizza Hut – part of your home entertainment" 2004
- Asian MobileNews Awards 2005, Nokia 'Distinctly Bold' campaign was voted as the Best Mobile Phone Ad Campaign and Nokia 7280 was named as the Most Innovative Phone
- Promotional Marketing Awards in Asia (PMAA) 2006: Gold for Best Multi-Discipline Campaign (Nokia L'Amour Collection)
- Creative Circle Awards Singapore (The Gong Show) 2006: 2 x Silver (Craft in TV, Cinema & Broadcast – Art Direction & Music Soundtrack : Nokia L'Amour Collection) 2 x Bronze (Craft in TV, Cinema & Broadcast – Animation/ CG : Nokia L'Amour Collection & Nokia 8800 Sirocco)

"I worked with Christina across three agencies: starting with her first job as an Account Executive in Leo Burnett KL, right up to Group Account Director in BBDO Malaysia and Singapore. As such, I had an excellent view of Christina's evolving talent and transformational capabilities during her formative years in the workplace. Even as a junior member in the team, she demonstrated abilities that far exceeded those of her peers and combined with a laser-like focus and intensity towards her projects and responsibilities, it is no surprise to me that Christina's career has taken a constantly accelerating upward trajectory in the past 10 years since I worked with her. Christina's list of achievements are far too numerous to mention here, even for those early years, but suffice to say that she excels in situations where she is confronted with obstacles which are generally considered by conventional wisdom to be insurmountable. She then takes great pride in proving that conventional wisdom isn't always right. In military parlance, she is what might be described as, a "force multiplier", and in those instances where the odds might be stacked against your favour, having Christina on your team might make all the difference."

Andrew Leong,
Managing Partner, Leo Burnett /
Arc Worldwide Malaysia