

## JOB DESCRIPTION

Position Title: Planner (Mid Weight)  
Reporting To: Head of Planning  
Department: Planning and Strategy  
Location: London, UK

### GENERAL SUMMARY

To work within and provide support to the Strategic Planning team, in helping create and deliver smart thinking across a variety of client briefs.

### WHO WE WANT

We're looking for creative and strategic individuals who have been helping consumer brands use entertainment in interesting ways. From creating brand platforms in music, film or culture through to trend and consumer insight development – we want people that truly understand this space and have the track record to prove it.

At FRUKT our planners are the crucial bridge between our account teams and the creative function. We want people who understand the market, articulate what the consumer wants and demonstrate how to turn a brand's proposition into something unique and entertaining.

### OUR PHILOSOPHY

At FRUKT we believe that everything we see or do can become entertainment. Something to experience, capture and share. It's where these things collide that excites us. It's where they meet up that marketing is at its most successful.

In the olden days, consumers expected to have things presented to them. It was a simple arrangement. Our job – any agency's job – was to make a snazzy commercial and some eye-catching posters. A generalisation, but the end goal was for consumers to see them and buy into the brand.

Now, though, consumers have changed. Well, we all have. People are much more savvy, much more aware. Not content with passive interaction (and who can blame us?) if we see something, we want to be able to learn about it, play with it, and view it from more than one place.

At FRUKT we see these interactions as opportunities. A chance to add meaning, to create or enhance a relationship. After all, if you want someone to remember you or like you, it's not enough just to be in the same room as them. You have to be part of the action, strike up a conversation, offer them something of value.

For us, that's something to hang on to and be proud of. Something worth getting right. It's also something that everyone in our global network lives and breathes. The last 12 years have taught us that for brands both great and small (and we've worked with a lot), entertainment and passion are the best way to reach consumers and turn them into fans.

Why us? Because we've got insight, experience and creativity. We've turned entertainment into a science – and we have fun doing it. We go beyond ideas and chat – we follow up and act on things. And most of all, we make things happen.

## KEY RESPONSIBILITIES

- To gain knowledge of, and fully understand our clients audience, category/market, competitor
- To understand all insight requirements, both at pitch and live project stage
- To stay constantly ahead of relevant innovation and trends
- To analyse and interpret a varied set of facts and insights
- To write unique and effective creative briefs
- To inspire creative (and wider team) with provocations and propositions that will help them develop the best ideas
- To create clear and compelling narrative through pitch responses, creative briefs and wider client deliverables
- To manage and run brainstorming sessions
- To produce a variety of documents (pitch decks, insight documents etc)

## REQUIREMENTS

The following are essential:

- Minimum 4 years working in a marketing or advertising agency as a planner or strategist
- Must have worked with brands that are using entertainment and culture
- Strong knowledge of digital and mobile platforms
- A confident presenter and communicator
- Excellent skills in creating documents – a good quality writer and able to demonstrate clear story telling ability
- A personal passion for entertainment and culture

The following are desirable:

- Practical application of consumer research (qual and quant)
- Experience of international clients/global HQs
- A strong network of marketing and entertainment industry professionals

## SALARY

On enquiry.

## HOW TO APPLY

Please email [iwanttowork@wearefrukt.com](mailto:iwanttowork@wearefrukt.com)