

Antoine CHOQUE started his career as an Art Director at Alice, BBDO, CLM/BBDO, and then Creative Director at TBWA then at Nouvel Eldorado (part of Arnold Worldwide Partners group) an agency which he created with two associates in 1996.

He participated in the creation of outstanding sagas, such as:

- Tag Heuer (Don't crack under pressure)
- SNCF (Progress is only valid when shared by all)
- La City (La City dresses naked women)
- Morgan (Morgan de toi)
- McDonald's (it goes like this...) (McTimber, McWanted, McExtreme, McDeluxe etc...)
- Printemps (invent yourself)
- Chaumet International (New York, Rio, London, Tokyo Spirit by Chaumet)
- Monoprix (We think of you everyday)
- 3 Suisses (Follow your intuitions)
- Michelin Tires
- BMW, NISSAN, MITSUBISHI
- Speedy Europe
- Darty

Anoine joined BETC Euro RSCG in 2007 as Creative Director bringing along his old time client Roche-Bobois International, an account he has worked for since 1996 where he sat up a cross-disciplinary team (Press, TV, Merchandizing, Instore Design, Website, Shop)

Since then, he has worked on big brands such as Virgin/EMI, Clarins international, 3 Suisses etc...