

Kandidaat 2 - Louis-Philip Cattoir - Managing Director / Owner IP & Brand Strategist



CV

Experience

- IP & Brand Strategist - Remarkable Europe (2021 - ...)
- Social Media Consultant Publicis - Samsung Benelux (2020 - 2021)
- Social Media Consultant Ogilvy - PHILIPS Amsterdam (2019 - 2020)

Education

- Master of laws (Intellectual Property Rights) - KU Leuven (2019)

Certificates

- Sustainability Management – Vlerick Business School (2022)
- Media Buying Professional – FACEBOOK (2019)
- Digital Marketing – VOKA (2018)

Membership

- UNIZO member (2022 – heden)
- BAM - Young Board Member (2020 - ...)
- VOKA member (2018 – heden)

Motivation

Dear BAM members

I am hereby writing to you to put myself up for candidature for BAM, the Belgian Association for Marketing. As a brand strategist at Remarkable Europe, I am convinced that I have the experience and position to contribute to the future of BAM. Thus, together we can promote marketing and branding as essential pillars within today's business world.

Today, companies are increasingly involved with social topics: from sustainability (e.g. Patagonia) to social justice (e.g. Tony's) and consumer health (e.g. 3M). Times of pure Profit are over, Purpose and People are quasi-centric.

This is how I see my role as a Brand Strategist - and also more broadly together with our Branding Agency - to build strong brands where a Brand Strategy takes into account the broader social context. In addition to our Brand Strategy activities, we still lead classic creative and legal branding projects in both B2B and B2C contexts, of course. Always with long-term and (socially) sustainable brand building in mind. As

managing director, IP and brand strategist at Remarkable Europe, I have the opportunity to work with a variety of companies, from startups to large multinationals.

This involves building brands based on values and principles, focusing on creating lasting relationships with customers and stakeholders. A strong brand will fulfil that brand promise and apply it consistently in all (communicative) expressions. This requires careful alignment between marketing, strategy and management.

BAM, as an association of marketers and brand strategists, will play an important role in promoting this long-term brand building. As a member of BAM, I want to contribute to the mission by sharing know-how, lectures and networking. In this way, we stimulate the debate on the social role of brands and marketing. In doing so, I also want to emphasise the importance of long-term brand building versus short-term campaigning. We can propagate this further by organising events, publications and discussion groups.

I am convinced I can make a valuable contribution to the development of the marketing and branding sector in Belgium. Together, we can strengthen the social role of brands and marketing and encourage companies. This allows companies to take responsibility for their impact on society, on top of and as part of informed branding. Thus, with BAM, we can take an important role in promoting this long-term brand building and encouraging companies to thoroughly reflect on their brand strategy and raison d'être.

Louis-Philip Cattoir