

Dave McCaughan



Dave has over 35 years of experience as a marketing and advertising strategist. Originally from Sydney he has since 1995 lived and worked in Asia, based in Bangkok, Hongkong, Tokyo and a super frequent visitor for projects in China, Korea, India, Bangladesh and just about everywhere else in the region. Dave held the role of Head of Consumer Insights and Asia Pacific Head of Strategy Planning for global advertising giant McCann for most of that time and then in 2015 established his own brand story consultancy, BIBLIOSEXUAL that helps brands understand the cross section of “people, media and brand”.

In 2017 he also helped establish Ai.agency, a virtual collective of marketing consultants that use AI based market research platforms to understand the narratives driving business, markets, categories and brands.

Dave has worked with brands like TESLA, Uber, NISSAN, Cathay Pacific, L'ORÉAL, SHISEIDO, TATA, CLSA, Pfizer and others to understand subjects such as “the impact of ageing Asia on markets and marketing”, “attitudes to technology”, “the role of social media in people’s lives”, “wellness trends and their application” and “business from beauty to beverages to automobiles”.

In recent years, Dave has become increasingly involved in helping companies understand how patients and practitioners understand health and wellness, and he has also become involved in developing focused short and mid term trends priorities for companies of many types.