

VIRGINIE LEPERE

STRATEGIC PLANNER & COPYWRITER

I am Brand & Campaign Strategist. I build relationships between the *I-need-to-evolve* brands and the *I-want-everything-and-its-opposite* consumers, through on & offline touchpoints. Beyond creating consumer desire, I try to orient it towards human, societal or cultural issues. It's to have more impact that I started the strategy even though I was a recognized copywriter. The mix of both skills allows me to write, based on data, strong brand storytelling and insights, and effective communication strategies. I am solution and result driven.



BBDO, BME, SAINT-LUC, FREELANCE

- **Copywriting & strategic missions** Shake, Second Floor... (2023 -)
Brand & Campaign Strategist BBDO: Positioning & launching a new Panasonic Group brand; strategy & implementation of Toyota campaigns (Jan-Nov 2022)
Strategist Brussel Major Event: internal comm workshops (2022)
Teacher Saint-Luc Tournai: Master communication copywriting (2022-)

PUBLICIS

Brand & Campaign Strategist (Oct 2016-Dec 2021)

I developed and implemented brand & communication strategies for: Carrefour (I created the price positioning 'les Prix sains' and its communication), Mutualité Chrétienne and Hello bank! (image campaigns to rejuvenate the target), Medi-Market and Maredsous (digital SoMe campaigns), Renault, Visa, Entremont, Think Pink. I did market & trend analysis, wrote insights & business recos, created a brand positioning toolkit & animated workshops.

HAVAS 360 PARIS

- **Creative Director (2010 - 2011)**

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- **Owner | Creative strategy, copywriting, biz management (2012 - 2016)**
I launched a reactive structure with Fred Van Hoof (AD). I developed strategies, copywriting, concepts, production for: le Théâtre de la Vie, les 3Suisses, Affordable Art Fair, SPF Emploi, Cogito, Philips, Iles...

CONCEPTRICE-RÉDACTRICE

- **For communication agencies (1992 - 2012)**
Saatchi & Saatchi, RSCG, BBDO, Lowe, Duval Guillaume, Mortier Brigade, Famous Grey, Air, Publicis, CLM/BBDO. Budgets: Pure FM ('good music makes good people'), Douwe Egberts, Les Petits Riens, Hyundai, Audi, the Belgian Olympic Committee, Dexia bank... Silver CannesLions (Duyvis), 2 Grand Effie, numerous CB awards.



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Based in Brussels
2 children

Degree in visual
communication
Saint-Luc Tournai

Interests: art, Japanese
literature, social grocery,
tap dancing

Tools: Microsoft Office
(Word, Power Point,
Teams, Outlook, Excel),
WordPress, Morris Matrix,
Indesign...

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

My motto:
Du fond, du fun