



# Olivier Richard

Multiple, unique and atypical profile

Paris, France

[Portfolio file](#)

[View profile on Dweet](#)

## Languages

French (Fluent)

English (Work Proficiency)

## About

- Senior creative (Creative Director & copywriter) multi-award winning in marketing services agencies (direct marketing, CRM, activation) and advertising agencies: Euro RSCG (Havas), Publicis Conseil, Leo Burnett...
- Creative Freelancer for major digital brands: Razorfish/Digitas, Isobar, Heaven, BETC Fullsix...
- Designer of experiential communication operations using new technologies, scenography...
- Team manager and trainer
- Entrepreneur

Management of operations that can involve the widest range of means and respond to varied but not opposed KPIs: image, notoriety, sales...

### BRANDS WORKED WITH

EURO RSCG The Sales Machine (after EURO RSCG Génération Direct)

Leo Burnett - Challenger House

Leo Burnett - IPC Paris

megafone

Publicis Conseil (after FCA|BMZ)

## Experience



### ● Founder - Consulting, strategy and creation

megafone | Jan 2011 - Now

Clients : Toyota – Toyota Financial Services – TF1 - Bouygues Bâtiment Ile-de-France – Financière de Courcelles – Val de Seine Aménagement – Galileo Global Education (Groupe ESG, IESA, Web School Factory) - International SOS - Crédit Agricole Assurances – Usine Mode et Maison.

Toyota : Design of the Toyota Business + omnichannel communication territory: advertising, e-CRM, digital activation, direct marketing...  
Creation of the Toyota Enterprise European graphic identity.  
Creation of the Toyota Financial Services digital platform and all e-CRM tools.

Ile Seguin - Rives de Seine : Creation of the "Pavillon des Projets" in Boulogne-Billancourt, from design to delivery.  
Design of an experiential journey with the creation of new immersive cabins: virtual lift, augmented reality, Seine Musicale concert 3 screens.  
Management and coordination of a wide range of professions : scenographers, architects, creatives, production companies, photographers, editors, motion designers, developers, project managers...

### ● Creative Director & Copywriter 360°

| Jan 2004 - Now

Client agencies : Publicis Conseil – Publicis Consultants – BETC – Euro RSCG 4D – Australie-GAD – MRM - Proximity BBDO – Heaven - Digitas – Isobar – CHEIL – UZIK – DDB - FCB – Extreme – Cancun – Le Public Système – Les Gros Mots – Sudler & Hennessey – Novembre...

Renault : Management of digital campaigns (launch of new models) and particularly those concerning the electric Renault range aimed at removing the brakes and convincing individuals and professionals of the benefits of this engine.

Dacia : Design of the brand's European digital/social media platform including new and long-lasting activation mechanisms (trials between individuals, etc.).

Grand Optical : Creation in 2007 of "POURCENT'AGE" - Vous allez adorer dire votre age (name, claim and activation mechanism). Operation still in progress.

Monoprix : Creative management of the transition phase between 2 communication territories.

Implementation of the first 360° speeches involving the "bayadère" territory.

- **Creative Director**

Leo Burnett - Challenger House | Jan 2003 - Dec 2003

Budgets : Quick, Reebok, Azur Assurances, Campanile, Primagaz.

- **Senior Copywriter**

Publicis Conseil (after FCA!BMZ) | Nov 2000 - Dec 2002

Budgets : PMU, Carrefour, SFR, espace SFR, e-phone, Sofitel.

PMU : Designer of the brand's 360° speeches (launch of bets on the internet, Pariez Spot...): TV, cinema, radio, press, digital communication + creation of activation campaigns to energize the 13,500 points of sale.

Carrefour : Creative lead on the brand's strategic and international subjects: worldwide campaigns, modernization of the communication territory, optimization of customer relations, initiation of the loyalty program, digitalisation.

SFR : Creative management of the transformation of the network of "e-phone" shops into "espace SFR".

Creation of the brand's graphic identity, its communication territory and design of the off and online launch campaign. Creation of point of sale activation campaigns.

- **Senior Copywriter**

Leo Burnett - IPC Paris | Jul 1998 - Oct 2000

Budgets : France Telecom, Itineris (Orange), Air Liberté, NBA, Tetley.

Itineris (Orange) : Design of a superlative loyalty program (several million members) - Le Club Itineris - and content creation.

- **Senior Copywriter**

EURO RSCG The Sales Machine (after EURO RSCG Génération Direct) | Sep 1994 - Jun 1998

Budgets : Chanel, Lacoste, Galeries Lafayette, Le Printemps, Peugeot, Air France, Gaz de France, Gillette, Manpower, MAAF Assurances, Microsoft.

Chanel : Creative referent of the brand's relational marketing program implementing a fine use of data and the work of psychologists in order to define around fifty different customer profiles and allow ultra-targeting of messages.

## Education & Training

---

1991 - 1994

- **ISCOM Paris**

Licence, Communication