



agape
STUDIO

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Offers & Services

COMMUNICATION & BRANDING



About me.

Hi, I'm Ninon

Brand & communication strategist, I work with businesses and brands that want to exist with intention, standing out without making noise, shining without losing themselves.

Trained in 360° communication at EFAP Lyon, then specialised in brand strategy and strategic planning at Sup de Pub Bordeaux, I built my experience across a range of environments: communication agencies, premium brands, and a major European company. I've worked with brands from a wide variety of sectors : premium, lifestyle, fashion, sport, interior design, gastronomy, wine, tech, cosmetics, events, perfumery, real estate, etc.

Each of these experiences taught me that coherence and meaning always make the difference.

Today, with Agape Studio, I bring this dual strategic and creative culture to your projects. Because brands we love don't shout. They resonate.

Less noise, more *soul*.



Your needs, my solutions.

Foundations · Finding your voice · One-off need

Curious what my deliverables look like?
See examples on my [website](#).

TAKING ROOT

Brand Strategy

TAKING SHAPE

Brand Strategy
& Art Direction

FINDING
YOUR VOICE

Social Media
& Content

TAKING CARE

Employer Branding

BUILDING
CONFIDENCE

Personal Branding

À LA CARTE

One-off projects
& Materials



Taking *root*

Building a strong brand means laying the right foundations from the start. Positioning, identity, meaning. That's what I help you do.

Who is it for?

Startups, small businesses and independent professionals launching their brand or looking to reposition or evolve it.

WHAT'S INCLUDED

AUDIT & BENCHMARK

Analysing what exists to build what comes next.

BRAND POSITIONING

Defining what makes you unique.

BRAND PLATFORM

Defining your purpose, your values, your promise.

tone of voice & key messages

Giving your brand a consistent voice.

BASELINE

Finding the phrase that says it all, the one that sticks.



Taking *shape*

Brand strategy + a coherent art direction to exist visually with intention.

Who is it for?

Startups, small businesses and independent professionals who want a complete identity, from strategy to visuals.

WHAT’S INCLUDED

AUDIT & BENCHMARK

Analysing what exists to build what comes next.

POSITIONING & BRAND PLATFORM

Laying the strategic foundations.

tone of voice & baseline

Giving the brand a voice and a signature phrase.

MOODBOARD & VISUAL UNIVERSE

Defining the mood, the codes, the inspirations.

ART DIRECTION

Guiding the visual identity — brand guidelines, logo, colours, typography, graphic elements.



Finding your *voice*

A consistent digital presence, an editorial line that reflects who you are and content that truly engages.

Who is it for?

Businesses, brands and independent professionals looking to grow their visibility and awareness.

Who you're speaking to

To your clients and your market.
This is your brand's public voice.

The strategic foundation

Audit — Editorial strategy — Content calendar (dedicated space)
Social media guide (PDF) — 2 rounds of revisions — 2 to 3 weeks

Monthly management

2-3 posts/week — Community Management — Reporting
Up to 2 platforms — minimum 3-month commitment — On quote

WHAT'S INCLUDED

SOCIAL MEDIA AUDIT

Assessing your current digital presence.

EDITORIAL STRATEGY

Defining what to say, to whom and how.

CONTENT CALENDAR

Planning ahead so you never start from a blank page and save time.

CONTENT CREATION

Conceiving and producing your social media content: copy, visuals, photos and videos.

COMMUNITY MANAGEMENT

Engaging your community and building connection.

REPORTING & ANALYSIS

Measuring what works and continuously optimising.

SOCIAL ADS (OPTIONAL)

Amplifying your best content to the right audience.



Taking *care*

An external strategic perspective to understand where you stand and a concrete plan to attract and retain the right people.

Who is it for?

Medium to large companies looking to build or strengthen their employer brand.

Who you’re speaking to

To your teams and to those who might join them.
Your brand, on the employer side.

WHAT’S INCLUDED

EMPLOYER BRAND AUDIT

Assessing your attractiveness and identifying areas for improvement.

BENCHMARK

Positioning your employer brand against your competitors.

STRATEGIC RECOMMENDATIONS

Providing concrete and actionable directions.

LINKEDIN EMPLOYER BRAND STRATEGY

Defining your presence and your voice on LinkedIn.

EMPLOYEE ADVOCACY

Activating your employees as brand ambassadors.



Building *confidence*

You have something to say, I help you say it well, in the right place, without forcing it.

Who is it for?

Independent professionals and executives who want to exist on LinkedIn with authenticity.

Who you're speaking to

To your network, in your own name.

Your own brand or your company's: you're the one carrying it.

The foundation

Strategy — Editorial line — Profile optimisation

LinkedIn guide (PDF) — 2 rounds of revisions — 2 to 3 weeks

Monthly support

2 posts/week prepared — you validate, you publish

Performance tracking — minimum 3-month commitment

WHAT'S INCLUDED

LINKEDIN PROFILE AUDIT

Assessing your presence and identifying areas for improvement.

PERSONAL BRANDING STRATEGY

Defining who you are, for whom and why they should follow you.

BESPOKE EDITORIAL LINE

Defining what to say, how and how often.

CONTENT IDEAS & FORMATS

Finding the topics that reflect who you are and drive engagement.

PROFILE OPTIMISATION

Refining your bio, banner and headline to make an instant impression.



À la carte

No long-term commitment, I step in on one specific need, whether strategic or operational.

Who is it for?

Businesses, independent professionals and non-profits needing support on a specific project.

COMMUNICATION MATERIALS

POSTERS — FLYERS — INVITATIONS
BUSINESS CARDS
MENUS
LABELS & PACKAGING
BROCHURES & PRESENTATIONS
SOCIAL MEDIA TEMPLATES
NEWSLETTERS (TEMPLATES & CONTENT)
WEBSITE
BLOG ARTICLES
TRADE SHOW & EVENT MATERIALS

CONSULTING MISSIONS

COMMUNICATION OR SOCIAL MEDIA AUDIT
STRATEGIC RECOMMENDATION
CONCEPTS & ACTIVATIONS
BENCHMARK — BRAINSTORMING
CONTENT REVIEW & OPTIMISATION



What sets me apart.

Grounded in the field

Agencies, premium sectors, corporate environments...
Real-world experiences that inform every recommendation.

Curious
& rigorous

I dig, I question, I look for what truly makes sense before
recommending anything.

Human
& attentive

I work with you and for you. Every project starts with a real
conversation.

Belgian
& international

Trained in France, based in Belgium, open to remote work.
A borderless vision.



My way of working.

Throughout our collaboration, you have access to a dedicated space to follow your project — all your content, deliverables and exchanges gathered in one place.

01

First meeting - 30 min.

We get to know each other and explore your project. No commitment.

02

Scoping - within 48 h.

You receive your quote and a proposal for our collaboration. The project starts upon receipt of the deposit.

03

Immersion - 7 days.

I send you a questionnaire to go deeper into your project. Your responsiveness determines when we start.

04

Creation - depending on the offer.

Brief set, I work independently. You are not normally contacted during this phase.

05

Presentation - 7 days.

You receive the full deliverable. 2 rounds of revisions included. Beyond that, an additional quote applies. You have 7 days to share your feedback. After this deadline, the delivery is considered approved.

06

Final delivery.

Once the final version is approved, I send you the balance invoice.
For offers with a monthly commitment, the ongoing support starts from there.



Shall we work
together?



COMMUNICATION & BRANDING STUDIO

by Ninon Pirlet



hello@agapestudio.be
www.agapestudio.be
@agapestudio_be
BE 1041.864.924

