

A woman with long brown hair is shown in profile, facing left. She is wearing a light-colored, possibly white, top. The background is a soft, out-of-focus sunset or sunrise scene with warm orange and yellow tones. The text 'CECILE MIA MARTIN' is overlaid in the center in a white, serif font.

CECILE MIA MARTIN

- creative communication -



COCASSERIES/

BUILDING STORIES ENHANCING BRAND DNA EMPOWERING COMMUNITIES.



Lancôme, Biotherm, Soho House, Richard Paris and Hôtel Montaigne, Glenlivet Prestige, Cheval Blanc, Bollinger, Lallier, DS Café x Galeries Lafayette, Inchdairnie, Maison du Chocolat, Nicolas Cloiseau x Yann Couvreur, Yazid Ichemrahen (Ycone), Hélène Darroze x Fruttini, Remy Martin, Chivas Brothers, Clarins, No7, Armani, Chanel, Lancel, Oris, Puma, Garnier, Estée Lauder, Dior, Yves Saint Laurent, Scotch & Soda, Armani, Swarovski, Sephora, Cacharel, AXA, Bandha Yoga...

BRANDS' CONTENT
FROM CONCEPTION TO COMPLETION

BRANDING concept + craft	creating meaningful brand content
VIDEO concept + directing	improving Brand's ecosystem of communication
SOCIAL MEDIA strategy + craft + wording + CM	working on early stages of concepts, respecting brand's identity
EVENTS concept + organization	leading creative and strategic teams to achieve common goals
	modern and disruptive vision. Always on the look for trends



BIO TERM BRAND PLATFORM

SKINCARE
PRINT & DIGITAL

CONCEPT, SHOOTING,
SOCIAL MEDIA

BIO THERM - NEW BRAND PLATFORM
ART DIRECTION AND STRATEGY

Biotherm is known for the power of dark nature and his Plankton from French Pyrénées’cave.
Here are the new prints we had crafted to enhance Biotherm’s new engagment and vision, where cells’ skin are linked to natural cells, where you heal your skin and the planet in the same time.

LIFE PLANKTON
ELIXIR

THE HIGHEST
CONCENTRATION
OF LIFE PLANKTON,
ONE OF THE EARLIEST
REGENERATIVE
INGREDIENT

AGAINST SKIN
MICRO CRACKS
PROVOKED
BY OUTDOOR
AGGRESSIONS

8 DAYS TO RENEW
AND FREEZE YOUTH

 ON THE 8th OF JUNE
JOIN US TO RENEW THE OCEAN
ON WATERLOVER.COM





2 MILLIONS
YEARS IN
ONE DROP
OF YOUTH

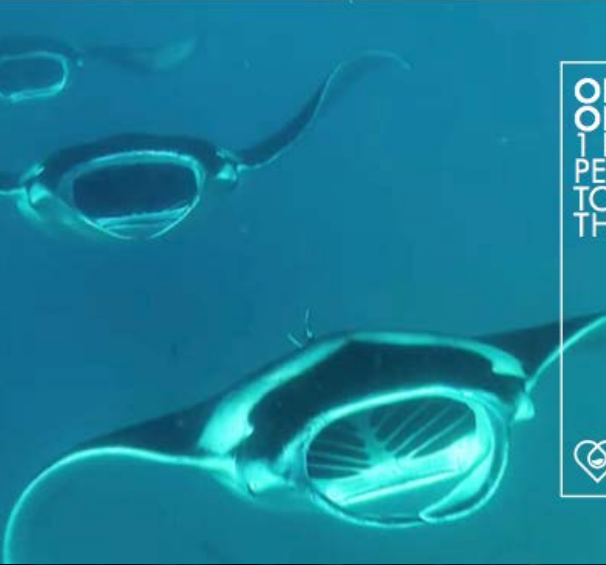
MY YOUTH
IS 2 MILLION
YEARS OLD





ELIZABETH,
THE GLACIER
GIRL
ACTIVIST & WATERLOVER

ONE OCEAN,
ONE FUTURE.
1 EURO DONATED
PER PACK
TO RENEW
THE OCEANS.





FROM HEALING PLANKTON,

TO HEALING STORIES,

THEN HEALING OCEANS.

BIOOTHERM - MAN & WOMAN
SOCIAL MEDIA STRATEGY & CRAFT

14:46

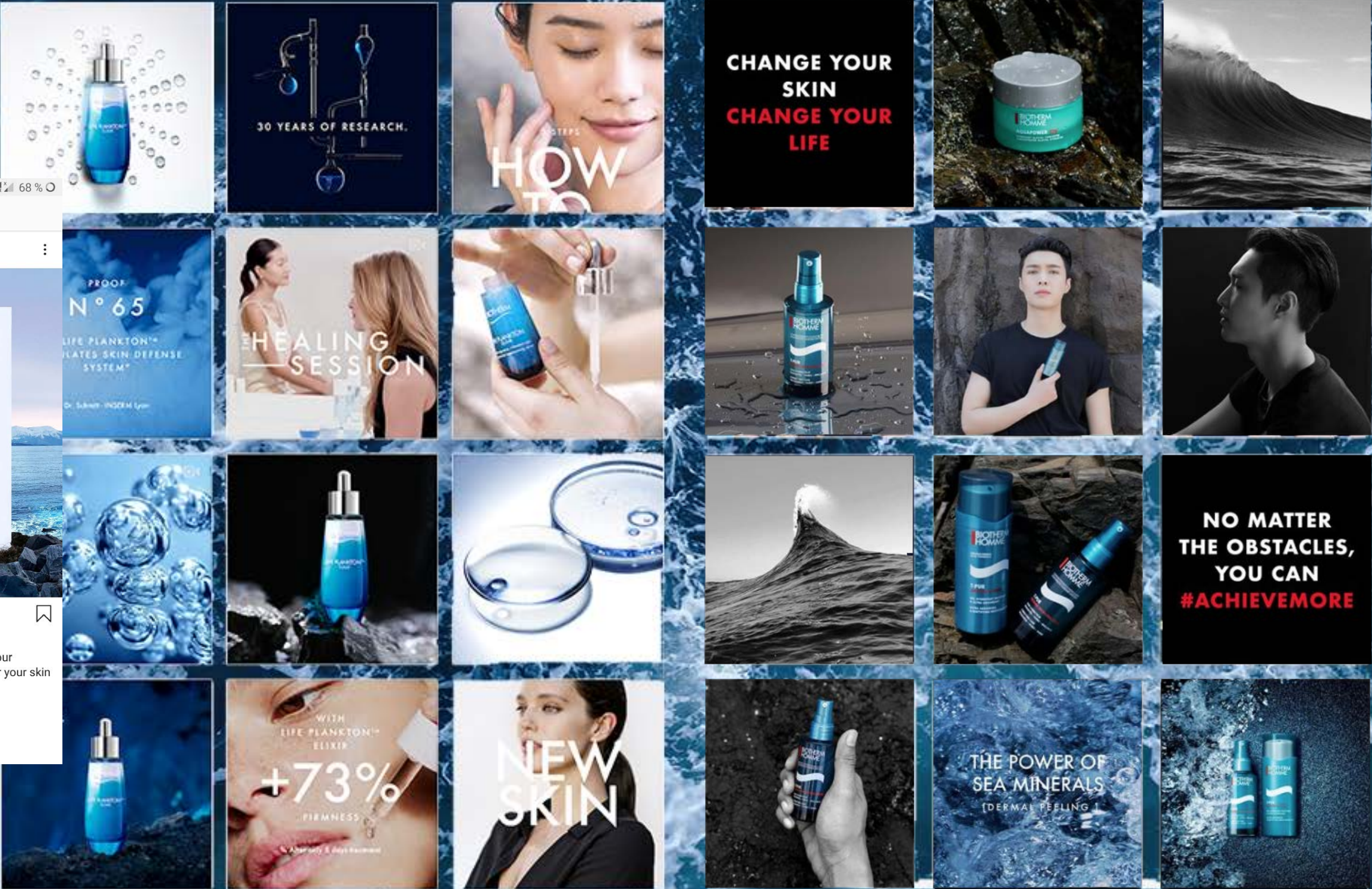
Photo

biotherm



Aimé par agavitch et 306 autres personnes

biotherm Discover the power of nature in each of our transformative Life Plankton™ products! No matter your skin type, we have something for everyone
#Biotherm #ExperienceBiotherm #NonStopRepair #LifePlankton #skincareforall #hyaluronicacid
Voir les 4 commentaires
il y a 4 jours · Voir la traduction



BIO THERM - MEN
STRATEGY, ART DIRECTION AND CRAFT



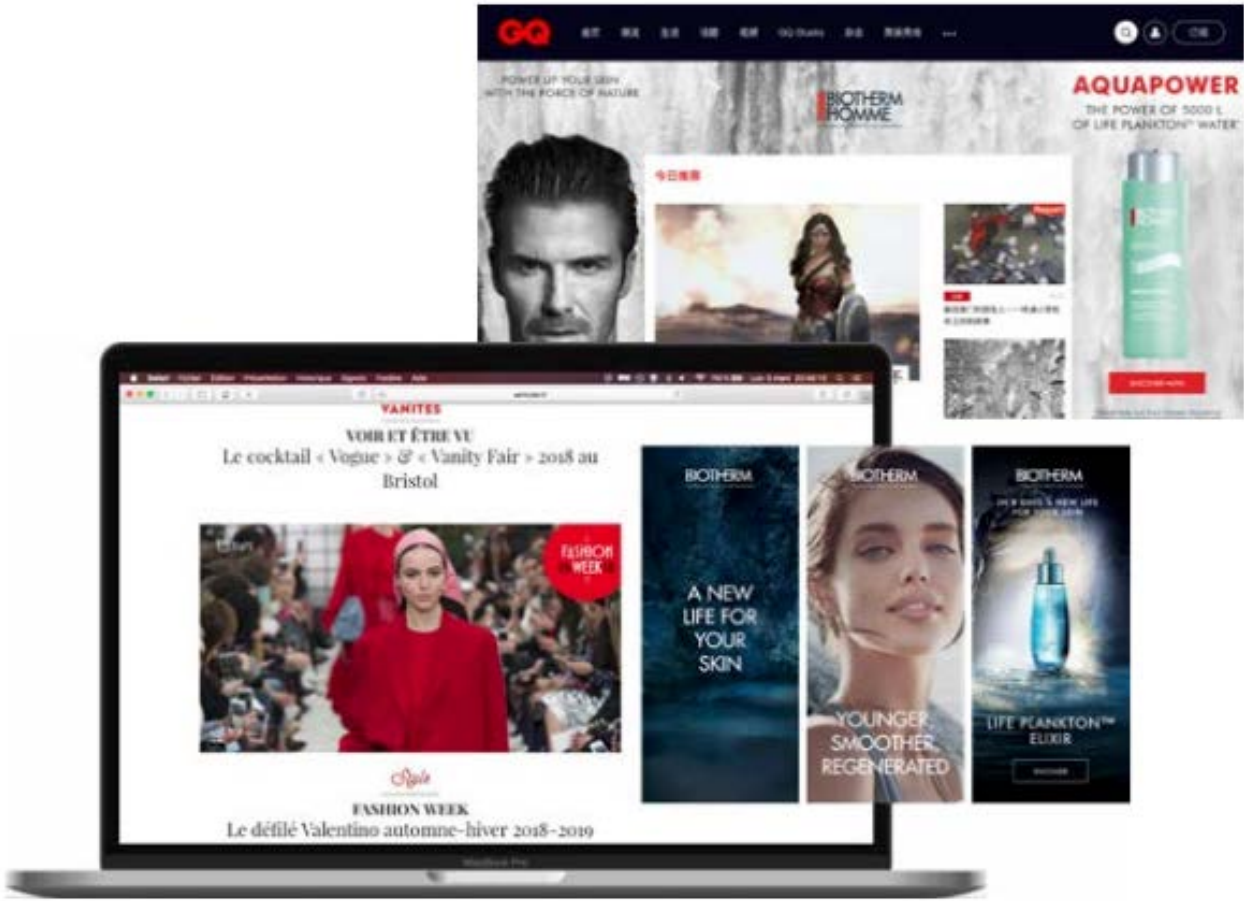
Biotherm Homme make you confident, because you deserve it, because the way you feel will make you stronger. Let's find the strength of the water and our plankton™ to transform your life. Dark visuals, empowered attitudes, sharp colors, splashes of water and cutting rocks will define your style.



ESHOP BANNERS

BIOThERM
STRATEGY, ART DIRECTION AND CRAFT

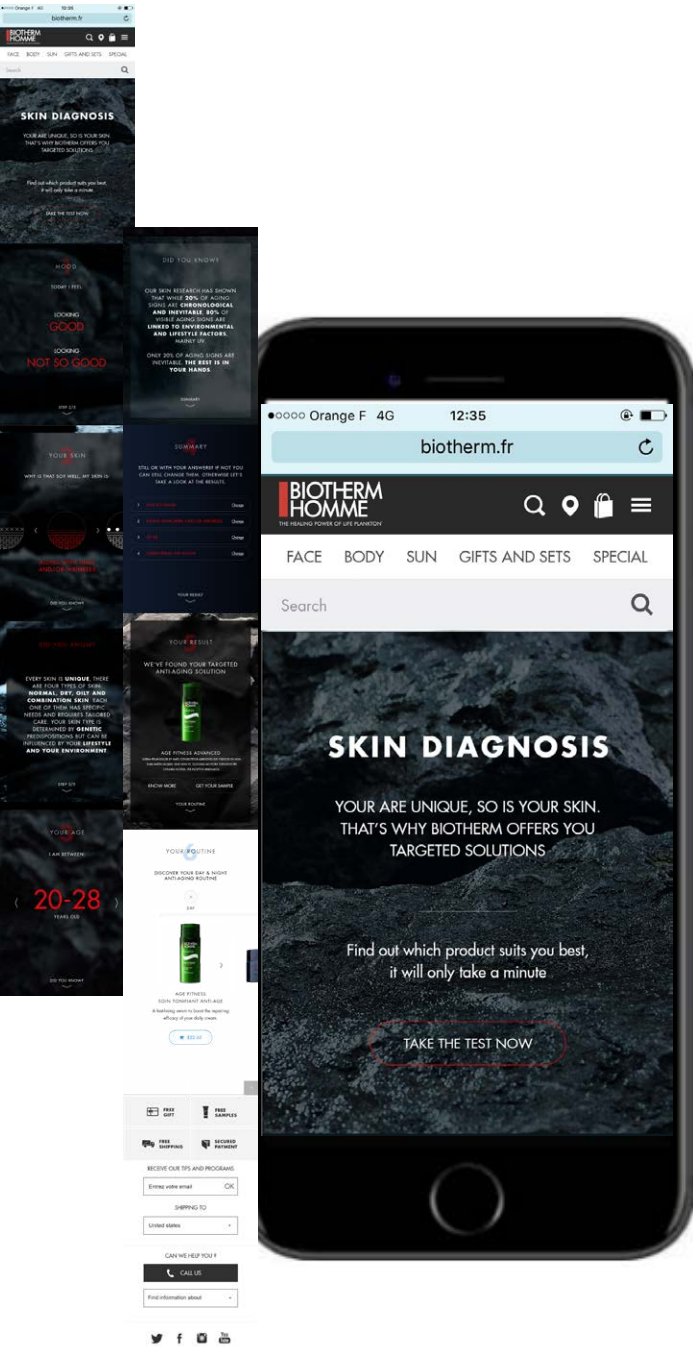
It's all about building a strong style... without
forgetting all kind of assets, for more efficiency.



BANNERS &
SITE TAKEOVER



AWARENESS NEWSLETTER



MEN SKIN DIAGNOSIS



LANCÔME HAPPINESS ACTIVITS

SKINCARE
ADVERTISING & DIGITAL

CONCEPT NEW CAMPAIGN

LANCÔME
PERFUME

IDÔLE

CAMPAIGN CONCEPT
TVC + SOCIAL MEDIA

A NEW STEP TOWARDS THE WOMAN
YOU WANT TO BE.



Succes doesn't happen to you, it happens because of you.
#trace your own path



CLARIFIQUE

CAMPAIGN CONCEPT

Today is a new day and anything is possible.
When you're calm and focused, everything suddenly becomes clear.
Who you are, who you're meant to be.
The path is yours to carve out.

Clear your skin, clear your mind, clear your way, clear your future.
CLARIFIQUE, the 1st step to a beautiful tomorrow.
#CLEARYOURWAY

GÉNIFIQUE

DIGITAL VIDEO - RELAUNCH



from the TVC and previous video, create the next concept and visual identity for the Digital Video Lancôme - Advanced Génifique



RESTAURANTS,
BAR & HOTELS

CONCEPT, SHOOTING,
SOCIAL MEDIA

HOSPITALITY *FOOD & BEVERAGE*

RESTAURANTS
CONCEPT / DIRECTING SHOOTING / SOCIAL MEDIA



GROUPE RICHARD

Brasserie Victor Hugo, Little Nonna,
Marius et Janette (*Michelin), Chez Francis, Bistrot de
Marius, Casa Luca, Asia Kitchen, Cantina di Luca...
Unique experiences in Paris' Triangle d'Or.

BEVERAGE
CONCEPT / DIRECTING SHOOTING



CHAMPAGNE & WINE

Lallier, Bollinger, French Bloom, Chandon Spritz, Testuz,
Clos de la belle Châtelaïne Beaune, Maison Noura...



RESTAURANTS
CONCEPT / DIRECTING SHOOTING

DS CAFÉ *GALERIES* *LAFAYETTE*



cobranding with French Bloom -
The alcohol-free French Bubbly





SHIBUMI
COCKTAIL

HOTELS & HOSPITALITY

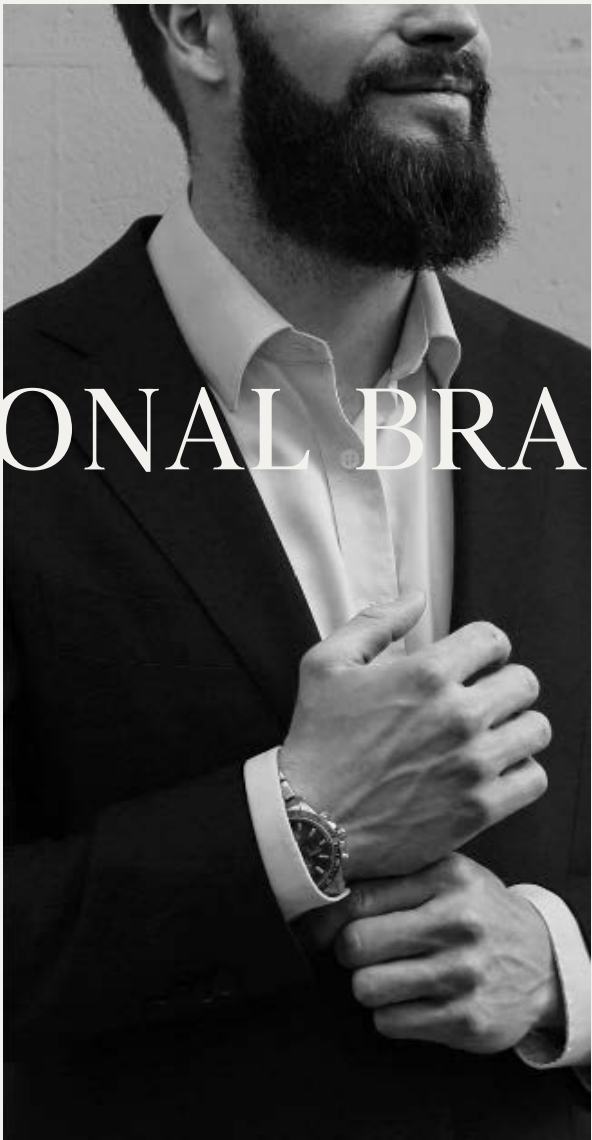
Nude Contest x Remy Savage,
Soho House Bar Menus,
Hotel Montaigne Social Media & shooting,
Cheval Blanc Social Media Brand Guidelines,...





SOON

PERSONAL BRANDING



KEVIN RIGAULT
Bar Manager - Hôtel de Crillon
Les Ambassadeurs



... IMAGES FIRST.
PRINT BRINGS YOU CREDIBILITY,
THE EASIEST WAY TO SHARE & ENGAGE.



CHANEL
THE MAKEUP BOOK



THEY ARE MORE
THAN CONSUMERS,
BE MORE
THAN A BRAND.