

Brigitte A. Balogh

Strategic Bio

fast learner seeks challenge

—know it all (nō'it-
know-it-all (nō'it-
rything and rejects
know•edge (nōl'
arity, awareness, c
2. The sum

A nursery school rebel, Brigitte would not be content coloring in the lines with only a red crayon, as much as she liked the color, simply because it was "red day." Since then, this unique choir-girl has progressed from crayons and pencils to paints and digital design. After completing high school in four years, Brigitte decided she could do better than that and finished her Bachelors in Business Administration specializing in Management Information Systems from The University of Texas at Austin in two years. A few years later, a new initiative to understand consumers sent this Java Diva back to her alma mater for a Masters of Arts in Advertising. Then, with an unwavering love of learning, she bought a scarf, searched for advice on living in the snow for dummies, and headed to the North Pole in pursuit of a Doctor of Philosophy in Media and Information Studies at Michigan State University where she currently teaches Consumer Behavior.



Brigitte often wears two hats as the strategist and makeshift-creative on teams. For example, a spring 2010 Account Planning client, NASA's Challenger Learning Center (CLC), wanted a campaign to celebrate the 25th Anniversary of the center while building student interest in the program. The team had constructed a strong strategy to increase student interest in Science, Technology, Engineering, and Mathematics (STEM) fields. They secured Sony and The Rocket Project as a co-sponsor for the campaign, but still lacked something to form the cohesiveness needed for a unified movement.

One night, Brigitte had a dream of a character not seen as a nerd for knowing everything and, the next morning, a tagline for CLC was born. A campaign designed to make it cool to know everything while stimulating an interest in knowledge. A perfect blend of wonder and fact which could lead to two types of advertisements: advertisements that showed the amazement of the world and advertisements that showed kids being proud of their math and science backgrounds and how nice it is to be a "know it all!"

While most of her career has been spent in data warehousing and coding, her passion is the arts, especially visual design and copy editing. There is nothing more exhilarating than strategizing and organizing so many different components in a consumer insights fashion. Known for her meticulousness, Brigitte ensures strong, cohesive marketing and communication; so that messages say what they mean while looking stellar!

Success has its privileges