



DIAGNOSE. DISTILL. DELIVER.

ABOUT.

OH COOL

We specialise in building meaningful marketing strategies for growing businesses.

We have worked with such vibrant global brands as W-Hotels, Samsung, Absolut Vodka, The Accor Group, Ultra Music Festival, TopShop, and Zalora.

We have also worked with many smaller businesses to understand their markets, and articulate their value propositions.

From working with a broad range of sectors, we have learnt that the challenges that they face are more similar than people think.



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OKAY...

From twenty years leading companies, and extensive market research, I have learned the following about which areas are most likely to be **your biggest concerns around marketing:**

- **ROI:** Whether your marketing efforts will generate a positive return on investment, and how to both project and measure it.*
- **Budget:** Many people are uncertain about how to allocate for Marketing, and upon what to base the numbers.
- **Finding the right channels:** How to reach your target market effectively and efficiently.
- **Competition:** How to stand out from competitors and differentiate your business in a crowded market.
- **Talent:** Having the right skills and expertise on your team to execute effective marketing campaigns.

*ROI is assessed at the wholistic, yearly level, not the individual activity level



**WHY MIGHT
THIS BE
HAPPENING?**

FOCUS ON COMMS.

WHICH IS UNDERSTANDABLE, BUT NOT HELPFUL. COMMUNICATIONS IS WHAT WE SEE OUT IN THE WORLD, SO CONVERSATIONS OFTEN START THERE..

CREATIVE

Branding

Logos, pantones, jingles, and other distinctive brand assets

Adverts

TV, radio, billboards, online, search, influencer

Production

Video production, copywriting, photography, animation, applications, physical collateral

CHANNELS

Online

Social media, SEO, website, affiliate, podcasts

Traditional

TV, radio, out of home, mailouts, cinema, sponsorships

Events

Activations, online, conferences, speaking engagements

Prospecting

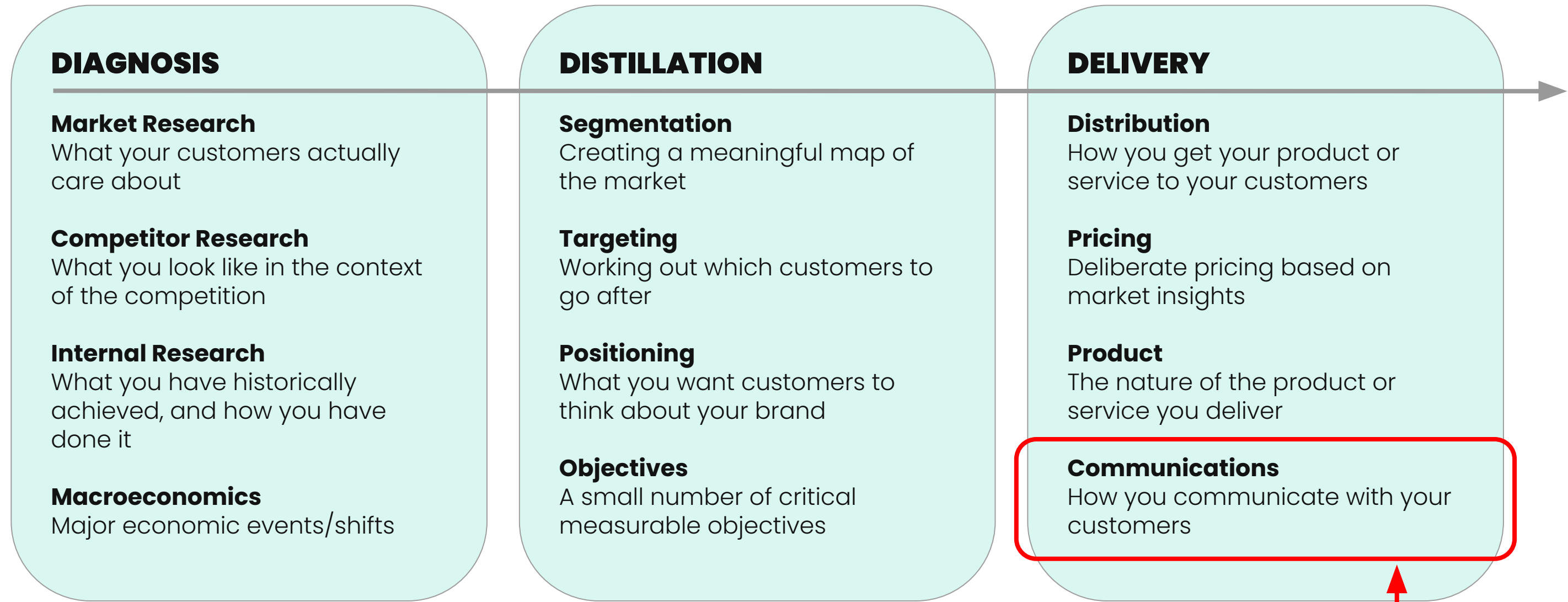
Cold calling, door-stepping, brochures

**HIGHLY COMPLEX, WITH AN OVERWHELMING NUMBER OF OPTIONS.
DOMINATED BY THE THREAT AND UNCERTAINTY OF NEW TECHNOLOGY.**



BIG PICTURE.

THERE ARE IMPORTANT QUESTIONS THAT NEED TO BE ANSWERED BEFORE TACTICS (DELIVERY) SHOULD EVEN BE MENTIONED.



However communications accounts for a small part of the overall Marketing mix

**THE
SOLUTION.**

oh

CLARITY.

Once we have done a proper diagnosis, and distilled this into a clear strategy, **the complexity around communications drastically diminishes.**

- **Confidently** build budgets that support your strategic objectives
- Make **clear-eyed** decisions around talent (whether in-house or outsourced)
- Make projections that are founded in data and **meaningful insights**
- Select the mix of channels that **makes sense** for your target customers
- Understand your place in the broader market, and how to **out-manuever** your competition



WHAT WE DO.

DIAGNOSE. DISTILL. DELIVER.

FOUNDATION: MARKETING STRATEGY

DIAGNOSE

- Market Research (primary & secondary)
- Competitor Research (pricing, perception)
- Internal (historical reporting, product knowledge, brand lineage)

DISTILL

- Identify the key levers of the business
- Solidify SMART objectives
- Plan internal communications

DELIVER

- 4Ps analysis
- Macro budgetary recommendations
- Talent acquisition recommendations
- Briefing agencies

ADDITIONAL SERVICES

RECRUITING

- In-house
- Agency

FRACTIONAL CMO

- Flexible commitment
- Onsite

MANAGEMENT CONSULTING

- Organisational structure
- Tech stack audit

MARKETING STRATEGY.

CONTENT	OVERVIEW	NOTES
CONTACT SESSIONS	10 x 1-4 hour sessions over three months 3 quarterly check-ins	This will require contact with the in-house marketing (and sales) team and leadership
RESEARCH PLAN	A lean, bespoke suite of research methods to uncover key market insights	This typically involves on-off research, as well as long term market listening activities built into day to day operations
STRATEGY	Market segmentation, targeting, positioning, SMART objectives	A wholistic look at the market, clarity on which areas of the market to go after, and the key attributes you want to communicate. All based on a solid understanding of the data.
4Ps	Clear direction regarding pricing, product, distribution (place), and communications (promotion)	This will include budgetary recommendations, talent acquisition timeline, and media mix

CONTACT.

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**THAT PAGE
WITH THE
LOGOS.**

W

HOTELS

Fiit

Kilo
LOUNGE

ULTRA
musicfestival



ZALORA

ABSOLUT®
Country of Sweden
VODKA

TOPSHOP

decarb  earth

SPARESCNX



LISA VON TANG

SAMSUNG

Yojee 

wac/zpay

SO
HOTELS &
RESORTS

oh

ABOUT.

OLIVER OSBORNE

A seasoned campaigner with over twenty-one years in leadership roles, spanning ten countries, and three continents, with rich experience running companies from a founder, director, and investor level.

In September 2013 in Singapore, Oliver founded Osborne Holdings as a marketing and events agency.

In late 2014 he launched Eyes To The Front (ETTF), which became the music and events arm. ETTF added artist management and music publishing to their activities, while Osborne Holdings continued to operate as a marketing agency.

Osborne Holdings (now rebranded as **oh cool**) now offers consulting services to various sectors, from Hospitality to FinTech.



oh

**THANK
YOU.**

oh

**IF YOU'RE STILL
READING, YOU MIGHT
ENJOY THE
FOLLOWING.**

CASE STUDIES.

HYGIENE & PATIENCE.

YOJEE. (ASX: YOJ)

LOGISTICS TECHNOLOGY, FLEET MANAGEMENT

RESULTS

- **Three out of the top ten global freight forwarders signed**
- Significant share price growth
- 2+ years managing IR communications (ASX)
- Increased Marketing efficiency

KEY ACTIVITY

- Divided strategy for 2 business units (with brand refresh)
- Aligned Sales, Marketing, and the product: Look & feel, messaging, and terminology
- Restructured and integrated Marketing and Sales tech-stack and processes

YOJEE SHARE PRICE & KEY MULTINATIONAL CUSTOMERS



[ABOUT YOJEE](#)



**MAP THE
TERRAIN
BEFORE YOU
TRAVEL.**

SPARES CNX.

MARITIME TECHNOLOGY, INVENTORY MANAGEMENT

RESULTS

- Full strategic work-up *before* tactics
- Used market segmentation to inform company valuation
- **Company achieved 2021 business goals (Qty. customers, Qty. vessels contracted)**

KEY ACTIVITY

- Market segmentation > targeting > positioning
- Branding
- Content creation (execution and processes)
- Talent roadmap, acquisition, and training
- Balancing long and short term Marketing activity

MARKET SEGMENTATION	< 50 VESSELS	50-100 VESSELS	>100 VESSELS
CONTAINER	Orange	Red	Red
LIQUID NATURAL GAS	Red	Orange	Yellow
DRY BULK	Blue	Blue	Blue
ROLL ON ROLL OFF	Blue	Blue	Blue
TANKER	Blue	Yellow	Blue

EXAMPLE

ADDITIONAL VARIABLES: Tech savviness, tech expenditure, sector buoyancy/affluence, sector size, route rigidity, average vessel size.

SAME ST,
DIFFERENT
SECTOR.**

OSBORNE HOLDINGS.

MARKETING, CONSULTING, EVENTS, MUSIC MANAGEMENT, ART SALES. FOUNDED IN 2013.

RESULTS

- Company started from scratch
- 7 multinational clients
- 60+ SMEs
- Clients spanning South East Asia
- Pivot from own team to 100% subcontractor

ACTIVITY

- Competence across a wide range of roles, thus enabling tighter management more effective recruiting of marketing talent
- Holistic business development process
- Development of subcontractors and partners



**A FEW MORE
EXAMPLES.**



FitTech

B2C/B2B, Mass Market

ROLE:

- **B2B lead generation for APAC**

KEY RESULTS:

Within three months we brought Apple, LinkedIn, Ultimate Fitness, Shopify and Facebook to the negotiating table.

Fiit

SO SOFITEL/ACCOR.

Hospitality

B2C, Luxury

ROLE:

- Creative direction
- Campaign management
- Event production

SO HOTELS &
RESORTS

KEY RESULTS:

3x revenue through flagship F&B and event space.

URFEED.

Tokenised Media Platform

Start-Up, Discussion App, Owned Network

ROLE:

- **Marketing Advisory Services**
- **Ghostwriting for COO/Co-Founder**



**MORE
ABOUT ME.**

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OLIVER JP OSBORNE.



EDUCATION

King's College London, Bachelor of Arts (BA)
Oct 2002 - Jun 2006
English Literature & Language

Marketing Week Mini MBA with Mark Ritson
Apr 2021 - Aug 2021
Mini MBA in Marketing: MBA level, CPD acr.

ABOUT

A seasoned professional with over twenty years in leadership roles, spanning ten countries and three continents, with rich experience running companies from a founder, director, and investor level.

In September 2013 in Singapore, Oliver founded Osborne Holdings as a marketing and events agency. In late 2014 he launched Eyes To The Front (ETTF), which took on the music and events components of the business. ETTF's birth added artist management to the mix, while Osborne Holdings (rebranded as 'oh') continued to operate as a marketing agency.

The two companies have worked with brands such as W-Hotels, Samsung, Ultra Music Festival, Topshop, Absolut Vodka, and Zouk Genting, as well as helping a diverse range of small to medium sized businesses find their strategic North Star.

VALUES

- **Approach differences of opinion with curiosity and empathy**
- **Embrace diversity in its many forms**
- **Seek out constructive feedback**
- **Aim to be aware of own shortcomings & biases**
- **Be respectful and considerate**
- **Take an active role in one's own personal and professional development**
- **If you see opportunities for someone on your team to be better at what they do, you owe it to them to productively address it**

EXPERIENCE

LEADERSHIP

250+ Management level individuals coached
20+ Years leadership experience
10 Countries, across 3 continents
8 Years working with remote teams

ENTREPRENEURSHIP & EXPANSION

3 Companies founded and scaled
2 Advisory board appointments
6 Abercrombie & Fitch Flagship locations opened

MARKETING

11 Years experience
7 Multinational clients
60+ SME clients
Proficient in both strategic and creative work

INVESTOR RELATIONS

2.5 Years ASX communications experience
5 Years consulting on IR campaigns

B2B

10 Years BD experience
Multiple sectors



**CULTURE AS
A POINTY
DRIVER OF
RESULTS.**

VALUES & CULTURE.

MARKETING, CONSULTING, EVENTS, MUSIC MANAGEMENT, ART SALES

THE BIG ONE:

IF YOU SEE OPPORTUNITIES FOR SOMEONE TO BE BETTER AT WHAT THEY DO, YOU OWE IT TO THEM TO PRODUCTIVELY ADDRESS IT.

Culture shouldn't be fluffy, it should be pointy, and it must drive results.

My experience coaching over two hundred and fifty management level individuals in the last fifteen years has solidified my understanding of how to nurture talent over time. Being regimented about coaching people is key to building teams that consistently strive for better results.

My experience with business development, and interestingly also events production, has honed my ability to quickly build rapport and exert influence on people who do not directly work for me (partners, investors, subcontractors, vendors, venue management etc.).

SOME OF THE BOOKS BEHIND THE BIG IDEAS



**IF YOU'VE MADE IT
THIS FAR WE SHOULD
CHAT.**

oh

LUNCH ON ME.

Oliver JP Osborne

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[oh cool](#)

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