



GLOBAL COMMUNICATION AGENCY

CREATE TO GROW

Roularta 22-09-2014



strategie

Com®



Creative media use



Key success factors to increase the
loyalty and satisfaction rate
of our/your customers

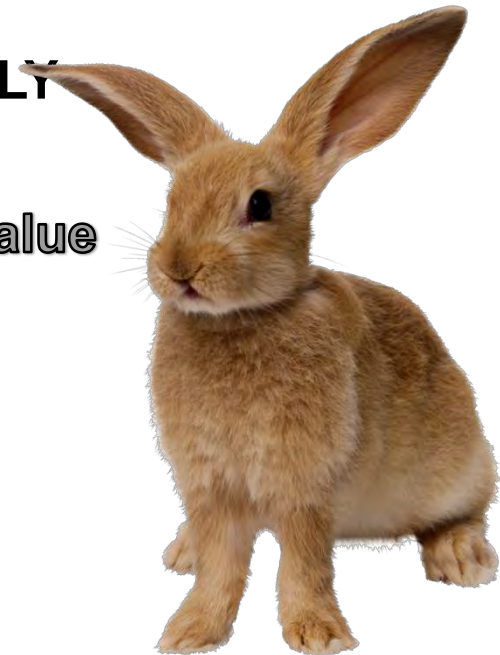
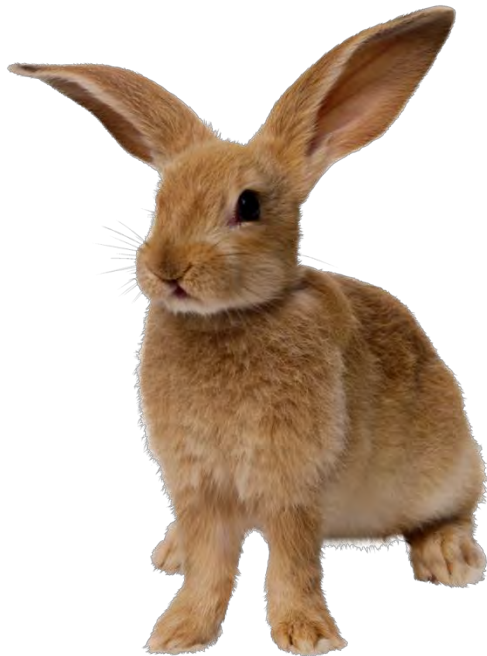


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Context & REFLEXION



- **AGRESSIVITY OF THE COMPETITION**
- **LESS BUDGET**
- **LESS RESSOURCES**
- **MONTHLY VS ANNUAL BASIS**
- **FOCUS ROI`**
- **CONSUMER BUTTERFLY**
- **GIMME MORE added value**
- **AND MORE...**
- **AND MORE...**



IN SEARCH OF NEW TOOLS

*More Added value, custom made,
innovative*



New Tools

Assessment - Year Basis Deep
dive

ADDED VALUE

Workshop
Brainstorming
Training
Master trends on the loop
Search for insights

New Tools

Break the rules & push ***the creation*** to the sky

(3)

Focus EXPERTISES : ***COM – ONE - DESIGN***

INNOVATE

Find relevant Partners

Event/ Pr

La fabrique à idées

Listen





- **D**ifferent
- **E**volutive
- In **L**ine with strategy
- **I**nnovative
- **G**reat opportunity to surprise
- In **H**ouse
- Not **T**ime consuming

➔ FOCUS ***Customer delight***

METHODOLOGY

Brainstorming...

TO Identify the potentiel - the
STRATEGY - the MEDIA
opportunities

VELUX®

CUSTOMERS with high potential



BASE®



METHODOLOGY

Advice ...challenging
process,

Creation – Print advertising, on
line, dedicated emailing, kpi's

Je vais Construire & RENOVER

CREDIBILTY

Awareness & *inspiration*



VELUX®



Win in credibility with a strong partner

Recruitment

Enquiry : usage, data, app,

netWORK

MASS MEDIA



WE CHALLENGE. YOU WIN.



**COMMUNICATION IS THE KEY
SUCCESS**

AND
THE WINNER IS ...