



## RAFE OFFER

Marketing, branding and innovation expert, Former Global Marketing Director of Coca-Cola

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- Global Marketing Director of Coca-Cola
  - Director of Global Marketing at The Walt Disney Company
  - Director of innovation for global drinks giant Diageo
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Rafe Offer has led teams and innovation at some of the world's best known brands – as a Global Marketing Director of Coca-Cola, Director of Global Marketing at The Walt Disney Company and a Director of innovation for global drinks giant Diageo. He also has consulted for the likes of Microsoft, Aviva and Amazon and is the Co-Founder of global music start-up

Sofar Sounds.

In 1993, Rafe joined The Walt Disney Company as a Brand Manager in the USA licensing division. He developed the "having fun never goes out of style" marketing campaign for new Mickey Unlimited adult products and within just three years, Disney saw sales grow from \$50m to \$800m. Rafe also persuaded mass market U.S. retailers such as Wal-Mart and Sears to carve out incremental in-store space to showcase Disney's new products and brands.

Rafe was subsequently appointed Director of Global Marketing for Disney Consumer Products and he led the world-wide marketing of Disney's \$12 billion Consumer Products licensing business. He set strategic vision, championed the evolution of Disney culture to global focus and developed business frameworks to help 57 country offices implement Disney brand strategies. During this period world-wide net profits were up 21% each year.

In 1997, Rafe moved to The Coca-Cola Company as a Group Brand Manager. He chaired an eleven-person Strategic Innovation Management committee – a team of executives from engineering, product, procurement, research and marketing that developed innovative packaging and sales equipment. Their innovations created \$55m additional profit for Coca-Cola. Moving to Global Marketing Director in 1999, Rafe led marketing and product development for Coca-Cola stores, attractions, event and licensed merchandise, which had collective global sales of \$1.2 billion. In 2000, Rafe developed the marketing strategy for Coca-Cola's first ever eCommerce initiative.

Moving to London Rafe became a Director for Diageo plc., creating Diageo's new entrepreneurial business unit responsible for finding new revenue sources while strengthening the core drinks business and brands.

Rafe has since consulted for the likes of Microsoft, Aviva, The Daily Mail Group (across newspapers and digital platforms) and Amazon. He was instrumental in the development of Twenty Recruitment – one of the world's fastest growing recruitment companies. Rafe put together the company's branding and culture which was instrumental in driving their incredible growth and visibility. Within a few years Twenty grew to a 50 person team, in profit with an office in New York and is now a case study at The London Business School as

a model for an innovative start-up.

He recently founded his own business, Sofar Sounds, a cutting-edge music company and worldwide promoter of new bands recently described by the Guardian as "a quiet revolution" and New York Magazine as 'one of the top new brands in America'. Originally from the US, Rafe now lives and works in London.

## TEMAS

- Marketing
- Branding
- Innovation

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## PROGRAMAS

### Programs description

Perfect for an insightful keynote, Rafe has been a guest speaker at Microsoft, Aviva and Amazon and routinely lectures on innovation, corporate venturing and company culture. With his passionate yet relaxed and interactive style, Rafe can cover a wide range of topics, from marketing basics to how to create a culture that enables breakthrough innovation, via the future of social media.

### VIRAL MARKETING – Under the Influence

How to get the most influential people in the world talking about your company. Learn how trends get started, and how they're spread by a small group of brazen nonconformists – your new partners. Forget buzz tracking, cool hunting, and trend spotting; those formulaic techniques put you months, even years, behind the curve, and they don't get you any closer to the people actually starting the buzz, coining the cool and triggering the trends. You'll learn how to find and work with the most influential creatives, to engineer the next big trends and link them to your brand – long before the cool hunters hear anything about it.

## **CUSTOMER RETENTION – Senseless acts of random kindness**

How to find and keep customers by making them happy. Be good to your customers. It's simple, obvious and overlooked by many companies. We explore crazy good things that Virgin, Federal Express, Disney and Rafe's own start-up did to pleasantly surprise people – ultimately adding and retaining customers the world over.

## **COMPANY CULTURE - What are you looking at?**

The value of having a vision. What's your vision and what's the value of having one? We'll talk numbers – the financial value of having a vision alongside the human value. We discuss the dos and don'ts / the top 10 ways to build a company culture that adds immediately and immensely to your bottom line. It all starts with having a clearly stated, inspirational set of words that gets you and your people motivated. You know it – but do you know how to do implement it and make it stick?

## **YOUR WORK MISSION - Man on the moon**

Why you need a mission and why everyone in your company has to know what it is. Do your employees (and you) wake up and wonder how they'll change the world today? Does every one of your employees know how what they do helps the company? What the end game is? What they're going to work for? We'll look at the vision of digital companies like Apple, Amazon and Google – as well as more traditional firms such as Coca-Cola – to see what we can all learn from how they approach work and uncover the tangible value of the intangibles.

Rafe Offer can deliver keynote and motivational talks as well as more involved workshops and consultancy

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