



JÉRÉMY DUMONT
STRATEGIC PLANNER

PROFESSIONAL EXPERIENCE

- **IPSOS ASI, Paris (market research company specialized in advertising) 01/2012 - 04/2013**
HEAD OF DIGITAL - Mars (Europe) - Yahoo - Aufeminin.com - Sanofi - Samsung - National Post Office - Heineken
Commercialized the research solutions measuring efficiency of on line banners, pre roll videos, content on brand websites and social networks: LIVE TEST (pre test), brandgraph digital (post test), brandwatch (social listening) (brandgraph), social listening
 - Management of the business with managing director and in coordination with other BU directors
 - Development of the range of digital solutions with the international team
 - Set the commercialization plan and commercial toolbox for the offer
 - Client visits, client proposals, daily team assistance in their interactions with clients
 - Arranged specific workflow for digital projects
- **IFOP, Paris (market research company) 2011 (6 month)**
HEAD OF DIGITAL - L'Oréal (Worldwide), Garnier, Danone (Europe), Philip Morris
Developed a range of research solutions leveraging social media: insights (social listening and netnography), co creation (social platforms for research), advertising efficiency (posts tests)
 - Development of a new offer with the head of new business and innovation + redaction of the commercial documents
 - Client presentations of the offer and daily assistance on the projects that have been sold
- **POURQUOITUCOURS, Paris (my strategic planning consultancy) 2006-2011**
STRATEGIC PLANNER - Orange - Kronenbourg - IDTGV - Crédit Coopératif - LVMH - CASINO - Publicis - Draft FCB
Inspired brand managers great ways to build their brand through digital (before the briefs to their agency): brand positioning, overall communication ideas, brand content insights, branded social platforms, community management
 - Overall management of the company and supervision of 2 junior planners
 - Client presentations of the company, proposals of collaboration, negotiation of costs
 - Concept development through workshops with the clients and agency creative competitions
 - Agency briefs to set the strategy and share insights that will help the agency deliver the best creative
- **INTUITION, Paris (brand consulting firm) 2005 (6 months)**
STRATEGIC PLANNER - Dior Beauté, Remy Martin (worldwide), Absolute, Coca Cola (worldwide)
Transformed brand potential into great products and communications through relevant consumer's insights and trends
 - Expert interviews to collect social shifts, consumers habits and market innovations into trend reports
 - Redaction and illustration of the concepts produced by clients and creatives during brainstorming days
 - Hand over the concepts to market research companies to evaluate the potential of the ideas for the consumers
- **LOWE STRATEUS, Paris (multimedia advertising agency) 2000.2004**
GROUP ACCOUNT MANAGER - Surf (Europe), Signal (Europe), Flora, Coca Cola, French State communications
Managed advertising projects for these brands up to client expectations: TV, press...(industry price EFFI: Surf detergent)
 - Managed internally the account with the help of a traffic manager: clients briefs, creative briefs, production and billing
 - Coordination of the network agencies to adapt the creation locally and media agencies to put it on air
 - Active participation to competitions (Signal, Surf) and new business pitches (coca cola)
- **ARNELL GROUP BRAND CONSULTING, New York USA (integrated design agency) 1998.1999**
ACCOUNT EXECUTIVE - Tommy Hilfiger (USA et Worldwilde)
Coordination of the advertising material (press, outdoor, radio, mailing) + new fashion labels identity
 - Responsible of the project flow between clients, creatives, production under supervision of the head of client
- **PUBLICIS GROUP, New York USA (multimedia advertising agency) 1995.1998**
ACCOUNT EXECUTIVE - L'Oréal - Giorgio - Armani - Cacharel (USA)
Projects coordination (TV, press, outdoor, radio, mailing)
 - Responsible of the project flow between clients / creatives / production + bridge with Publicis Paris

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EDUCATION

• **INSEEC, Bordeaux, France**

1992.1995

Bachelor degree from a business school
Major in Marketing strategies

• **FORDHAM UNIVERSITY, New York, USA**

1994

Studied Consumer Behavior

INTERNATIONAL BACKGROUND

I speak three languages (French, English, and Spanish)

I lived abroad during 5 years in the USA, 2 years in Argentina, 3 years in Irak, 2 years in Libya

NETWORKING ACTIVITIES

CONFERENCES AND TRAININGS

- **CONFERENCES** : E commerce Forum, E marketing Forum, TV syndicate SNPTV, Regional Press Syndicate
- **TRAININGS**: strategic planning for Strategies and Media Institute, webmarketing (CEGOS)
- **COURSES** given in French business schools: HEC, Sup de Pub, ESP, Institut des medias, ISCOM

CREATION OF A PROFESSIONAL NETWORK

PSST « 2.0 opinions and trends », PARIS 2.0 (conferences), **les apéros du jeudi** (events), **courts circuits** (think tank), **le vide poches** (blogs), **contagious ideas** (blog) and **PSST.PRO** (on line social network)

TREND REPORTS

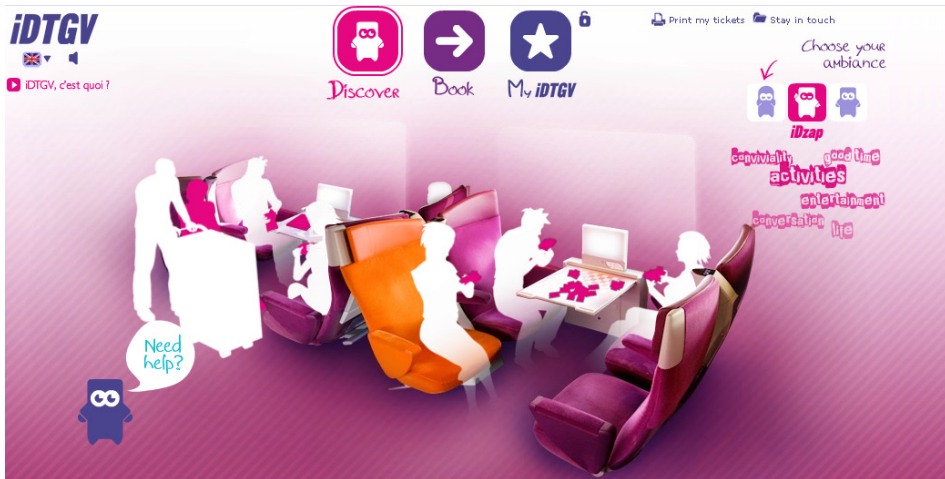
Community Planning, **Storytelling**, Engagement planning, **Digital Conversation**, Value of information on line, **Services in Mobility**, ECO DESIGN, **Collaborative Banking**, Augmented research through social media, **Impact of digital in Luxury**, What's a LIKE on youtube, **sources of credibility in advertising industry**, the Creative Class

WHAT I LIKE

PHILLIPE DÉCOUFLÉ mixing contemporary dance and circus, **DRIVE** with Ryan Gosling, **TATI** 's generosity, <http://www.visionaireworld.com>, the actors casted in **FELLINI** movies, **the sign language**, **LIVING EARTH** app for mobiles, **running and sweating**, TV series from HBO, **LOS ANGELES** lights, **look at people from my window**, **MICHEL GONDRIY** creativity, the way **PHILLIPE STARK** presents it's work, **WOODY ALLEN** wackiness, **ANDREAS GURSKY** most expensive photography in the world, **SOPHIE CALLE**'s curiosity, **Cuba falling apart yet still shining**, **HEYWOOD WAKEFIELD** first mass produced furniture, **NICOLAS DE STAEL** not so abstract paintings, all the songs from **Depeche Mode**, **PICABIA** contradictory mind, **POP ART**, laugh at the face of adversity, nature rearranged by **ANDY GOLDWORTHY**, <http://www.d-i-r-t-y.com> , **ROTHKO** sense of colors, playing cards with friends, **FRANK LOYD RIGHT** house in the mountain, **ANNA TERESSA DE KEERSMAEKER** harmonious moves along the music, **80's super egos**, **BLANCA LI** fun choreographies, **SEMPÉ**'s kindness, **SIDI LARBI CHERKAQUI** using his body to connect with the world, **GUY BOURDIN** taking pictures of shoes for Charles Jourdan from 1967 until 1981, **Argentina landscapes**, **TONINO BENACQUISTA** books, **sharing my ideas on facebook**, **AXEL MOONSHINE** following his dreams across the cosmos, follow what people share on twitter from **Hootsuite**

PORTFOLIO

CREATED A BRAND EXPERIENCE CONSUMERS CAN ACTIVATE FOR TGV



INSPIRED
SOLD
MEASURED

DIGITAL ADVERTISING

BRAND PROBLEM : Create a distinctive brand experience around the 100% digital offer to move away from a low cost image.

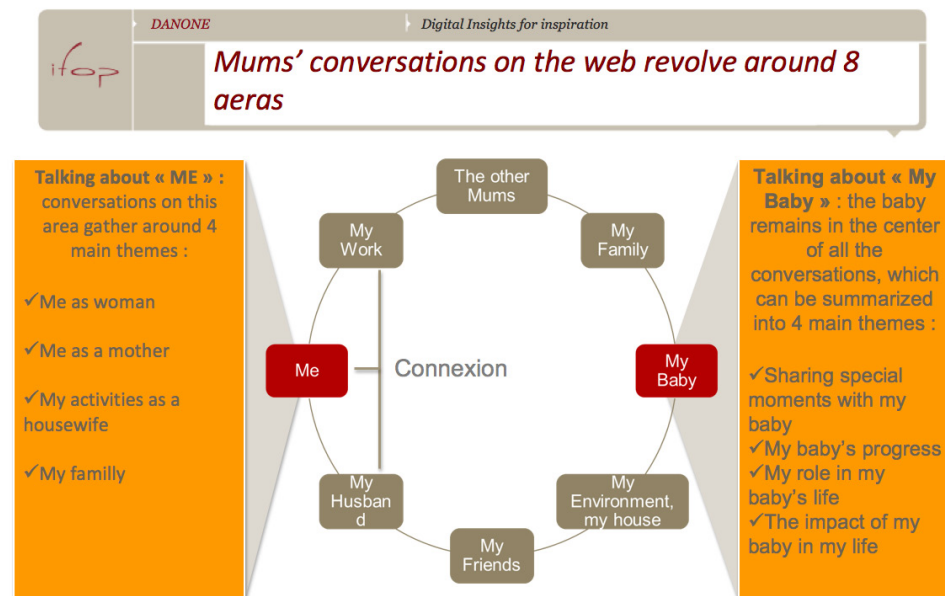
CONSUMER INSIGHT : « What other people around you do during the trip impacts directly your travelling experience »

STRATEGIC IDEA : Allow people to choose between 2 sitting areas : the silent area and the social area

COMMUNICATION SOLUTION : Build a web site consumers can use to before, during and after their trip : choose their sitting area, access their content on line, share their experience.

<http://www.idtgv.com/en/discover>

UNCOVERED INSIGHTS TO ESTABLISH THE CONNECTION WITH CONSUMERS FOR DANONE



CLIENT OBJECTIVE : Continuously advise mums on the special nutrition needs of their children from birth to age 3

COMMUNICATION OBJECTIVE : Use digital as a platform to engage mums into an ongoing relationship with the brand.

RESEARCH METHODOLOGY : Collect real mum conversations through a custom social listening platform in order to profile mums (personas), identify their fundamental needs/desires through time (UX scenarios), imagine concepts that would work for the brand (wireframes)

<http://www.danone.com/en/brands/baby-food.html>

DESIGNED DEVICES TO GET CONSUMERS TO INTERACT AROUND THE BRAND FOR CREDIT COOPERATIF



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BRAND PROBLEM : How to raise “social consumers” awareness for this cooperative bank aiming for social progress for all ?

CONSUMER INSIGHT : « When you start embracing alternative ways of living you seek advice from those who already went down that path and succeeded »

COMMUNICATION SOLUTION : Build a social platform where « social consumers », regardless if they are clients of the bank or not, can ask questions to each others »

<http://www.mycoop.coop/>

SELECTED MOST ENGAGING BRAND CONTENT FOR MARS BRAND ADVOCATES ON FACEBOOK



BRAND PROBLEM: How to get the facebook fans to advocate for the brand ?

COMMUNICATION OBJECTIVE : Feed consumer interactions with brand content to improve interactivity on a set of kpi's : number of visits, number of likes, number of posts, and number of shares

RESEARCH TOOL: Survey the fans to select the angle of communication, the best brand content creative routes and the most effective formats.

<https://www.facebook.com/whiskas>

PROPOSED WAYS FOR ADIDAS TV ADVERTISING TO GO VIRAL FOR A TRENDY STORE OPENING

Creative « Sophie - call me ! »
Web pages on social networks.



INSPIRED
SOLD
MEASURED

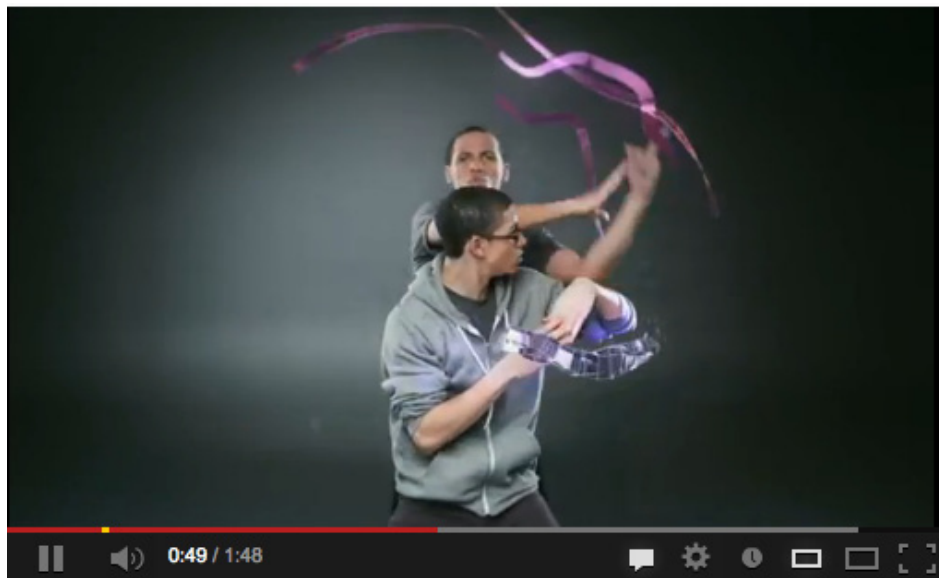
DIGITAL ADVERTISING

BRAND PROBLEM: How to get niche/trendy consumers aware of a new store opening in paris when you only have a TV commercial to air ?

STRATEGIC IDEA : Infiltrate the hip hop crowd and the arty crowd through facebook and twitter and use the TVC as a teaser for the opening night party
COMMUNICATION IDEA : Create “real” pages /accounts to tell a love story between three characters : martin (a hip hop guy), sophie (an arty girl) and a lost stan smith she left behind her when breacking up with martin.

<https://www.youtube.com/watch?v=G8wgG52wXZQ>

MEASURED DIGITAL ADVERTISING PERFORMANCE ON THE RIGHT KPI'S FOR SAMSUNG



Unleash Your Fingers : Next Generation



SamsungMobileFrance · 140 vidéos

Abonné

2 817 195

5 219 126

RESEARCH PROBLEM: When you get 3 million views on your youtube video it's a success for the media agency, but is it a success for the brand ?

RESEARCH OBJECTIVES : Measure intentions to buy and to recommend among the viewers and optimize creative efficiency.

RESEARCH TOOL : Single source post test with both analytics and survey questions

https://www.youtube.com/watch?v=1eD_I-IICL8