



VCU Brandcenter Friday Forum

Mar. 11 / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Avenue

Philippe Meunier

Chief Creative Officer / Sid Lee



After earning a Bachelor's degree in design from the Université du Québec à Montréal, Philippe Meunier and his high school buddy, Jean-François Bouchard—fresh out of school and without a portfolio, clients or even any money—decided to start their own agency, Sid Lee. They set out to create a firm that went beyond the traditional and often limiting agency model, by developing a multidisciplinary approach they came to define as Commercial Creativity™. Today, 18 years on, Sid Lee is synonymous around the world with creativity and innovation. The Montréal-based agency now has offices in Amsterdam, Paris and Toronto, with a multidisciplinary creative team from various backgrounds and cultures.

As co-founder and Creative Chief of Sid Lee, Philippe oversees all the creative output for major international clients including adidas, Cirque du Soleil and Red Bull. His diverse role also involves recruiting fresh talent from schools around the world. Philippe has been invited to chair and serve on the jury panel at various national and international competitions, like the Cannes Lions International Festival, the D&AD Awards, the Canadian Marketing Awards and Communication Arts.

Sid Lee has received a host of awards and accolades over the years. From being named one of the top three agencies in the world by Advertising Age in 2010 to winning a whopping 10 awards at the Boomerang Awards the same year, Sid Lee has transformed from a little-known, local underdog into one of the most renowned and respected agencies in the world.

Hélène Godin

Creative Director / Sid Lee



Hélène Godin is a force to be reckoned with in the design world, both nationally and internationally. A graduate of the Université du Québec à Montréal, her creative vision is all-encompassing and free of boundaries. A firm believer in the power of creative multidisciplinary, Hélène has mastered the art of seamlessly merging architecture and design, having worked closely with a variety of architects on such mandates as the new Société des alcools du Québec (SAQ) and Bose USA stores. Passionate about branding, she is the brains behind several rebranding missions, including Gaz Métro, Tourisme Montréal, the Société de transport de Montréal (STM) and Cirque du Soleil.

Leader of one of the most talented creative teams for the last ten years, Hélène's efforts have been honoured by the industry's biggest, having won a Gold Lion and a Silver Lion at Cannes. Her talent has also earned her nods from the Advertising & Design Club, the One Show, the Type Directors Club and Communication Arts magazine, not to mention numerous Créa and Grafika awards.

Hélène led the jury at the 2009 Grafika awards, and has served on many on other juries, such as for Applied Arts, Code Berlin and Réalisons Montréal. She's frequently invited to give conferences and host creative workshops around the world. Hélène is very active in her milieu, especially where university students are concerned. At Sid Lee, she actively participates in the recruiting and coaching of new talent.

Partner at Sid Lee for several years and always involved in projects in a dynamic way, Hélène is now lending her time to Heritage Montreal and Mission Design, assisting them in their mission to get Montreal recognized as a creative capital.

Topic / Creative Review and Fatboy Bootcamp

Descriptor / Review of Sid Lee's latest creative projects