

SOME THINGS
YOU SHOULD KNOW ABOUT

ANDRÉ PLAISIER



WHAT HE DOES

ANDREMY.AGENCY

AN
DRÉ

HIS P.R.

[LINKEDIN.COM/IN/ANDREPLAISIER](https://www.linkedin.com/in/andreplaisier)

in

Koninklijke
Academie van
Beeldende
Kunsten
Den Haag

SO HE SAYS

ROYAL ACADEMY OF FINE ARTS
THE HAGUE, NETHERLANDS
GRAPHIC AND TYPOGRAPHIC DESIGN
BACHELOR: 1984.



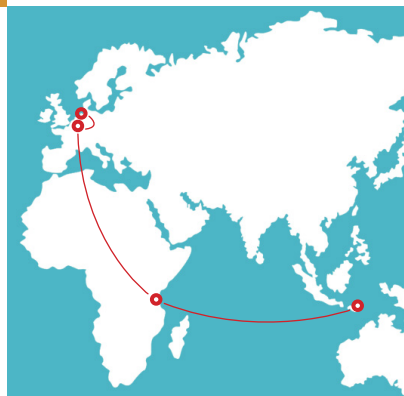
DUTCH: MOTHER TONGUE
ENGLISH: PROFESSIONAL
FRENCH: PROFESSIONAL
GERMAN: WELL SPOKEN/WITTEN
SWISS GERMAN: WELL SPOKEN
BAHASA INDONESIA: NOTIONS

INNOCENCE

BORN IN THE HAGUE, THE NETHERLANDS
02/08/1960

EARTH IS HOME

LIVED AND WORKED AS AN
ART DIRECTOR/CREATIVE DIRECTOR
IN
THE NETHERLANDS
BELGIUM
TANZANIA
CURRENTLY IN BALI, INDONESIA



GET HIM

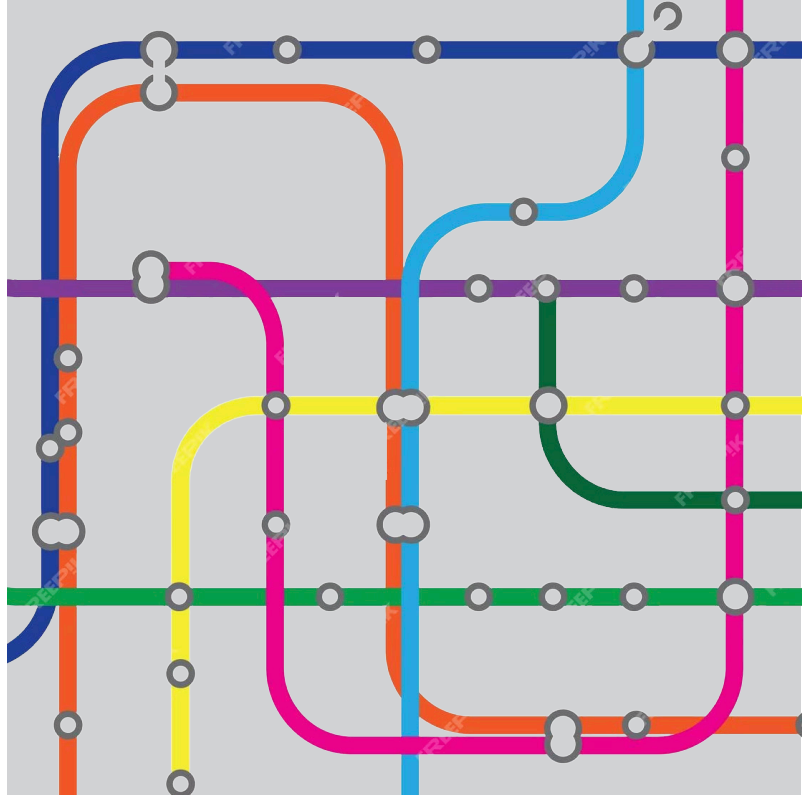
MOB +62 877 4575 3155
WHATSAPP +255 719 712 109
ANDRE@ANDREMY.AGENCY
PLAISIER.ANDRE@GMAIL.COM



SEND COPS?

RUMAH BARONG
JL. PURI MASTIMA
JASRI-SUBAGAN - KARANGASEM
BALI
INDONESIA 80811

HIS JOURNEY



5/2019 / PRESENT:	OWNER/CREATIVE DIRECTOR, ANDREMY.AGENCY, BALI, INDONESIA
6/2015-PRESENT:	CREATIVE DIRECTOR/PARTNER, RIGHT HERE TANZANIA
3/2013-5/2015:	CREATIVE DIRECTOR, TBWA TANZANIA
5/2010-2/2013:	SENIOR ART DIRECTOR, TBWA BRUSSELS
2/2009-4/2010:	FREELANCE SENIOR ART DIRECTOR, BRUSSELS
9/2000-1/2009:	CREATIVE DIRECTOR/PARTNER, GERMAINE/BBDO, ANTWERP
5/1999-8/2000:	SENIOR ART DIRECTOR, DDB GROUP BELGIUM, BRUSSELS
1/1996-4/1999:	SENIOR ART DIRECTOR, BATES BELGIUM, BRUSSELS
6/1995-12/1995:	SENIOR ART DIRECTOR, YOUNG & RUBICAM, BRUSSELS
6/1991-5/1995:	ART DIRECTOR, VVL/BBDO, BRUSSELS
12/1988-5/1991:	ART DIRECTOR, YOUNG & RUBICAM, BRUSSELS
1988:	FREELANCE ART DIRECTOR, BRUSSELS
1987:	ART DIRECTOR, BURSON MARSTELLER PUBLIC RELATIONS, BRUSSELS
1985-1987:	ART DIRECTOR, CASE ADVERTISING, HILVERSUM, NETHERLANDS

Burson-Marsteller
Y&R

BBDO
BATES

DDB
HERE FOR BARONG
TBWA



HIS CAMPAIGNS

MEDIA

- VTM COMMERCIAL TELEVISION (INCL LAUNCH)
- DE STANDAARD NEWSPAPER
- BRTN NATIONAL TELEVISION
- KANAAL 2, FLEMISH COMMERCIAL TELEVISION
- RADIO 1 + FLANDERS INTL RADIO
- DE TIJD, FINANCIAL NEWSPAPER
- HET NIEUWSBLAD, NEWSPAPER
- KNACKWEEKEND BLACK, LIFE STYLE MAGAZINE
- REAL HOUSEWIVES OF DURBAN

BANK & INSURANCE

- KREDIETBANK
- EUROCARD/MASTERCARD
- RVS INSURANCES
- DEUTSCHE BANK
- DEXIA ASSET MANAGEMENT
- DEXIA PRIVATE BANKING
- DELOITTE
- KBC BANK&INSURANCE
- BANK OF AFRICA, TANZANIA
- KCB TANZANIA
- FINCA MICROFINANCE BANK TANZANIA

PUBLIC SERVICE

- AMNESTY INTERNATIONAL BELGIUM
- ANTI RACISM CAMPAIGN BELGIUM
- AIDSTELEFOON/INFORSIDA
- WWF
- FHI360, USAID TANZANIA
- GIZ INDONESIA - ASEAN CRN
- BEGAWAN FOUNDATION, BALI

ELECTRONICS

- PIONEER CAR AUDIO
- JVC TELEVISIONS
- SONY TELEVISIONS
- PENTAX COMPACT CAMERA'S
- SAMSUNG MOBILE PHONES
- OFF GRID ELECTRIC TANZANIA
- ALL SOLAR WORLD INDONESIA/TANZANIA

MOBILE & INTERNET

- BASE
- PROXIMUS&BELGACOM
- TELENET
- TIGO TANZANIA
- TIGO GLOBAL

FMCG

- MOLTANEL TOILET PAPER
- WOOLITE DETERGENT
- CAREFREE HYGIENE
- P&G (HEAD & SHOULDERS + PANTENE)
- CAMPINA DAIRY
- TETRAPAK
- DRUM TOBACCO
- LUCKY STRIKE CIGARETTES
- MARLBORO
- CHESTERFIELD
- PEPSI
- BOMBAY SAFFIRE
- MAES BEER BELGIUM
- GRIMBERGEN BEER BELGIUM
- HOEGAARDEN BEER (INBEV) BELGIUM
- BECK'S BEER (INBEV) BELGIUM
- HEINEKEN TANZANIA
- CASTLE LITE TANZANIA
- SERENGETI LAGER & SERENGETI LITE TANZANIA
- STAR BEER GHANA
- SORGA CHOCOLATE, BALI

RETAIL

- FNAC
- IKEA
- Q8 PETROLEUM
- ALBERT HEYN SUPERMARKETS
- TLR ECLECTIC
- KFC
- MALDITOS CHURROS, BALI

AUTOMOTIVE

- VOLKSWAGEN
- AUDI
- CHRYSLER
- JEEP
- PROTON

OTHER

- BPOST (BELGIAN POST)
- LOYENS & LOEFF LAWYERS
- CEORT
- YPO
- THUNGELA MINING SOUTH AFRICA
- BEGAWAN BIJI, BALI

ETC

HIS PRIDE



CREATIVE CLUB OF BELGIUM

- 4 GOLD AWARDS
- 6 SILVER AWARDS
- 8 FINALISTS
- 33 HONORABLE MENTIONS

EFFI

- 1 GOLD AWARD
- 2 SILVER AWARDS

BEST OF ACTIVATION

- 2 GOLD AWARDS
- 2 SILVER AWARDS

NEW YORK FESTIVALS

- 1 GOLD AWARD
- 2 FINALISTS

ART DIRECTORS CLUB OF NEW YORK

- 1 FINALIST

ART DIRECTORS CLUB OF EUROPE

- 2 FINALISTS

EUROBEST

- 2 FINALISTS

EPICA

- 2 FINALISTS

CLIO

- 3 FINALISTS

AGENCY NETWORK AWARDS

- YOUNG&RUBICAM (GOLD)
- DDB (GOLD)
- PUBLICIS AFRICA GROUP (GOLD)

ADVERTISER'S OWN AWARD

- CHRYSLER/JEEP (OOTB AWARD)



TRUE

A TRUE LEO, ANDRÉ ISN'T SHY TO GIVE HIS OPINION. BUT ONCE YOU GET TO KNOW HIM, YOU'LL SEE IT'S FOR A GOOD REASON. HE BELIEVES IN WHAT HE DOES AND ENSURES IT'S FOR THE QUALITY OF THE WORK AND THE RESULTS.

HE SAYS THAT COMMUNICATION ONLY WORKS IF YOU PUT YOURSELF IN THE AUDIENCE'S SHOES; EMPATHY. UNDERSTAND THEM AND YOU MIGHT GET NOTICED, OR BETTER YET, LISTENED TO. THAT'S WHY HE IS ALWAYS LOOKING FOR INSIGHTS, QUESTIONING BRIEFS, EVEN REWRITING THEM. NOT JUST FOR THE SAKE OF THE CREATIVE OUTPUT BUT FOR THE SAKE OF THE OBJECTIVES. WHICH, IN TURN, HELPS THE CREATIVE WORK TO BE UNAMBIGUOUS AND STRONG.

HE'S ALSO AN AESTHETIC AND HE BELIEVES WE SHOULDN'T BOTHER THE WORLD WITH UGLINESS. OH, AND HE LOVES TO WRITE. HIS CREDO: IF WE COMMUNICATE, LET'S HAVE A GOOD REASON, A CLEAR MESSAGE AND A BEAUTIFUL VOICE. THAT ABOUT SUMS UP ANDRÉ.

OTHER THAN THAT, HE IS ACTUALLY QUITE EASY-GOING, FRIENDLY, AND DIPLOMATIC WHEN NEEDED.

GO AHEAD, GIVE HIM A CALL.