

VIRGINIE LEPERE

I am Brand & Campaign Senior Strategist. I work since 5 years at Publicis in collaboration with data, effectiveness & connection plan experts in order to build strong brands.

Beyond creating consumer desire, I try to orient it towards issues of human, environmental and social respect. It is to have more impact that I started the strategy in 2012, after 22 years in communication agencies as a copywriter.

This creative background gives me an original point of view on brands and their positioning, and the ability to write sharp communication strategies with relevant and creative potential.

My role is to understand, inspire and guide people with empathy, commitment and enthusiasm.



PUBLICIS

- **Brand & Communication Senior Strategist | Oct 2016-**

Brand positioning and communication strategies.
Inspiration and follow-up of the creative development.
Market and trends analysis, fresh insights writing.
Strategic tools development, workshops animation.
Clients: Carrefour, Mutualité Chrétienne, Hello bank!, Medi-Market, Renault, Visa, Maredsous, Entremont, Reborn, Think Pink, Circus.

HAVAS 360 PARIS

- **Co-Creative Director | 2010 - 2011**

1 KILO3.COM

- **Owner | Communication agency | 2012 -**

Launching a reactive structure with Fred Van Hoof (AD).
Strategy, copywriting, concepts, production.
Clients : 3Suisses (France/Belgium), SPF Emploi, Cogito, Philips.

COPYWRITER/CONCEPT PROVIDER

- **For communication agencies | 1992 - 2012**

Saatchi&Saatchi, Euro-RSCG, BBDO, Lowe, Duval Guillaume, Mortier Brigade, Famous, Publicis (Belgium); CLM/BBDO, Saatchi & Saatchi (France). Numerous brands and categories: Pure FM, Douwe Egberts, Les Petits Riens, Hyundai, Audi, the Olympic Committee, Dexia bank...
Silver CannesLions (Duyvis) and numerous CB awards.



virginie@1kilo3.com



0032485083466

Belgium nationality
(born in France, lives in
Brussels since 30y),
2 children (29 & 21)

Degree in visual
communication (Saint-
Luc Tournai)

Interests: art, literature,
plants, Italy, Japanese
animation films, jogging

Tools: Warc, Nielsen,
deckofbrilliance,
JWTintelligence,
mobility.vias, bbh-labs,
DandAD...

Languages:
French (native), English
(intermediate), Dutch &
Italian (understanding)

My motto:
Du fond, du fun