



REINBOLD B.  
BOOK 2014 - 2016

LINKEDIN RESUME - CV 

# summary

MOST FAMOUS REFERENCES:

- EASTPAK
- RTL
- BROWNING
- NESTLÉ
- RALPH&RUSSO
- RBC
- ALSTAR SUZUKI
- GHINZU
- AXA BANK
- YVES ROCHER
- ING
- DELOITTE
- SMART
- ...

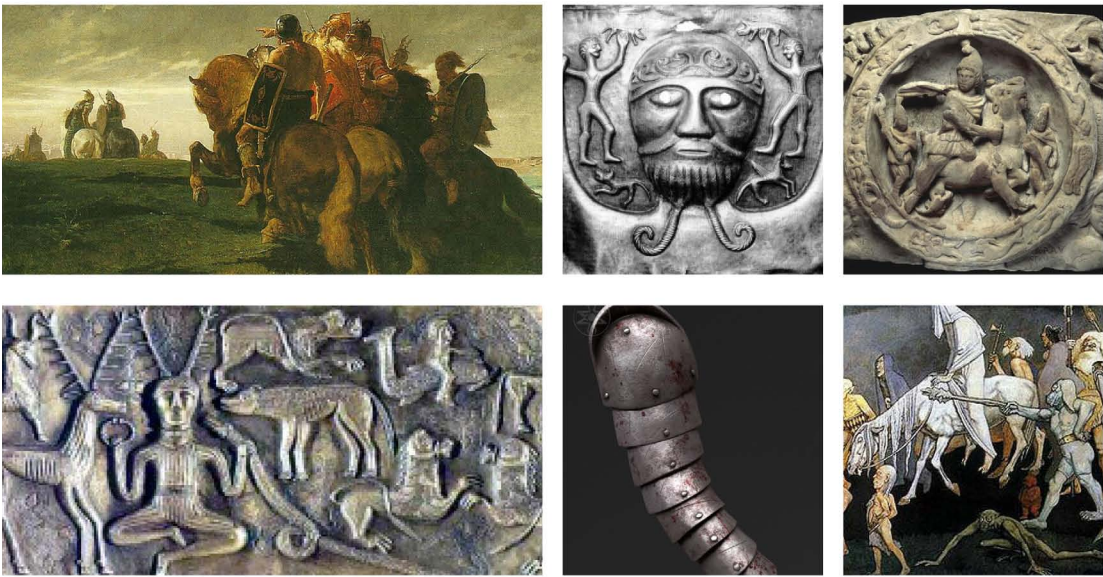
(The page is one click away)

Brand Creation	4 - 9
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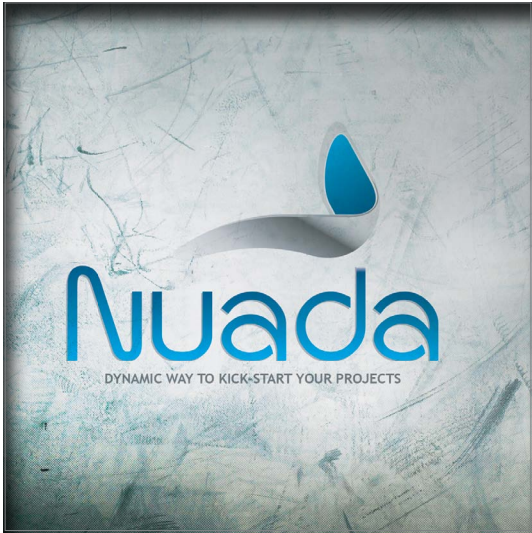
I CREATED AND MANAGED EVERY PROJECT FROM  
THE BRIEFING TO THE FINAL POST PRODUCTION



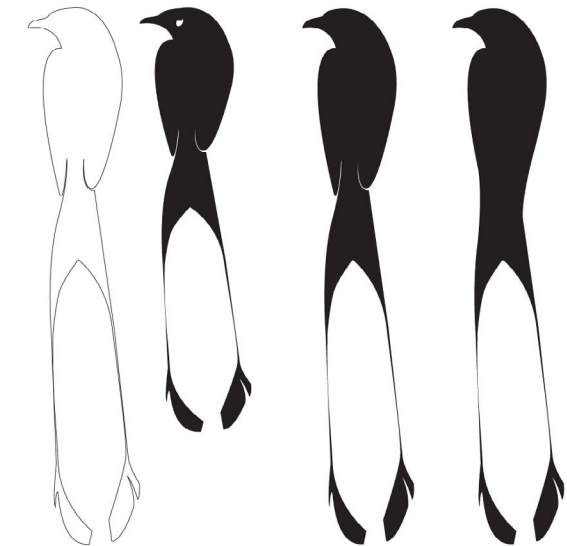
**NUADA**  
The mythical legend behind this Celtic God creates a solid base behind the brand.  
What makes Nuada visually unique is his arm. The logo has been created for an internal website.



Option A.  
(Client Selection - SGG Group)



**DRONGO**  
Smart and elegant breed of bird, able to adapt to extreme situations and always one step ahead of other species.  
The feature which makes the Drongo unique from other species is its tail.



Option B.



SGG XCHANGE

Internal portal to exchange information with clients.

Option A.



Option B.



Option C.  
(Client Selection - SGG Group)



ARGÈS

Was one of the Cyclopes in the Greek mythology. His name means «bright» and represents the brightness from lightning.

Option A.  
(Client Selection - A Photographer)



MCD TEAM

Option A.

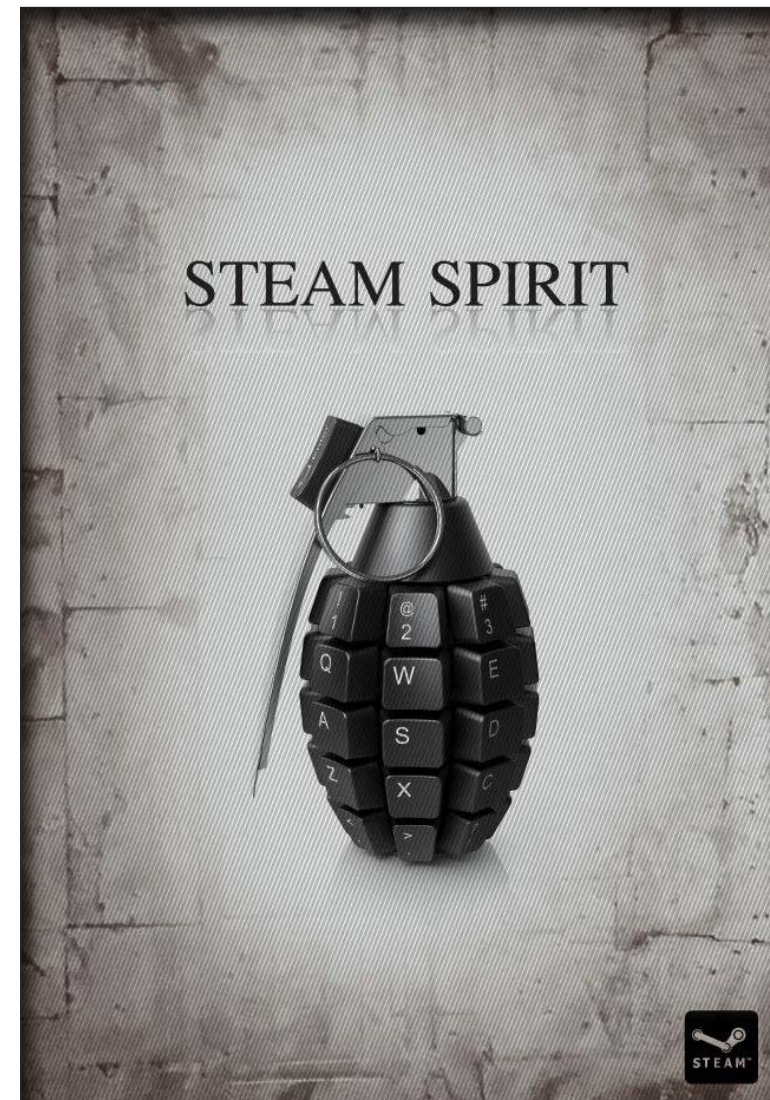




- ADIDAS**  
Action to celebrate the longevity of the group and promote the fact that «Original» (the older logo) was coming back in the market.  
(Copywriter M. Shepherd)



- STEAM**  
On of the most popular gaming platform.



**SGG GROUP**  
Internal com. to announce that the group will reach its financial goal in 3 years instead of 5.



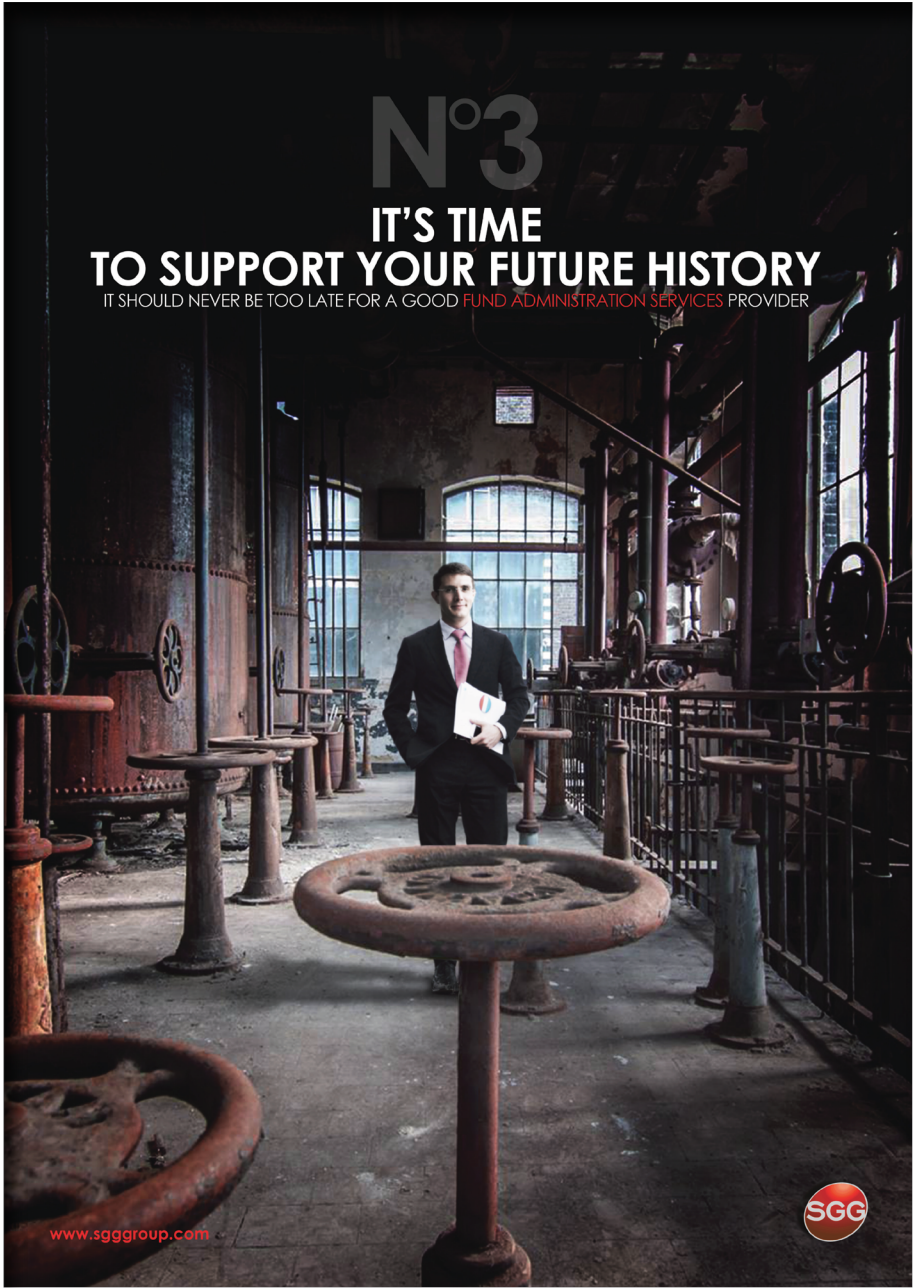
**SGG GROUP**  
«We support your ambitions.» campaign. Highlight our «slogan» and tease the viewer about who we are.  
(Project on hold - design not final)





**SGG GROUP**  
Promote our service lines. Illustrate our employees in a situation to generate an icebreaker with future prospect.  
Every background is supposed to represent a situation connected to the business.

**Ads** - Numbers on the top, tease the fact that other service lines exist whatever the media is or the publication time is.



Website slide.





**N°5**

**IT'S TIME  
TO SUPPORT YOUR FUTURE HISTORY**

IT SHOULD NEVER BE TOO LATE FOR A GOOD **CORPORATE ADMINISTRATION SERVICES PROVIDER**

[www.sgggroup.com](http://www.sgggroup.com)

**SGC**

**N°5**

**IT'S TIME  
TO SUPPORT YOUR FUTURE HISTORY**

IT SHOULD NEVER BE TOO LATE FOR A GOOD **CORPORATE ADMINISTRATION SERVICES PROVIDER**

**INCORPORATION SUPPORT**

- > Assistance on best type of structure for your needs
- > Verification of a suggested name
- > Production of articles of incorporation
- > Assistance in obtaining business or professional authorization and tax registration
- > Coordination with other service providers, such as banks, legal advisers and notaries

**COMPLIANCE**

- > Registered shareholder report
- > Delivery of a registered address
- > Provision of office space and staff
- > Organization of board and shareholder meetings
- > Drafting of the minutes of official meetings
- > Maintenance of registers of shareholders and/or bondholders
- > Protection and archiving of corporate documents and records as required by law
- > Sending for liquidation and re-constitution

**ADVISED SERVICES**

- > Assistance on best type of structure for your needs
- > Verification of a suggested name
- > Production of articles of incorporation
- > Assistance in obtaining business or professional authorization and tax registration
- > Coordination with other service providers, such as banks, legal advisers and notaries



N°6

IT'S TIME  
TO SUPPORT YOUR FUTURE HISTORY

IT SHOULD NEVER BE TOO LATE FOR A GOOD FAMILY OFFICES SERVICES PROVIDER

INCORPORATION SUPPORT

> Assistance on best type of structure for your needs

> Verification of suggested name

> Production of articles of incorporation

> Assistance in obtaining business or professional authorization and tax registration

> Coordination with other service providers, such as banks, legal advisors and notaries

DOMICILIATION

> Registered domiciliation agent

> Delivery of registered address

> Provision of office space and staff

> Organization of board and shareholder meetings

> Drafting of the minutes of official meetings

> Maintenance of registers of shareholders and/or bondholders

> Protection and archiving of corporate documents and records as required by law

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SGG

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## SGG GROUP

Support Video Campaign «it's time...».

Here I kindly invite you to have a closer look at the creation and promotion process.  
(Copywriter K.Alvarez)

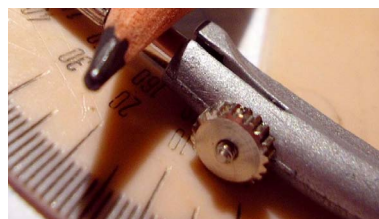
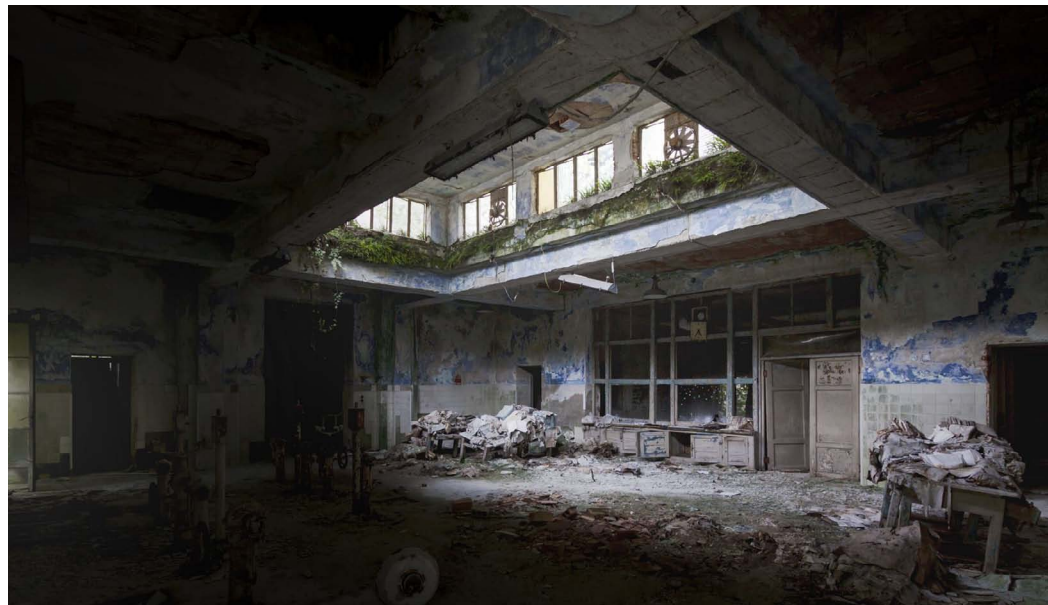
### The concept

“Behind the suit”, let’s show our people (SEK) in a different perspective, we’ll tease the vewier (the new joiner or even a website visitor) with a different approach. At the beginning, they won’t even know that they are watching the SGG CEO. We’ll discover SEK and SGG through powerful quotes and ART, one of his passions.

### The Communication’s direction choice

Emotions, values, elegance, sobriety, inspiration... This video will be shot without sound, a professionnall voice actor will cover our commercial. The main reasons are: SEK is not an actor, with that option he will be able to focus only on the body language + it will leave us many doors open regarding the message we want to vehi-culate. We can create 3 different versions with 3 different key messages with only a recording session for the voice cover. It will reduce the risk and the cost production.

### Video Shooting ambiance



### Art Direction - Inspiration (Video one click away)

You Tube

Budweiser

You Tube

AUDI mm

You Tube

Montblanc

You Tube

Massive Good





# LESS MONEY INVESTED 4 TIMES MORE VISIBILITY

## THE TEAM BEHIND THE PRODUCTION

### How will we do it?

We are going to use implemented emergent YouTube networks. Why emergent? Because they are not going to be famous - not yet. We can easily create a first contact, like the ones selected (given?) below. For example, Kyle Landry has 481.114 people following his channel. That figure represents more than three times the amount of people Essentiel (150 000 hard copies everyday) can reach with a one page ad at a price of EUR 7.000.

Using this approach will allow the brand to benefit from a leverage effect. We'll use an external provider; (YouTube gives us total transparency regarding the quality of the production) the person will speak naturally, exchange through his network about his recent work (SGG's video), and without any investment, we will generate more visibility to our brand.

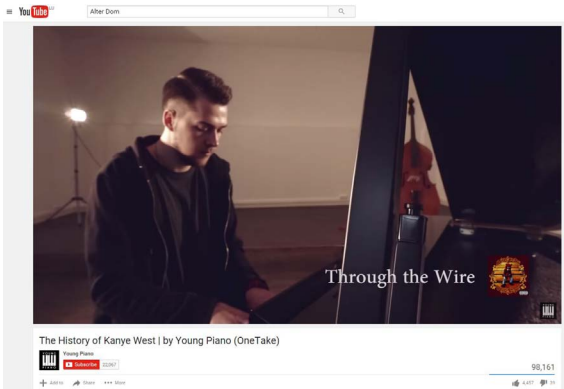
If can we'll use that effect for our video song and the covering voice. If possible, we'll use this leverage effect for our video song and covering voice.

I was able to identify a few potential options. With little-to-no risk, I can bet that during the next three months after our video has been released on the internet, we will easily reach 40.000 views of our ad - more than any of our competitors on the market could ever dream of.

## Youtube Networks in touch and ready to work with us for the video sound's production

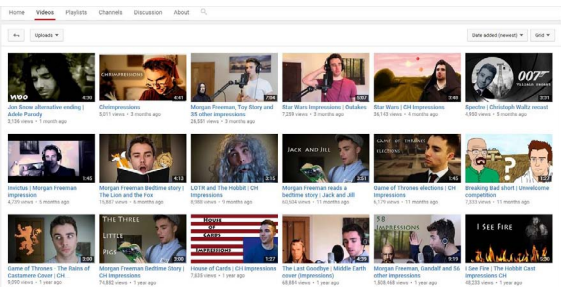
### Our "Music Maker" (Video and channel one click away)

**LUKAS MÖLLER** - GENERATED **98.161 VIEWS** WITH HIS LAST PRODUCTION



### Our "Voice Over Artist" (Video and channel one click away)

**CHARLIE HOPKINSON** - **76.874 Followers**



## Movie Makers

**VICTORIA GARNIER, VINCENT CANUETO**



### Victoria Garnier - 26years old Belgian

Master degree in Communication and Media at the "Haute école de la province de Liège" finished with "Distinction"

She started to work in the cinema industry immediatly after she got her degree with "Les films du Carré" production. She has been involved in more than 25 cinema's production, TV show, short movie as a Floor assistant, Director assistant, Casting Directo, Production assistant and script and location assistant.

#### She worked on:

"Illégal" d'Olivier Masset-Depasse en 2009, "L'envahisseur" de Nicolas Provost en 2010, "Face Cachées" de Soumeiya Kokten en 2011, "Etre" de Fara Sene en 2012, "Jacques à vu" de Xavier Diskeuve en 2012, "Problemski Hotel" en 2014.

Recently she worked as a Camera Operator and Director assistant in corporate movies for Créative Wallonia, ID Campus, Opinum, N-Zone, RBC IS et SGG Luxembourg since 2012.

### Vincent Canueto - 35 years old Belgian

Masters degree IN Cinema and audiovisuels/Arts at the University of Liège,

"I did my first steps in the cinema industry with the "Frères Dardenne" as a production assistant."

Started at a professionnall level in 2012 as a logistic manager position and a spot RECO assisting Belgium professionnall production as "Être" made by Fara Sene, "Jacques a vu" created by Xavier Diskeuse or "Welcome Home" created by Philippe de Pierpont.

Since 2013, Vincent has been working as a Location Manager onon "Problemsky Hotel" created by Manu Riche, "Incandescent" created by Mireille Verbomen and "Sous le soleil" created by Frédéric Castadot.

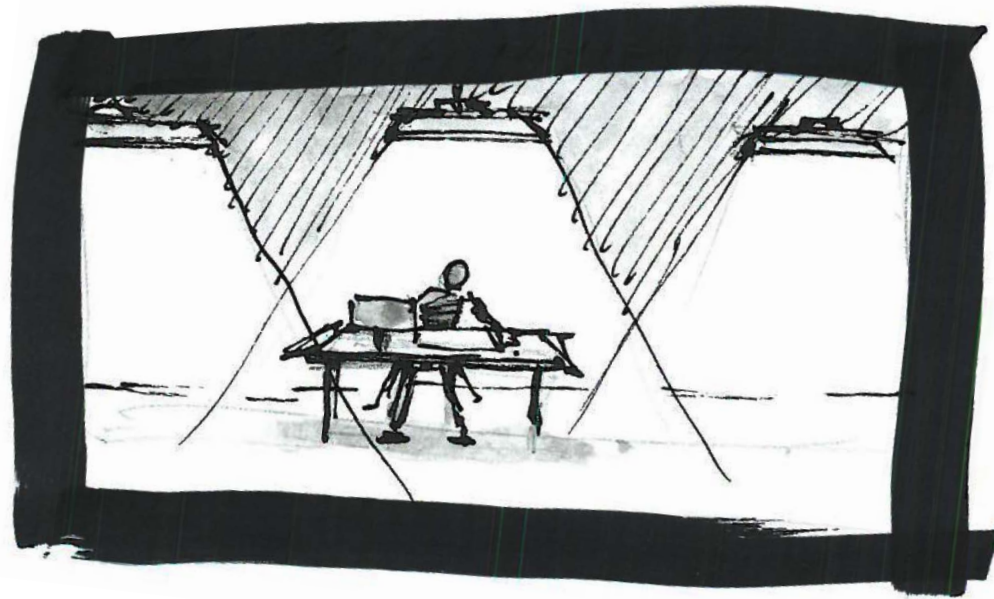
Recently, Location Manager and Location Scout for the web series show "Ennemi Public" created by Mathieu France et Gary Seghers. That show before it has been release on the screen has been promoted at the Mipdrama Screening during "le Festival de Cannes" and at the "7ème édition du festival Serie Mania à Paris".

"At the same time I'm creating and making Corporate's videos for client like: Créative Wallonia, Nest'up, ID CAMPUS, Space Challenge, Opinum, N-Zone, RBC IS LUXEMBOURG et SGG LUXEMBOURG.

From the pre production to the final details at the post production I'm the person in charge to manage and create every step of the process."

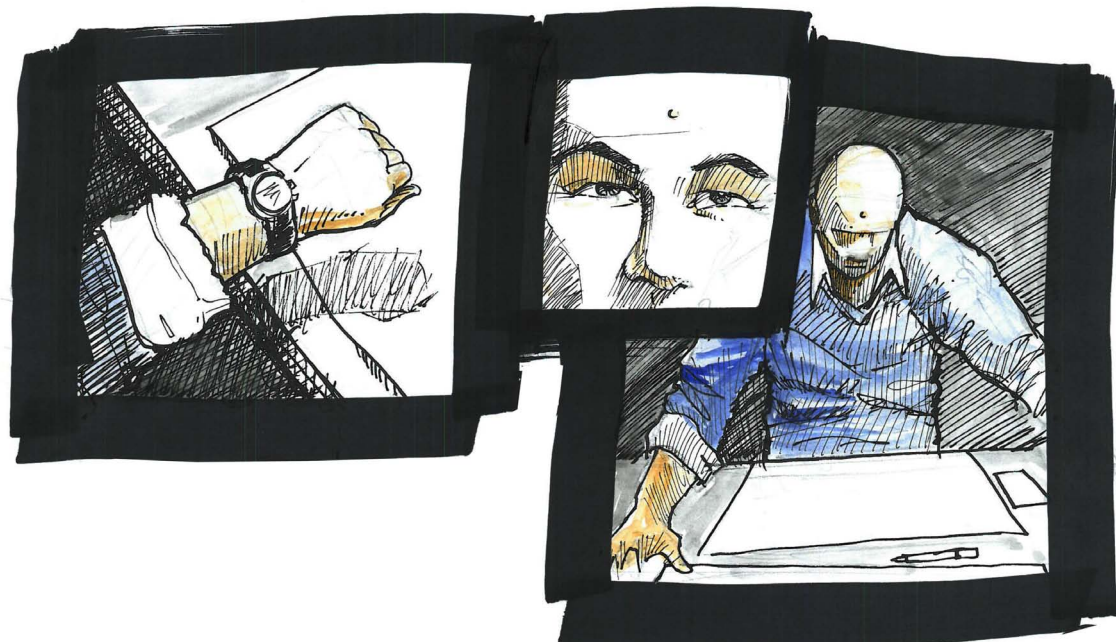
## SGG GROUP

Video Campaign supporting «it's time...»

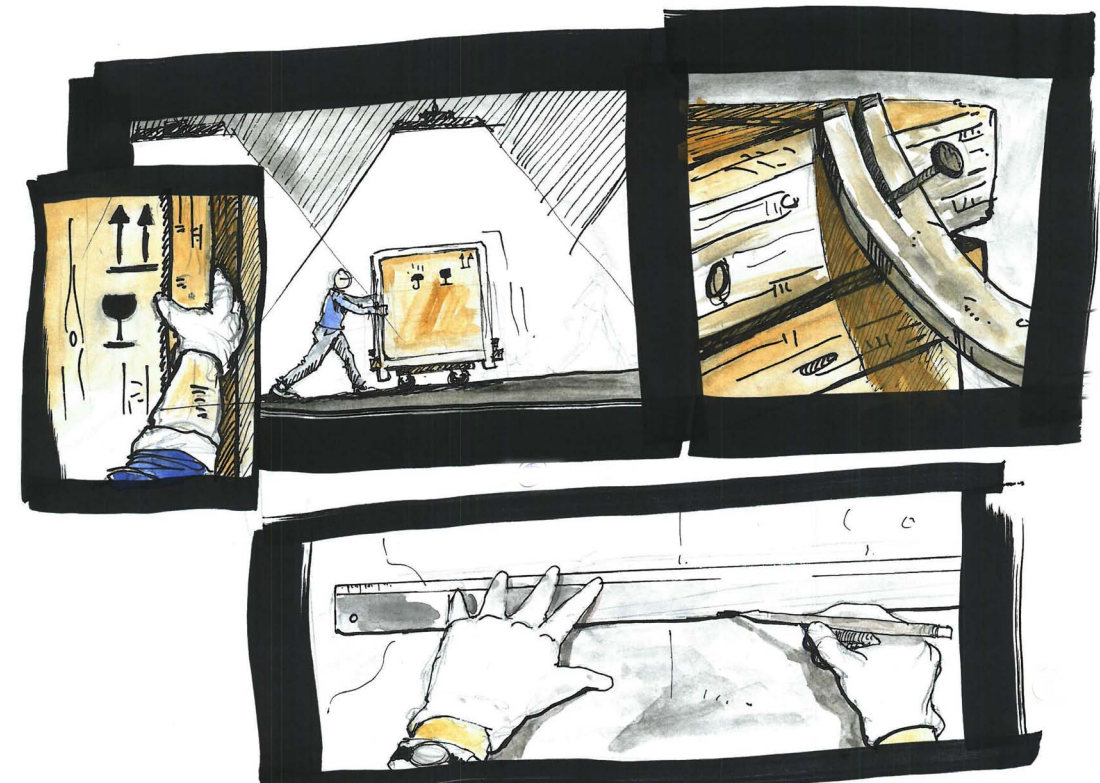


**“TIME,...**

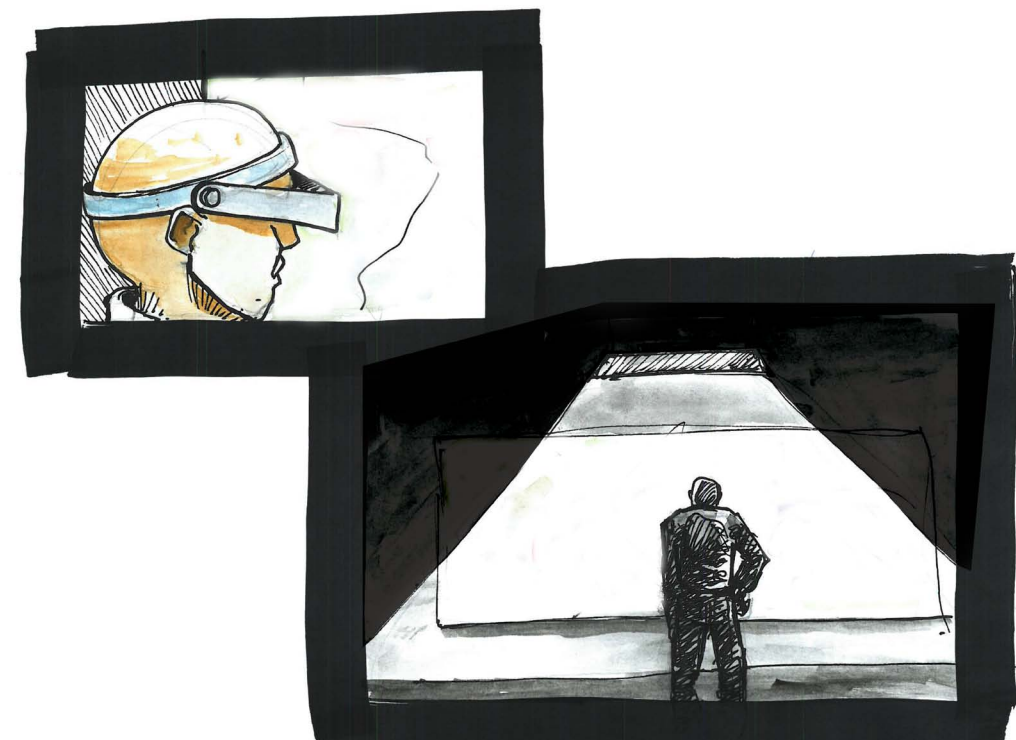
**THE MOST VALUABLE THING A HUMAN CAN SPEND.” (VOICE OVER)**



**“WHAT IS A PAINTING...A CITY...A GROWING COMPANY MADE OF?”**



**“IT HAS NOTHING TO DO WITH A SOPHISTICATED NAME, ELEGANT ARCHITECTURE OR A TRENDY LOGO... IT’S ALWAYS ABOUT PEOPLE.”**

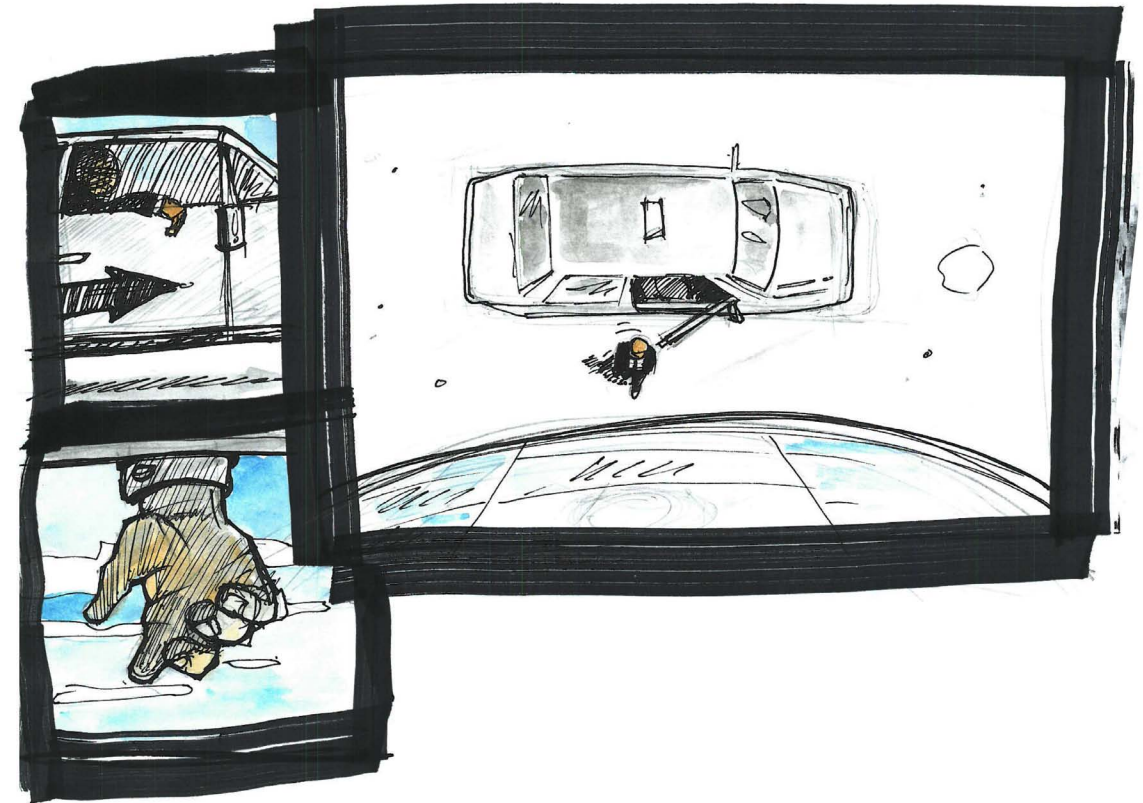


**“WHAT WOULD A MASTERPIECE BE,... WITHOUT... THE ACTOR?”**





**"THE ONLY THING DEFINING YOU AS A PERSON...IS YOUR ACTIONS."**



**"ARE YOU AN ACTOR OR A SPECTATOR?"**



**"IT'S OUR TIME,... IT'S YOUR TIME!"**

+ SUBTITLE: "KRANCENBLUM SERGE, GROUP CHIEF EXECUTIVE OFFICER, GENERAL MANAGEMENT"



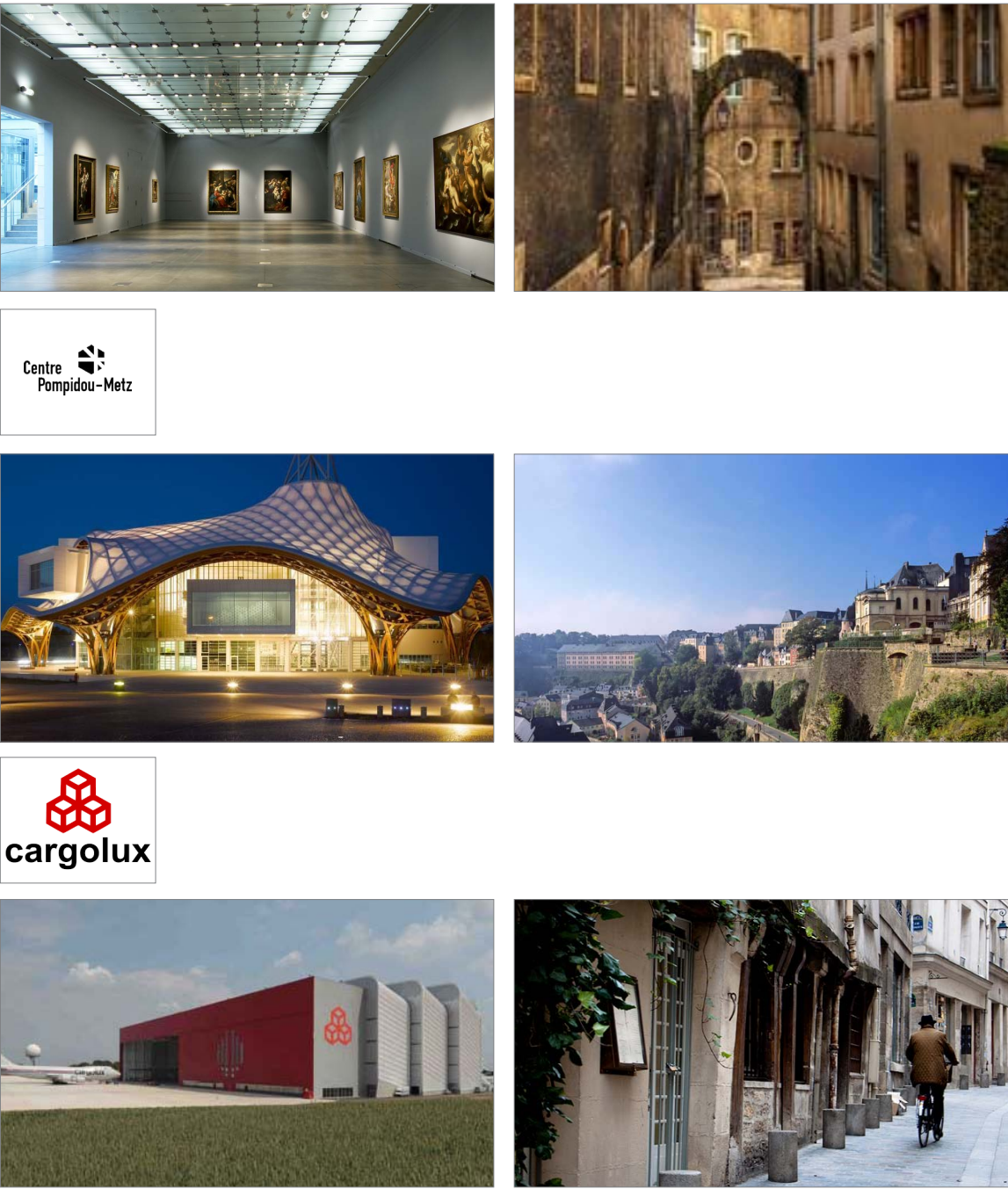
SEK (Our CEO) Look and Feel



Look and Feel part02  
Business



Locations selected for the "shooting".



PRODUCTION COST ESTIMATION

Services	Fees in €¹	Description of service
Video Shooting	€ 2500	Reco - Shooting - Post Production
Soundtrack creation	€ 2000	Covers rights for internal com. «Lukas Möller»
Voice over	€ 351.467	£140 per hour, we counted another hour as a backup
TOTAL	€ 4851.5	



Internal com - Last Event of the summer.



Client Event at The RITZ (London)



Client Event.



Internal Event Studio 54.



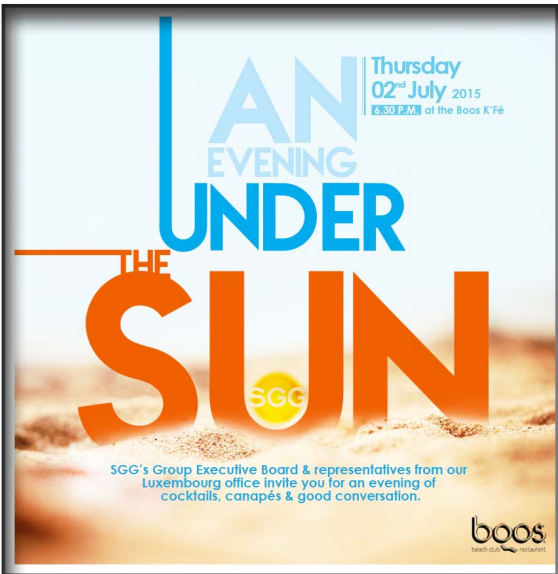
Internal Event Studio 54.



External Event.



Client Event.



Internal Event Great Gatsby.





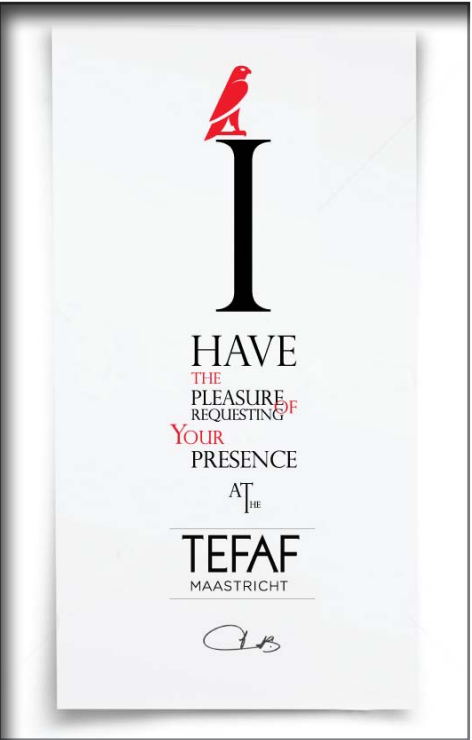
Internal Event.



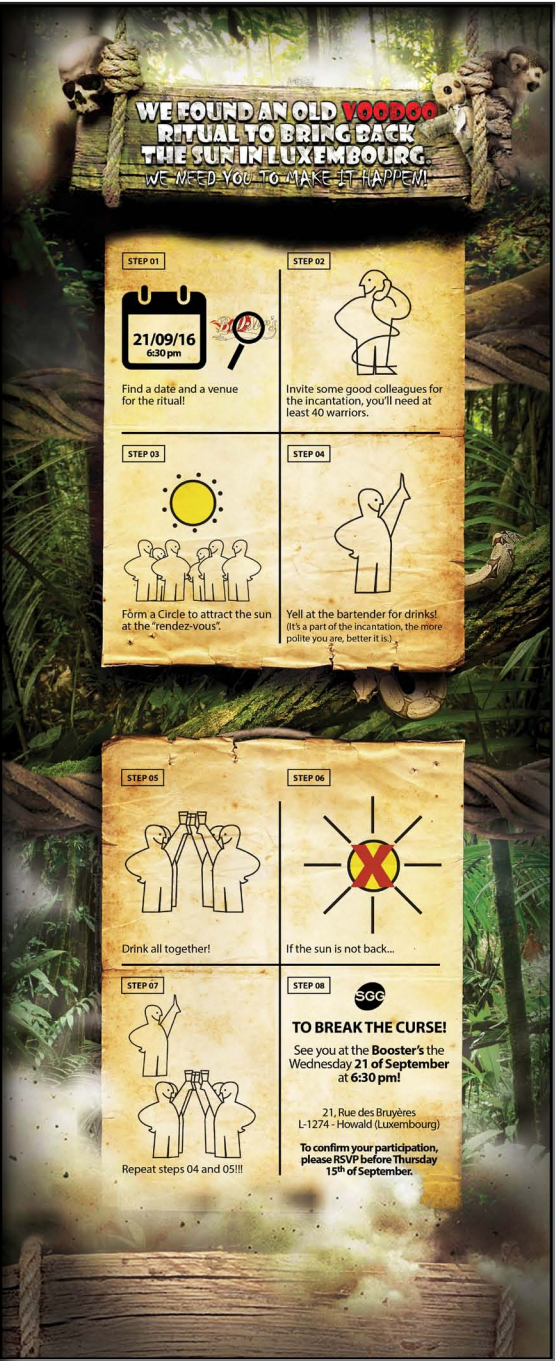
Client action.



Client event



Internal Event.





Client Event.



Client actions.



Client event.



Post apocalyptic graphic novel.



Pre Production research.





Post apocalyptic graphic novel.



Post apocalyptic graphic novel.



Pre Production research.

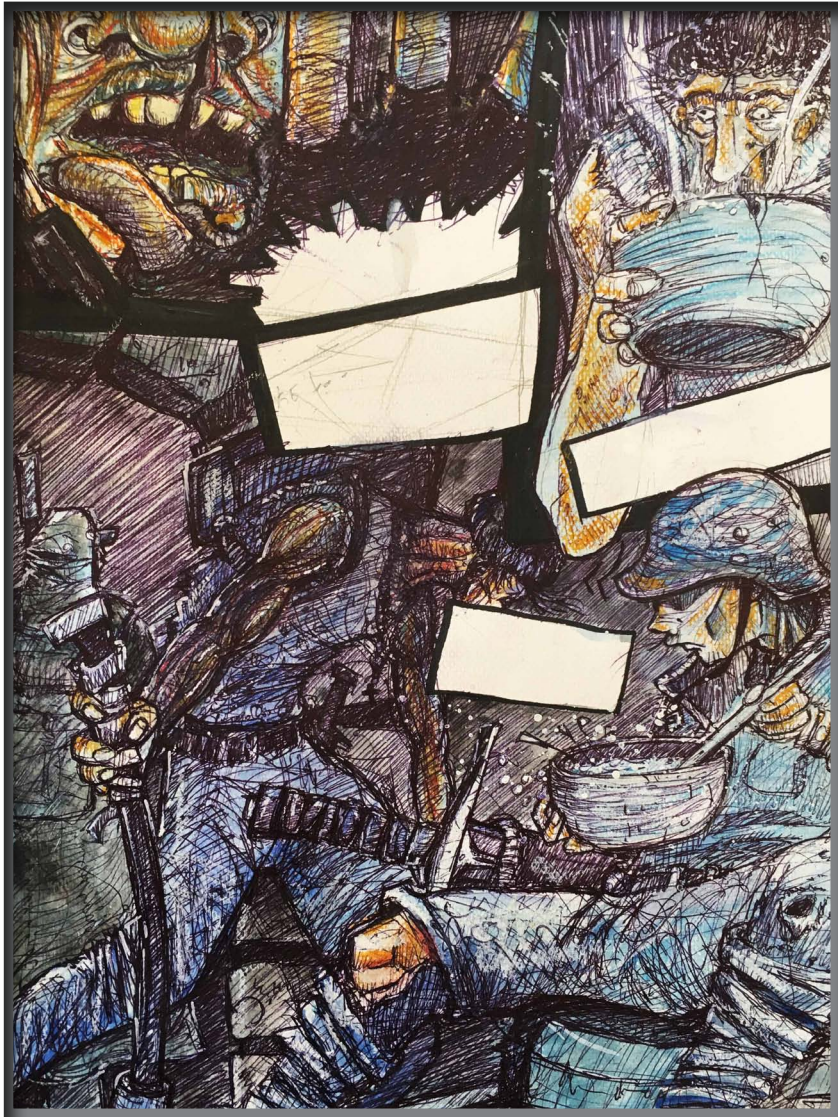


Pre Production research.





Post apocalyptic graphic novel.



Just for pleasure. (Not an order)





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**Book 2013 - 2014**

[http://bruno.reinbold.be/RB\\_RECENT\\_WORKS.pdf](http://bruno.reinbold.be/RB_RECENT_WORKS.pdf)

**Before 2013**

[http://bruno.reinbold.be/Book\\_Bruno\\_Reinbold\\_2012.pdf](http://bruno.reinbold.be/Book_Bruno_Reinbold_2012.pdf)