SELECTED WORK / JOHN FRIEDA ALWAYS ON

08

John Frieda

A brand with a daily life

Annual digital strategy for Germany 2026.
Editorial leadership and original creator-led formats.



ALWAYS ON

Out in the city.
Time for yourself.



Give the brand a human voice

John Frieda's 2026 relaunch brought a more urban, energetic identity. I paired that energy with **personal self-care rituals**, developing creator-led formats that gave the brand real faces and stories.

MY CONTRIBUTION

Annual digital strategy
Original formats and creator briefs
Editorial planning and team direction
Monthly planning & reporting

SELECTED WORK / JOHN FRIEDA ALWAYS ON

08

A format people *can see themselves in*

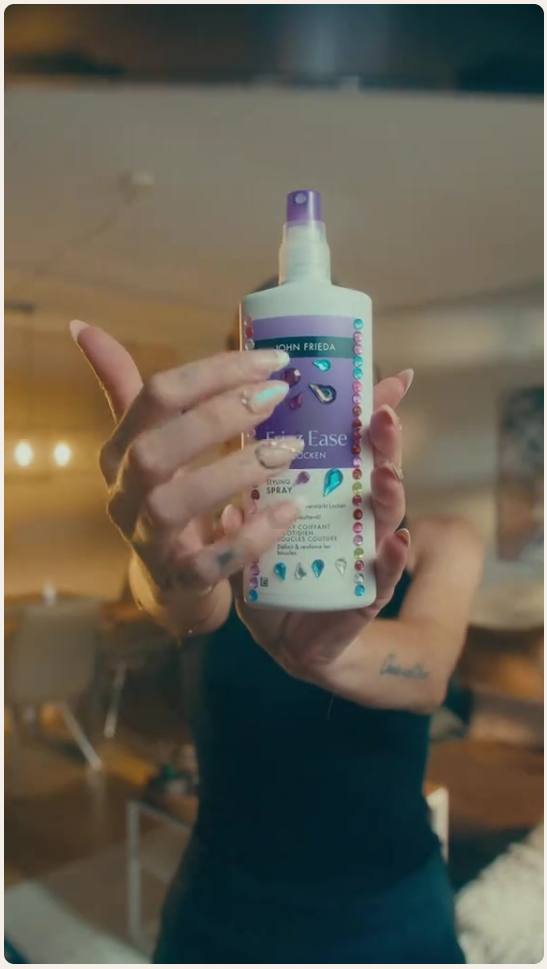
I created the concepts, names, narrative structure and visual references, then briefed creators and reviewed their work through to delivery.



Selfcare Outloud

A pause from outside expectations.
Self-care on your own terms.

Watch the format



The Sensory Lab

Sounds, textures and close-up gestures
turn the product routine into a sensory story.

Watch the ASMR video

SELECTED WORK / JOHN FRIEDA ALWAYS ON

08

A steady direction.
Room for the new.

I led editorial planning and team coordination, balancing repeatable formats with the freedom to respond to changing platform behaviour and trends.



Trend Hacking

A recurring slot with an open creative brief.
Each month, creators could reinterpret
a current TikTok trend with the products.

Start, stop, continue

I turned monthly reporting into decisions:
what to start, stop or continue,
then fed those choices into the next plan.

Beyond a single channel

I set newsletter topics and subject-line direction,
and selected content from other channels
for YouTube Shorts planning.

Consistency in direction, flexibility in execution.

SELECTED WORK / JOHN FRIEDA ALWAYS ON

08

Growing communities. *Sustained engagement.*

Owned-channel performance / January–May 2026.
Results include editorial content, creator activity and post boosts.

INSTAGRAM

35,471

FOLLOWERS IN MAY

+10.4%

From 32,129 followers at the end of January

TIKTOK

6,751

FOLLOWERS IN MAY

+21.7%

From 5,546 followers at the end of January

ENGAGEMENT AND REACH

4.5–6%

MONTHLY ER ON IMPRESSIONS

Industry benchmark: 3.7%.
Exceeded in all five months.

3.1×

REACH RATE VS BENCHMARK

31.4% monthly average,
against a 10% benchmark.