



**AGENCY PRESENTATION**

**2023**



PREMIER  
EVENTS

2023





# COM' OVER

PASSIONS & COMMITMENTS

# CONSULTING AGENCY & ACTIVATIONS HUB

(E)SPORT – LIFESTYLE – ENTERTAINMENT – CSR  
- MUSIC – FASHION – ART DE VIVRE – FOOD & BEVERAGE

**LEVERAGING  
PASSIONS  
& ENGAGEMENTS  
TO CREATE  
OR REINFORCE  
THE RELATIONSHIP  
WITH YOUR TARGETS**



# OUR CLIENTS



**RIGHT  
HOLDERS**



**PUBLIC  
ACTORS**



**BRANDS**



**MEDIA**



**TALENTS**



# SOME OF OUR REFERENCES

## BRANDS



com'  
over

# SOME OF OUR REFERENCES

## RIGHT HOLDERS



com'over

## MERCHANDISING & LICENSING





# SOME OF OUR REFERENCES

## TALENTS



## MEDIAS



com'over

09

**COMPLEMENTARY  
EXPERTISES  
TO ENGAGE  
YOUR TARGETS.**

com'  
over







1.

**CONSULTING  
& STRATEGY**

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com'  
over



2.

**MEDIA RELATIONS  
& INFLUENCE**

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3.

**EVENT & EXPERIENCE**

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A photograph of three people in a store setting. A man in a maroon hoodie and a Boston Red Sox cap sits on the left. A woman in a black leather jacket and an LA logo t-shirt sits in the middle. A man in a green hoodie and a yellow logo t-shirt sits on a bicycle on the right.

4

**BRAND  
CONTENT**


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A close-up photograph of a man's face, looking directly at the camera with a neutral expression.

5.

**TALENTS  
ENDORSEMENT**

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A photograph of a poster for 'fresh BOUQUET' with floral patterns and the text 'MY LITTLE PARIS' at the bottom.

6.

**MEDIA  
PARTNERSHIPS**

---

A large, stylized logo for 'BAR ROCK' in white text on a dark red background.

7

**DIGITAL MARKETING  
& SOCIAL MEDIA**

---

A photograph of a retail store interior with clothing racks and shelves.

8.

**MERCHANDISING  
& LICENSING**

---

A photograph of an outdoor display for Pimm's, featuring a large Pimm's cup, a clock, and a striped pole.

9.

**GRAPHIC  
DESIGN**

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A TEAM  
OF EXPERTS  
BY YOUR SIDE

+50

COLLABORATORS

04

FRENCH CITIES

(PARIS / LYON / NICE / ANNECY)

# COM'OVER CSR



We are fully convinced that it is everyone's responsibility to take into consideration the important societal issues of our time.

Com'Over has therefore set up a CSR policy which is based on several dimensions.

## 1. INCLUSION & INTEGRATION

The agency is a partner of the non-profit organization "Viens voir mon taf", which helps young students in the 9th grade from the suburbs to find an interesting internship, something impossible to obtain for them due to a lack of network.

## 2. ENVIRONNEMENT & SUSTAINABLE DEVELOPMENT

Com'Over is a shareholder of the solidarity and participative initiative "Time For The Planet" which works, through numerous projects, to fight against global warming.

## 3. ENGAGEMENT OF EMPLOYEES

The agency gives its employees 2 half-days of work per year to the association of their choice. Com'Over also gives a major importance to the diversity of its teams.

## 4. RESPONSIBLE PARTNERS

The agency works with partners involved in responsible approaches (PEFC printer, WWF x Ministry of Sports labeled event...).

## 5. ENGAGEMENT & LOCAL INVESTMENT

Com'Over wants to be a central player and driver of its ecosystem and has therefore set up The Lab in order to host startups and developing structures in its premises in Paris and Lyon.

Com'Over has co-founded the non-profit organization Sport Connect Lyon to bring together and federate all the players in the ecosystem.



**COM'OVER**

**SOME  
BEST CASES**



#CONSULTING&STRATEGY  
#MEDIARELATIONS  
#INFLUENCE  
#BRANDCONTENT  
#EVENTS  
#MEDIAPARTNERSHIPS

# BEST-CASE NBA

SUPPORTING THE LEADER IN  
SPORTS ENTERTAINMENT IN ITS  
STRATEGY IN FRANCE

#SPORTS  
#ENTERTAINMENT  
#LIFESTYLE

com'  
over

## OUR MISSIONS

SINCE OUR CREATION IN 2011, WE ARE THE COMMUNICATION AGENCY OF THE NBA IN FRANCE. WE WORK ON SPORTS TOPICS, BUT ALSO / ABOVE ALL ON THE WHOLE ECO-SYSTEM OF THE WORLD'S NUMBER 1 SPORTS & ENTERTAINMENT LEAGUE: BUSINESS, MERCHANDISING, MEDIA RIGHTS, TECH, LIFESTYLE, MUSIC AND CSR.

**OUR MISSIONS INCLUDE:**  
STRATEGY/CONSULTING, BRAND CONTENT, MEDIA RELATIONS, INFLUENCE, EVENTS, MEDIA PARTNERSHIPS, SPONSORSHIP ACTIVATIONS, TALENT ACTIVATIONS, RELATIONS WITH ADMINISTRATIVE BODIES, ETC.  
THROUGHOUT THE YEAR, ACROSS FRANCE.

IN THE AREA OF MEDIA RELATIONS & INFLUENCE, WE ARE WORKING ON RED WIRE SUPPORT TO STRENGTHEN NBA'S VISIBILITY VIA MARKET OPINION LEADERS.

## RESULTS

# +12

YEARS OF SUPPORT, WITH A FOCUS ON MEDIA RELATIONS/INFLUENCE MISSIONS.

# +40

EVENTS ORGANIZED IN FRANCE.

# 2

NBA PARIS GAME  
(IN 2020 & 2023)



#CONSULTING&STRATEGY  
 #MEDIARELATIONS  
 #INFLUENCE  
 #BRANDCONTENT  
 #EVENTS  
 #MEDIAPARTNERSHIPS

# BEST-CASE

## NBA

SUPPORTING THE LEADER IN  
 SPORTS ENTERTAINMENT IN ITS  
 STRATEGY IN FRANCE

#SPORTS  
 #ENTERTAINMENT  
 #LIFESTYLE

com'over



### COMMENT LA MODE A SAUVÉ LA NBA

October 2020. La NBA est mal, ses ligues américaines, ses clubs sont à l'arrêt, ses joueurs sont déçus, ses droits TV ont baissé. Son boss, Steve Ballmer, décide de changer et transforme son domaine. Demain son rôle sera à la mode.

Le monde de la mode a sauvé la NBA. C'est ce que Steve Ballmer, le propriétaire de la ligue américaine de basket-ball, a fait en octobre 2020. À la suite de la pandémie de coronavirus, la NBA a subi une baisse de ses droits TV et de ses revenus. Ballmer a décidé de transformer son domaine en un lieu de mode et de lifestyle.



#MEDIASRELATIONS  
#INFLUENCE  
#CONSULTING&STRATEGY

# BEST-CASE VENDÉE GLOBE

HIGHLIGHT THE EVEREST  
OF THE SEA TRIAL

#SPORT  
#SAILING  
#LIFESTYLE

## OUR MISSIONS

MAKE THE VENDÉE GLOBE A GLOBAL AND LIFESTYLE BRAND, WHICH GOES BEYOND THE ACTORS, STORIES, AND SPORTS EXPLOITS, AND WHICH SPEAKS TO EVERYONE, FROM THE NEOPHYTE TO THE SPECIALIST. THIS OBJECTIVE BEING INCLUDED IN THE TERRITORIAL MARKETING STRATEGY OF THE VENDÉE.

SINCE THE BEGINNING OF 2022, COM'OVER HAS BEEN WORKING ALONGSIDE SAEM VENDÉE TO PROMOTE THE 2024 EDITION OF THE VENDÉE GLOBE, THROUGH 2 STRATEGIC LEVERS: MEDIA RELATIONS AND INFLUENCE.

AN ONGOING SUPPORT WITH A FOCUS ON THE FOLLOWING HIGHLIGHTS :

- THE ARCTIC VENDÉE, THE FIRST QUALIFYING RACE.
- THE NEW-YORK VENDÉE, THE LAST QUALIFYING RACE.
- THEN THE VENDÉE GLOBE.

## RESULTS

3

YEARS OF CONTRACT  
WITH THE SAEM VENDÉE

3

MAJOR EVENTS TO MANAGE



#MEDIASRELATIONS  
#INFLUENCE  
#CONSULTING&STRATEGY

# BEST-CASE VENDÉE GLOBE

HIGHLIGHT THE EVEREST  
OF THE SEA TRIAL

#SPORT  
#SAILING  
#LIFESTYLE

com'  
over



© Olivier Blanchet/Alea #VG2020

© Jean-Marie Liot/Alea #VG2020

© Olivier Blanchet/Alea #VG2020





#MEDIARELATIONS  
#INFLUENCE  
#EVENT&EXPÉRIENCE

# BEST-CASE NFL

BE MORE VISIBLE AND BUILD  
A COMMUNITY IN FRANCE

#SPORTS  
#LIFESTYLE  
#ENTERTAINMENT

com'  
over

## OUR MISSIONS

IN ORDER TO PROMOTE THE NFL IN FRANCE, WE WERE ASKED TO SUPPORT THE LEAGUE THROUGH A DEDICATED PLAN AROUND SEASON LAUNCH, EUROPEAN NFL GAMES AND THE SUPERBOWL.

### OUR PLAN INCLUDED:

- PR WORK AROUND THOSE KEY MOMENTS
- INFLUENCERS PACK FOR THE SEASON START
- SPORTS & LIFESTYLE INFLUENCERS TRAVEL TO EUROPEAN GAMES IN LONDON AND MUNICH
- FULL ORGANIZATION OF A SUPER BOWL PARTY IN THE ICONIC PARISIAN VENUE "LE GRAND REX" = CONCEPT, LOGISTICS, COMMS PLAN, PARTNERSHIPS (NEW ERA, BEIN SPORTS, FRENCH FEDERATION), TICKETING...

## RESULTS

# 11

INFLUENCERS IN LONDON AND MUNICH

# +20M

ESTIMATED IMPRESSIONS

# +1800

ATTENDANCE OF THE SUPER BOWL PARTY



#MEDIARELATIONS  
#INFLUENCE  
#EVENT&EXPÉRIENCE

# BEST-CASE NFL

BE MORE VISIBLE AND BUILD  
A COMMUNITY IN FRANCE

#SPORTS  
#LIFESTYLE  
#ENTERTAINMENT



Accueil Sports

## On a assisté à notre premier match NFL : quand l'Amérique fait son show à Munich

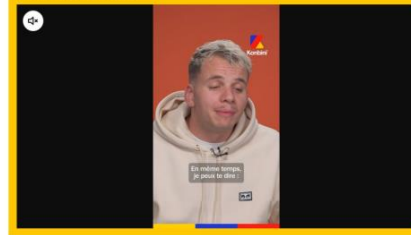
Publié le 14/11/2022 par [Abdallah Soudi](#)

La NFL a organisé pour la première fois un match de saison régulière en Allemagne, à Munich. Un événement dans ce pays où le football américain jouit d'une grande popularité.



La NFL clôturait sa série de quatre matches en Europe avec une ultime première dans ce pays qui en pince fort pour le football américain, au marché sur le Vieux continent. Pour cette première rencontre sur le sol d'Allemagne, l'Allianz Arena, l'antre habituel du Bayern Munich, pour accueillir l'affaire des Buccaneers de Tom Brady et les Seattle Seahawks et ses rookies pro

A voir aussi sur Kombini

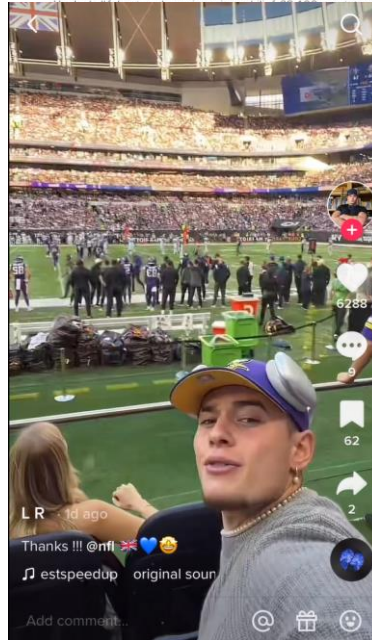
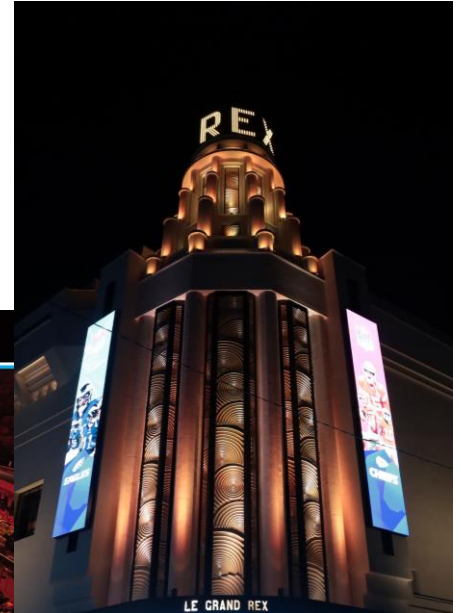


### Sanders et les frères Manning meilleurs que Brady ?

Globalement, les avis des Allemands accros à la NFL convergent sur la question de la place de Tom Brady au panthéon du football américain voire du sport, à quelques nuances près. Mais pour les quelques Américains rencontrés sur place, ce statut est remis en question.

"Il est évidemment dans la discussion. Mais il y en a d'autres avant lui", tempère Omar, un fan des Detroit Lions venu des États-Unis avec des amis pour assister à la rencontre – lors de laquelle Tom Brady a brillé, par ailleurs. Dans le débat du G.O.A.T, il préfère Barry Sanders, un runningback iconique de la NFL et des... Detroit Lions, comme par hasard.

Sur une amie Jamika, fan des Cleveland Browns, et d'autres noms en titre. Ceux des frères Manning.





**#CONSULTING&STRATEGY**  
**#BRANDCONTENT**  
**#PR**  
**#INFLUENCE**  
**#EVENT**  
**#DIGITAL&SOCIAL**

# BEST-CASE

**FFFA**

**US FOOTBALL**

**#SPORT**  
**#ENTERTAINMENT**  
**#LIFESTYLE**  
**#SOCIETALENGAGEMENT**

## OUR MISSIONS

AMERICAN FOOTBALL IS THE NUMBER ONE SPORT IN THE UNITED STATES, WITH AUDIENCE AND COMMITMENT FIGURES THAT CRUSH THE COMPETITION AT EVERY LEVEL. BEHIND THE NFL, THE SPORT IS STILL WORKING ON ESTABLISH ITSELF ON A GLOBAL STANDPOINT, BUT THE POTENTIAL IS GREAT, WITH A VERY STRONG FANBASE IN A MARKET LIKE FRANCE.

- **ADVISING AND SUPPORTING THE FFFA, THE FRENCH TEAMS AND THE 1ST DIVISION**
- **AUDITING AND TRAINING CLUBS**
- **CREATING CONTENT ADAPTED TO THE DIFFERENT TARGETS AND GENERATIONS**
- **ACTIVATING MEDIA PARTNERSHIPS TO PROMOTE AND CREATE OPPORTUNITIES (L'ÉQUIPE, BEIN SPORTS, SPORT EN FRANCE)**
- **MANAGING ALL MEDIA RELATIONS ON A YEARLY BASIS**
- **ACTIVATING WIN-WIN CONTENT PARTNERSHIPS (EPISOD, DISNEY, DAOMEY...)**
- **CREATING AND ANIMATING A COMMUNITY OF INFLUENCERS AND CELEBRITIES**
- **CREATING A MARKEE EVENT AROUND THE SUPERBOWL**
- ...

## RESULTS

**1**

**AUDIT AND TRAINING OF THE ACTORS WHO MAKE AMERICAN FOOTBALL IN FRANCE, PER YEAR**

**2**

**SUPERBOWL PARTY AT EPISOD IN 2021 AND AT THE REX CLUB IN 2022**

**3**

**CONTENT PARTNERSHIPS WITH BROADCASTERS**



#CONSULTING&STRATEGY  
#BRANDCONTENT  
#PR  
#INFLUENCE  
#EVENT  
#DIGITAL&SOCIAL

# BEST-CASE

**FFFA**

US FOOTBALL

#SPORT  
#ENTERTAINMENT  
#LIFESTYLE  
#SOCIETALENGAGEMENT

com'  
over



LA FÉDÉRATION FRANÇAISE  
DE FOOTBALL AMÉRICAIN PRÉSENTE



LA SOIRÉE DU 56<sup>È</sup> SUPER BOWL À PARIS

# TAILGATE Party

BY la chaîne **L'ÉQUIPE**  
& LE MATCH EN DIRECT

AU GRAND REX  
DIMANCHE 13 FÉVRIER  
À PARTIR DE 20<sup>H</sup>

BILLETTERIE SUR LE SITE DU GRAND REX ET DE LA FNAC





#MEDIARELATIONS  
#INFLUENCE  
#ENDORSEMENT  
#DIGITAL&SOCIAL

# BEST-CASE LAUREUS

FOCUS LAUREUS WORLD SPORTS  
AWARDS

PROMOTE SPORTS AS BEING  
A SOCIAL VECTOR

#SPORT

com'  
over



## OUR MISSIONS

DEVELOP THE COMMUNICATION STRATEGY (PRESS RELATIONS, PUBLIC RELATIONS, ATHLETE MANAGEMENT) OF THE LAUREUS FOUNDATION IN FRANCE, A FOUNDATION THAT PROMOTES THE PRACTICE OF SPORTS AS SOCIAL EXCHANGE AND INTEGRATION OF YOUNG PEOPLE IN DIFFICULT SITUATIONS.

IN THIS FRAMEWORK, WE WORKED ON THEIR MAJOR EVENT, THE LAUREUS WORLD SPORTS AWARDS, IN MONACO FOR 3 YEARS: PRESS RELATIONS, JOURNALIST INVITATIONS & RELATIONS MANAGEMENT WITH THE ATHLETES PRESENT DURING THE EVENT, RED CARPET...

RESULTS

TS

300

INTERNATIONAL MEDIA

200

ATHLETES AT THE EVENT (LEGENDS AND ACTUAL ATHLETES)



#MEDIARELATIONS  
#INFLUENCE  
#ENDORSEMENT  
#DIGITAL&SOCIAL

# BEST-CASE LAUREUS

FOCUS LAUREUS WORLD SPORTS  
AWARDS

PROMOTE SPORTS AS BEING  
A SOCIAL VECTOR

#SPORT

com'  
over



L'EQUIPE

## Afrique du Sud : le skate pour éloigner les jeunes des gangs

Publié mardi 15 mars 2016 à 21:11 | Mis à jour le 29/03/2016 à 15:22

L'Indigo Youth Movement est un programme solidaire bien inhabituel : il vise à travers le skateboard à agir sur les problématiques sociales rencontrées par la jeunesse des townships sud-africains. Reportage.



## La course est lancée pour les Laureus World Sport Awards

CONFÉRENCES / SALONS / NETWORKING

Partager sur Facebook, Twitter, Google+

Par Alexandre Baillet - Le 13 janvier 2016



## GQ USAIN BOLT, ELU SPORTIF DE L'ANNEE PAR LES LAUREUS AWARDS

PAR CHARLES-AUGUSTE  
L'Académie des Laureus présidée par Sean Fitzpatrick a choisi de récompenser le sprinter jamaïcain pour ses performances aux JO de Rio. Retour sur une soirée sportive exceptionnelle qui sacré les plus grands athlètes du monde.



sur le site



#CONSULTING&STRATEGY  
#360 ACTIVATION  
#ENDORSEMENT

# BEST-CASE MASTERCARD

EMBODYING THE  
PRICELESS PROMISE BY CREATING  
A DEDICATED SPORTS PROGRAM.

#SPORT  
#TENNIS  
#SOCIAL

com'  
over

## OUR MISSIONS

ACTIVATION OF THE ROLAND-GARROS X MASTERCARD PARTNERSHIP IN FRANCE & INTERNATIONAL, AN OPPORTUNITY TO CONNECT FANS & CARD HOLDERS TO THE OPPORTUNITIES OFFERED BY THE PRICELESS PROGRAM.

A DEVICE MATERIALIZED BY COMPLEMENTARY ACTIVATIONS:

- UPSTREAM MARKETING CAMPAIGN: TO PUBLISH AND PROMOTE THE PRICELESS OFFERS
- ON-SITE COMMUNICATION: DEVELOP VISIBILITY THROUGHOUT THE FORTNIGHT
- ON-SITE EXPERIENCES: REWARDING CARDHOLDERS WITH "PRICELESS SURPRISES"
- HOSPITALITY: ENTERTAIN MASTERCARD GUESTS, FROM CARDHOLDERS TO VIPS
- AMBASSADOR PROGRAM: INCARCERATE THE CAMPAIGN WITH GUY FORGET, FRENCH TENNIS LEGEND, & REINFORCE IDENTIFICATION
- TECHNOLOGICAL INNOVATIONS: ENGAGE B2B DECISION MAKERS
- CO-BRANDING: DEPLOY CO-BRANDED ACTIVATIONS WITH OTHER TOURNAMENT PARTNERS, SUCH AS LACOSTE OR PEUGEOT

## REVIEW

+400k

PEOPLE REACHED ON SIGHT.

+4k

PRICELESS SURPRISES DELIVERED DURING 15 DAYS.

+22M

IMPRESSIONS GENERATED DURING THE PRE-SEASON CAMPAIGN





#CONSULTING&STRATEGY  
#360 ACTIVATION  
#ENDORSEMENT

# BEST-CASE MASTERCARD

EMBODYING THE  
PRICELESS PROMISE BY CREATING  
A DEDICATED SPORTS PROGRAM.

#SPORT  
#TENNIS  
#SOCIAL

com'  
over





#CONSULTING&STRATEGY  
#MEDIARELATIONS  
#INFLUENCE  
#EVENT

**BEST-CASE**

**LIDL**

**ACTIVATE THE GLOBAL HANDBALL PARTNERSHIP TO ENHANCE THE BRAND'S COMMITMENTS**

#SPORT  
#HANDBALL  
#SOCIAL  
#INCLUSION  
#LIFESTYLE



## OUR MISSIONS

LIDL IS A LEADING RETAILER AND HAS BEEN INVOLVED IN HANDBALL SINCE 2015. THIS "SPORT" PARTNERSHIP FEEDS THE WHOLE OF LIDL'S COMMUNICATION THROUGH ACTIONS RELATED TO CSR, THE ENVIRONMENT, FOOD, INCLUSION, PERFORMANCE, LIFESTYLE...

OUR MISSION IS TO DEFINE AND SPREAD OUT A STRATEGY FOR ACTIVATING THE "HANDBALL" ASSET WITH DIFFERENT LEVERS (MEDIA RELATIONS, EVENTS, CONTENT, MEDIA PARTNERSHIPS, ETC.) AND IN MANY WAYS :

- A TALK DEDICATED TO WOMEN'S ENTREPRENEURSHIP AHEAD OF THE WORLD CHAMPIONSHIP.
- THE HIGHLIGHTING OF THE HANDIHAND PROGRAM AND THE PLACE OF PEOPLE WITH DISABILITIES.
- AN INTERNAL HANDBALL TOURNAMENT AT THE HANDBALL HOUSE.
- THE PROMOTION OF THE PERFORMANCE & EXCELLENCE AXIS LINKED TO THE FRENCH TEAMS.
- THE LIFESTYLE DIMENSION WITH THE RENOVATION OF A HANDBALL COURT IN PARIS BY ARTISTS.
- ...

## REVIEW

**10**

**ACTIONS PER YEAR RELATED TO THE HANDBALL PARTNERSHIP**

**+1K**

**EMPLOYEES PARTICIPATING TO THE FINAL OF THE INTERNAL HANDBALL TOURNAMENT.**







#CONSULTING&STRATEGY  
#MEDIARELATIONS  
#INFLUENCE  
#BRANDCONTENT  
#EVENT  
#MEDIAPARTNERSHIPS  
#DIGITAL&SOCIAL  
#GRAPHICDESIGN

# BEST-CASE BNP PARIBAS

SUPPORTING A HISTORIC ROLAND-GARROS PLAYER IN HIS ACTIVATIONS PROGRAM.

#SPORT  
#TENNIS  
#ROLANDGARROS

## OUR MISSIONS

BNP PARIBAS, PARTNER OF THE FRENCH OPEN FOR 49 YEARS, WISHES TO ACTIVATE ITS PARTNERSHIP IN THE FIELD OF ENTERTAINMENT TO POSITION ITSELF AS THE "FUN" PLAYER OF THE TOURNAMENT & CELEBRATE THE RETURN OF THE FANS, AFTER 2 FRUSTRATING YEARS FOR THE FANS, IN 2020 & 2021.

THIS IS WHY WE DECIDED TO RELY ON THE WE ARE TENNIS FAN ACADEMY, THE FIRST GROUP OF TENNIS FANS SPONSORED BY BNP PARIBAS, TO EMBODY THE ACTIVATION PLAN.

A 360 CAMPAIGN INCLUDING:

- DEVELOPMENT OF THE CONCEPT & CONTENT VARIATIONS (MANIFESTO, KEY VISUAL, ETC.).
- IN-STADIUM ANIMATIONS (PHOTOBOOTH, TATTOOS, CHILL ZONE, WILD RECRUITMENT, ETC.).
- INFLUENCE OPERATION WITH TUVOK.
- TRADE MARKETING ON THE CHAMPS-ELYSEES.
- ORGANISATION OF A PRESS CONFERENCE.

## REVIEW

# 360

A GLOBAL CAMPAIGN MIXING MULTIPLE EXPERTISES

# +7,5M

VIEWS ON SOCIAL MEDIA CONTENT

# +4K

EXPERIENCES REALISED AT THE BNP PARIBAS STAND

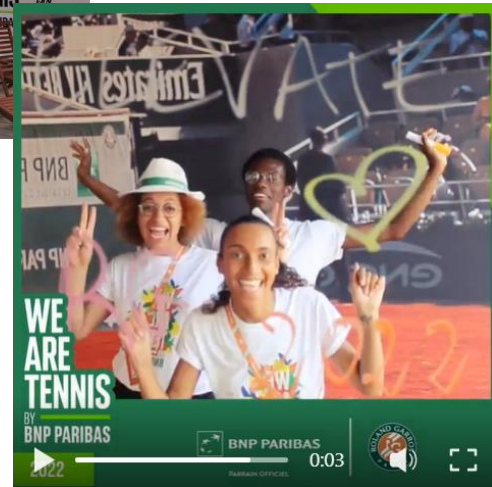


#CONSULTING&STRATEGY  
#MEDIARELATIONS  
#INFLUENCE  
#BRANDCONTENT  
#EVENT  
#MEDIAPARTNERSHIPS  
#DIGITAL&SOCIAL  
#GRAPHICDESIGN

# BEST-CASE BNP PARIBAS

SUPPORTING A HISTORIC ROLAND-GARROS STAKEHOLDER IN ITS ACTIVATIONS PROGRAM.

#SPORT  
#TENNIS  
#ROLANDGARROS



**tuvok12**

Tuvok12

S'abonner

56 Abonnements 12.5M Abonnés 223.8M J'aime

Your smile can change the world ✨

Les boys ajoutez-moi sur insta 🍷

Vidéos

A aimé



com'over





#EVENT

# BEST-CASE

## AT&T

DELIVERING PREMIUM EXPERIENCES TO ITS CUSTOMERS

#B2B  
#FORMULA1

com'  
over

## OUR MISSIONS

CAPITALISE ON RED BULL RACING SPONSORSHIP TO ORGANISE TAILOR-MADE EVENTS FOR CUSTOMERS IN EMEA AND APAC & THANK THEM BY INVITING THEM TO SPECIAL ACTIVITIES.

- STRATEGIC MULTI-CLIENT EVENTS AROUND A VISIT OF THE RED BULL RACING FACTORY WITH THE TEAM AND A PRESENTATION THEMED "TEAM SPIRIT" OR "PERFORMANCE" (20-25 PAX)
- ONE-TO-ONE" EVENTS WITH A VISIT TO THE RED BULL FACTORY FOR A SPECIFIC CUSTOMER (TO BUILD LOYALTY) AND A PRESENTATION THEMED "AT&T SOLUTIONS" (6-8 PAX)
- EXCEPTIONAL EVENTS DURING FORMULA 1 RACES WITH ACCESS TO THE PIT STOP, THE AT&T OPERATIONS ROOM AND A MEETING WITH THE DRIVERS (5-10 PAX)



## RESULTS

# 5

YEARS OF COLLABORATION WITH REDBULL EVENTS.

# +30

B2B EVENTS ORGANIZED FOR AT&T EACH YEAR IN EUROPE



#EVENT

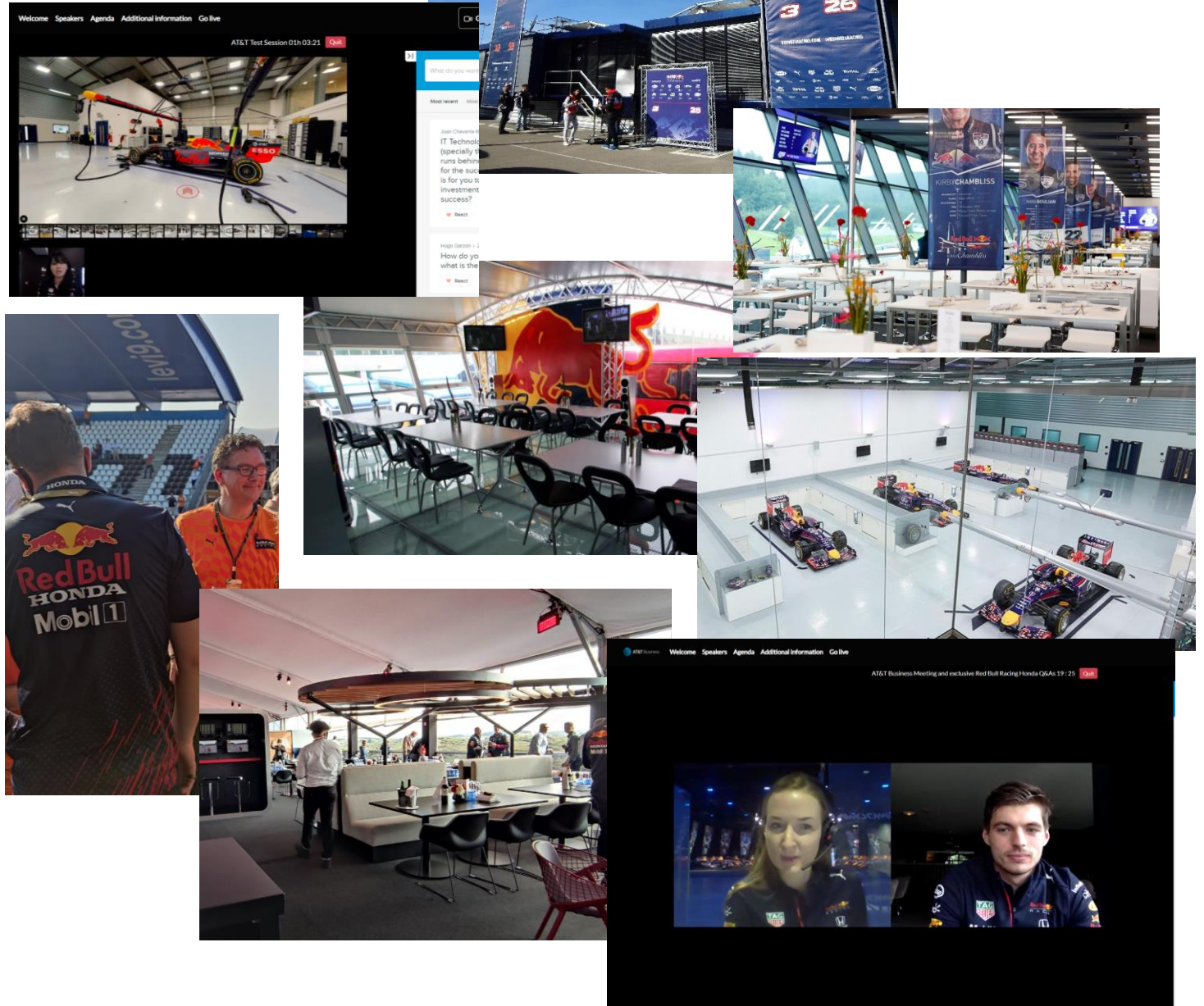
# BEST-CASE

# AT&T

## DELIVERING PREMIUM EXPERIENCES TO ITS CUSTOMERS

#B2B  
#FORMULA1

com'  
over



#CONSULTING&STRATEGY  
#EVENT  
#BRANDCONTENT  
#MEDIAPARTNERSHIP

# BEST-CASE TURKISH AIRLINES

PLACING FAN EXPERIENCE  
AT THE HEART OF ACTIVATION

#SPORT  
#SOCCER  
#RUGBY

com'  
over

## OUR MISSIONS

WE PILOTED FOR TURKISH AIRLINES THE ACTIVATION OF THE BRAND'S PARTNERSHIPS FOR THE EURO 2016 AND THE EUROPEAN RUGBY CUP FINALS, WITH THE OBJECTIVE OF PUTTING FANS BACK AT THE HEART OF THE CAMPAIGN AND MAKING THEM LIVE A UNIQUE EXPERIENCE.

- FAN ZONE FOR THE RUGBY FINALS
- "COMMERCIAL DISPLAY" (STADIUM FORECOURT)
- HOSPITALITY PROGRAM
- STAFFING & HOSTESSES MANAGEMENT
- PARTNERSHIP WITH RMC FOR THE EURO 2016

## RESULTS

10

CITIES  
ACTIVATED

+ 50

GAMES MANAGED  
OVER THE 2 COMPETITIONS



#CONSULTING&STRATEGY  
#EVENT  
#BRANDCONTENT  
#MEDIAPARTNERSHIP

# BEST-CASE TURKISH AIRLINES

PLACING FAN EXPERIENCE  
AT THE HEART OF ACTIVATION

#SPORT  
#SOCCER  
#RUGBY

com'  
over





#CONSULTING&STRATEGY  
#BRANDCONTENT  
#MEDIARELATIONS  
#INFLUENCE  
#DIGITAL&SOCIAL  
#EVENT  
#MEDIAPARTNERSHIP  
#ENDORSEMENT

# BEST-CASE PUMA HOOPS

CONSULTING AND 360°  
ACTIVATION AROUND A SPORT

#SPORT  
#BASKETBALL  
#LIFESTYLE

## OUR MISSIONS

SUPPORTING PUMA HOOPS  
IN THEIR ACCELERATION ON THE  
BASKETBALL MARKET IN FRANCE  
AND EUROPE.

- STRATEGIC PLANNING / ADVICE AND STRATEGIC RECOMMENDATIONS ON THE POLICY TO BE IMPLEMENTED
- SPONSORSHIP STRATEGY FOR CLUBS AND ATHLETES IN FRANCE
- SEEDING AND PLAYERS ALLOCATIONS
- INFLUENCE / PR CAMPAIGN FOR THE DIFFERENT PUMA BASKET-BALL COLLECTIONS AND THROUGHOUT THE YEAR
- ACTIVATION OF ASSETS THROUGHOUT THE YEAR
- CONTENT CREATION / BRAND CONTENT (FILMING IN THE US AND IN FRANCE)
- SEEDING OF INFLUENCERS AND CREATION OF A POOL OF BRAND AMBASSADORS
- STRATEGIC ADVICE FOR THE DEPLOYMENT OF THE BASKETBALL STRATEGY IN GERMANY, ITALY AND SPAIN

## RESULTS

**+25**

PARTNERSHIPS SIGNED  
8 PLAYERS INCLUDING NBA PLAYER  
KILLIAN HAYES AND 3 CLUBS

**+30**

CONTENTS / BRAND CONTENTS CREATED  
WITH OUR PARTNER ASSETS  
AND INFLUENCERS WHO HAVE BECOME  
« FRIENDS OF THE BRAND »



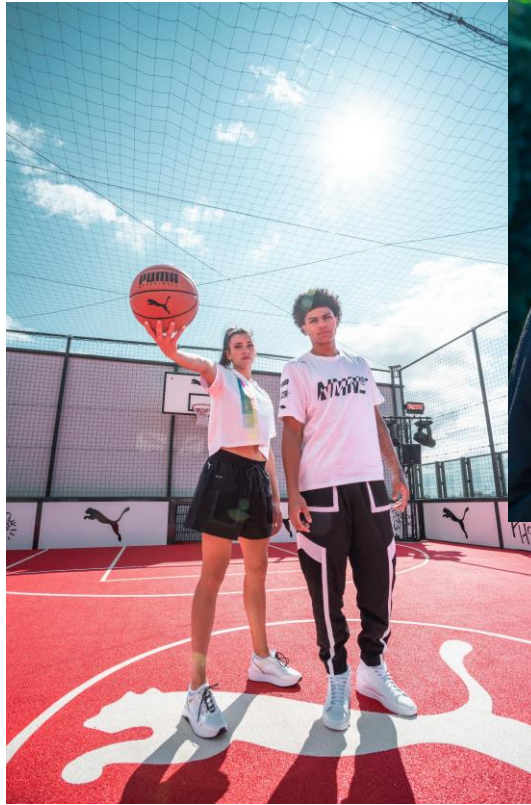
#CONSULTING&STRATEGY  
#BRANDCONTENT  
#MEDIARELATIONS  
#INFLUENCE  
#DIGITAL&SOCIAL  
#EVENT  
#MEDIAPARTNERSHIP  
#ENDORSEMENT

# BEST-CASE PUMA HOOPS

CONSULTING AND 360°  
ACTIVATION AROUND A SPORT

#SPORT  
#BASKETBALL  
#LIFESTYLE

com'  
over





#CONSULTING&STRATEGY  
#MEDIARELATIONS  
#INFLUENCE  
#BRANDCONTENT  
#EVENT  
#MEDIAPARTNERSHIP  
#DIGITAL&SOCIAL

# BEST-CASE NEW ERA

FIT FOR GLORY

#FASHION  
#LIFESTYLE  
#SPORT

## OUR MISSIONS

WALK DOWN THE STREET IN THE CITY OR IN A PARK, YOU'LL GO BY NEW ERA HATS, THE ONLY BRAND IN THE WORLD WITH LICENSES FOR ALL 3 MAJOR US SPORTS LEAGUES: NBA, NFL & MLB. BUT NOT ONLY...

MORE THAN LICENSES, MORE THAN SPORT, NEW ERA IS AN ICONIC BRAND, THANKS TO ITS CAPS - A STORY MORE THAN 100 YEARS OLD THAT COM'OVER NARRATES IN FRANCE SINCE 2016.

### OUR SUPPORT :

- YEAR-ROUND PRESS RELATIONS & MEDIA PRODUCT PLACEMENT
- CELEBRITY RELATIONS AND PRODUCT PLACEMENT
- DAILY MANAGEMENT OF OUR SHOWROOM AND ORGANIZATION OF AN ANNUAL SHOWROOM
- CREATION OF CONTENT FOR INSTAGRAM OR TIKTOK
- CONTENT PARTNERSHIPS WITH MEDIA OUTLETS

## RESULTS

2

YEARLY / SEASONLY SHOWROOMS

1,5k

INFLUENCER SOCIAL MEDIA POSTS GENERATED

+80

ARTICLES GENERATED



#CONSULTING&STRATEGY  
 #MEDIARELATIONS  
 #INFLUENCE  
 #BRANDCONTENT  
 #EVENT  
 #MEDIAPARTNERSHIP  
 #DIGITAL&SOCIAL

# BEST-CASE NEW ERA

FIT FOR GLORY

#FASHION  
 #LIFESTYLE  
 #SPORT

com'over



carolinereveur • S'abonner  
 Dubai, UAE

carolinereveur • To the moon 🌕

1 sem

mathoureveur ❤️👍🏻

1 sem 13 mentions J'aime

hakinghorab ❤️

1 sem 8 mentions J'aime

ritakahawaty ❤️❤️

1 sem 6 mentions J'aime

❤️ 💬 📌

Aimé par jenniciello et 92 297 autres personnes

5 JANVIER



64 | MODE

## La casquette vire en tête

Initialement réservé à un usage sportif, ce couvre-chef emprunté au vestiaire du base-ball s'est mué en accessoire incontournable. Qu'on le porte avec des tenues sportswear ou classiques, il permet de se faire remarquer... ou pas.



Le Parisien  
 (WEEK-END)



arrivée des beaux  
 le appareil, visée  
 dans les rues  
 de Paris. Car le  
 ville, associée aux lo-  
 souvent synonyme  
 fait pour affronter  
 rouler du soleil, est  
 réservée aux spor-  
 Côté célébrités,  
 elles s'en servent  
 cognito, d'autres  
 nt, comme les top  
 atajkowski, ou les  
 et India Arie, qui  
 ne la quant

pas souvent. Dans les années 1990,  
 la pinceson britannique Lady Diana le  
 portait déjà sans complexe.  
 La « base-ball cap », comme on la  
 nomme aux États-Unis « non-pays d'ori-  
 gine » est souvent ornée d'une broderie  
 représentant l'équipe d'une équipe  
 de sport, comme le célèbre « NY » des  
 New York Yankees (photo ci-dessus),  
 ou le logo d'une marque (redesons).  
 Pour les novices, difficile de distinguer  
 la casquette de base-ball des autres  
 styles. D'Israël Soltan, experte des ten-  
 dances urbaines au sein de l'agence  
 Peders Paris, explique comment la  
 reconnaître : « Elle se caractérise par sa  
 forme ovale. Elle est constituée de six  
 pans de textile rigide. Ce dit que c'est  
 une casquette « six panels ». Tandis que  
 les modèles de skate ou de cyclisme  
 sont faits de cinq pans et réalisés  
 dans des matières souples. »  
 Au XIX<sup>e</sup> siècle, elle est fabri-  
 quée en laine, avec une  
 visière en cuir, et exclusi-  
 vement réservée aux joueurs

Ce qui donne naissance à un nouveau  
 marché, et à la création de manufactu-  
 res spécialisées dans ce domaine.  
**Jouer le mélange des genres**  
 Née dans les années 1980, l'entreprise  
 New Era est aujourd'hui le leader mondial  
 de l'industrie de la casquette. Cette  
 société revendique une moyenne de  
 1,5 million de produits vendus par minute dans  
 le monde. Laurence Joslin, le directeur  
 marketing de la marque en Europe,  
 explique en partie ce succès par  
 la quantité de licences accordées par  
 des clubs sportifs pour la fabrication  
 de couvre-chefs à leur effigie. Il revient  
 sur la décennie qui l'a consacrée  
 comme accessoire de mode à part  
 entière : « Dans les années 1980, beau-  
 coup d'artistes de hip-hop comme  
 Tupac ou Dr. Dre commencent à en  
 porter. » Des lors, la « cap » s'impose  
 progressivement dans les garde-robes  
 à travers le monde. Allant jusqu'à  
 s'inviter dans les collections de mai-  
 sons de couture. New Era a ainsi réali-





#MEDIASRELATIONS  
 #MEDIAPARTNERSHIP  
 #INFLUENCE  
 #EVENT

# BEST-CASE BEATS BY DRE

ACTIVATING ALL THE « PASSION POINTS » RELATED TO THE BRAND

#LIFESTYLE  
 #MUSIC  
 #SPORTS  
 #TECHNOLOGY  
 #FASHION&BEAUTY



## OUR MISSIONS

THE GENESIS, HISTORY AND PHILOSOPHY OF BEATS BY DRE HAVE MADE IT AN ICONIC BRAND, EMBODIED BY ITS FOUNDERS AND ITS MARKETING STRATEGY. WE ACCOMPANY THEM IN FRANCE BY ACTIVATING NUMEROUS "PASSION POINTS" RELATED TO THEIR UNIVERSE.

OUR MISSIONS COVER A WIDE SCOPE: PRODUCT PRESS RELATIONS FOR EACH COLLECTION, CEO'S PRESS RELATIONS, PROMOTION OF COLLABORATIONS AND PARTNERSHIPS, DESIGN AND ORGANIZATION OF DEDICATED EVENTS, MEDIA PARTNERSHIPS, INFLUENCE MARKETING, RELATIONS WITH CELEBRITIES WHO ARE "FRIENDS OF THE BRAND"...

## RESULTS

**+1,5k**

IMPACTS GENERATED EACH YEAR ON FRENCH TERRITORY

**45**

ACTIONS PER YEAR (PRESS RELEASES, INTERVIEWS, EVENTS...)



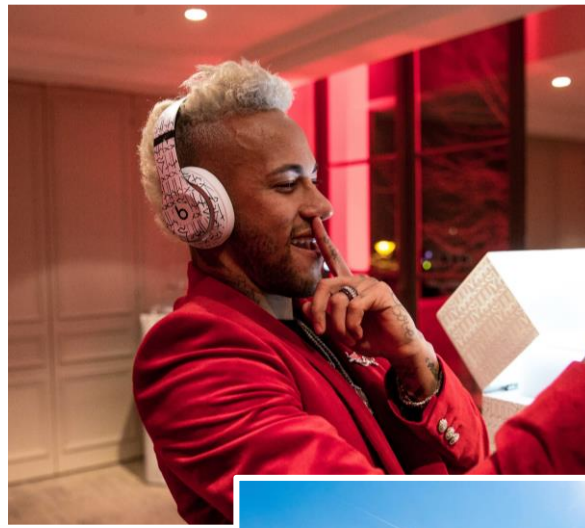
#MEDIASRELATIONS  
#MEDIAPARTNERSHIP  
#INFLUENCE  
#EVENT

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ACTIVATING ALL THE « PASSION POINTS » RELATED TO THE BRAND

#LIFESTYLE  
#MUSIC  
#SPORTS  
#TECHNOLOGY  
#FASHION&BEAUTY

com'over







#CONSULTING&STRATEGY  
#INFLUENCE  
#EVENT  
#MEDIAPARTNERSHIP

# BEST-CASE

## 2K

### NBA2K E-CUP



## OUR MISSIONS

CREATING AND ORGANIZING THE 1ST FRENCH CHAMPIONSHIP OF NBA 2K ONLINE, WITHIN THE MICROMANIA NETWORK AT THE NATIONAL LEVEL, WITH A FINAL AT THE WEBEDIA HEADQUARTERS, IN PARTNERSHIP WITH THE YOUTUBER YANN-CODJORDAN.

- CREATION AND DEVELOPMENT OF THE GRAPHIC IDENTITY OF THE CAMPAIGN
- MANAGEMENT OF THE WHOLE EVENT IN THE MICROMANIA PARTNER NETWORK
- ACCOMPANYING 2K IN THE MANAGEMENT OF THE ONLINE TOURNAMENT
- ORGANIZING AND MANAGING THE NATIONAL FINAL AT WEBEDIA, WITH FIRST TEAM AND YANN-CODJORDAN
- ORGANIZING THE WINNER'S TRIP WITH OUR INFLUENCER PARTNER

## RESULTS

# 5

EVENTS / QUALIFIERS

# 275

PARTICIPANTS

# +6K

REGISTRATION TO THE WEBSITE



#CONSULTING&STRATEGY  
#INFLUENCE  
#EVENT  
#MEDIAPARTNERSHIP

# BEST-CASE

## 2K

### NBA2K E-CUP



com'over



PRÉSENTÉ PAR  
**MICROMANIA ZING**

**QUI SERA LE MEILLEUR JOUEUR  
NBA 2K18  
DE FRANCE ?**

MICROMANIA EURALILLE  
10 FÉVRIER - 13H30  
#NBA2KECUPFR





#CONSULTING&STRATEGY  
#EVENT  
#TRADEMARKETING

# BEST-CASE FOOT LOCKER

STORE ACTIVATIONS

#SPORT  
#LIFESTYLE

com'  
over

## OUR MISSIONS

WE COLLABORATED WITH THE FOOT LOCKER NETWORK IN THE IMPLEMENTATION OF IN-STORE TRADE MARKETING ACTIVATIONS AND THE IMPLEMENTATION OF ACTIVATIONS DURING EVENTS WHERE FOOT LOCKER IS A PARTNER.

BRINGING LIFE AND CONTENT TO THE FOOT LOCKER NETWORK AND TO EVENTS WHERE THE BRAND IS A PARTNER:

- CREATION OF THE EVENTS' CONCEPTS
- COORDINATION WITH PARTNERS
- STAGE DIRECTION
- TALENTS' ACTIVATION
- DJ, SHOWS, CONTESTS, SNEAKERS CUSTOMIZATION
- ...



## RESULTS

# 2013

1<sup>ST</sup> COLLABORATION WITH FOOT LOCKER DURING THE NBA LONDON GAMES.

# +20

IN STORE ACTIVATIONS FOR FOOT LOCKER



#CONSULTING&STRATEGY  
#EVENT  
#TRADEMARKETING

# BEST-CASE FOOT LOCKER

STORE ACTIVATIONS

#SPORT  
#LIFESTYLE

com'  
over



#MEDIA PARTNERSHIP  
#SOCIAL MEDIA  
#DIGITAL MARKETING

# BEST-CASE UNIBET

PUBLICIZING THE ARRIVAL OF  
A NEW BETTING ACTOR FOR  
COMBAT SPORTS

#SPORTS  
#MMA  
#SPORTS BETTING

com'  
over

## OUR MISSIONS

AT THE BEGINNING OF 2021, UFC SPORTS BETS WILL BE AUTHORIZED IN FRANCE. A REAL TURNING POINT FOR MMA & FOR BETTERS. IN THIS CONTEXT, WE ACCOMPANIED UNIBET IN ITS ARRIVAL ON THIS SECTOR.

SETTING UP A GLOBAL OPS DEAL WITH LA SUEUR ("SWEAT"), THE REFERENCE MEDIA FOR COMBAT SPORTS. A DEAL ALLOWING TO DEVELOP THE VISIBILITY & LEGITIMACY OF UNIBET.

A 360° PARTNERSHIP, ON THE ENTIRE LA SUEUR ECOSYSTEM (WEBSITE, SOCIAL NETWORKS, STREAMING PLATFORMS), INCLUDING :

- A MEDIA PLAN AS A COMMON THEME FOR THE CAMPAIGN.
- EDITORIAL INTEGRATIONS.
- CUSTOMIZED CONTENT CREATION.
- COMPETITION GAMES.
- PRODUCT FORMATS.

## RESULTS

+ 3M

DISPLAY IMPRESSIONS  
TO DATE.

+ 3.5M

VIDEO VIEWS / LISTENINGS  
ON THE LA SUEUR ("SWEAT") PODCASTS

+ 1.2M

REACH ON THE LA SUEUR  
SOCIAL MEDIA

UNIBET  
●●●●●●



#MEDIA PARTNERSHIP  
#SOCIAL MEDIA  
#DIGITAL MARKETING

# BEST-CASE UNIBET

PUBLICIZING THE ARRIVAL OF  
A NEW BETTING ACTOR FOR  
COMBAT SPORTS

#SPORTS  
#MMA  
#SPORTS BETTING

com'  
over

UNIBET  
●●●●●●

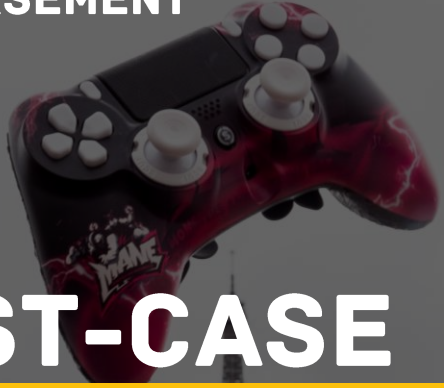
TENTE DE GAGNER  
3X2 PLACES  
FIGHTING CHAMPIONSHIP  
ARES  
UNIBET LA SŒUR

La Sœur @LaSueur\_off · 30 avr.  
Rob Font vs. Marlon Vera, balancez votre prono #UFCVegas53  
Unibet [media.unibet.fr/redirect.aspx?...](https://media.unibet.fr/redirect.aspx?...)  
2 462 vues 0:47 / 0:59

FAIS TES PARIS SUR L'APP N°1  
JOUER COMPORTE DES RISQUES - ENDETTEMENT, DÉPENDANCE.  
APPELÉZ LE 09-74-75-13-13 (APPEL NON SURTAXÉ) - WWW.JOUEURSENEO-SERVICE.FR  
1:13 / 10:21

UNIBET LA SŒUR  
SANTOS VS ANKALAEV LES COTES :  
5.00 1.18

#CONSULTING&STRATEGY  
#MEDIARELATIONS  
#INFLUENCE  
#BRANDCONTENT  
#ENDORSEMENT



# BEST-CASE SCUF GAMING

ESPORTS & GAMING  
COMMUNICATION  
AND BEYOND

#ESPORT  
#GAMING  
#BRANDAMBASSADORS

com'  
over

## OUR MISSIONS

ASSISTING SCUF GAMING, ONE OF THE LEADING BRANDS OF VIDEO GAME CONTROLLERS, IN EMERGING IN FRANCE AND SPREADING ITS VISIBILITY THROUGH SEVERAL CAMPAIGNS  
- AMONG PURE ESPORTS & GAMING PLAYERS AND MORE WIDELY AMONG THE GENERAL PUBLIC

CAMPAIGNS SUPPORTED BY  
A COMMUNICATION PLAN

- RONALDINHO AMBASSADOR
- MOVEMBER
- GOTAGA & CO EVENT AT THE EIFFEL TOWER
- VARIOUS HIGHLIGHTS OF THE SEASON (CHRISTMAS, FATHER'S DAY...)

## RESULTS

# 150K

VIEWERS FOR THE 1ST ESPORTS TOURNAMENT ORGANIZED AT THE EIFFEL TOWER

# 100M

REACH OF THE PR CAMPAIGN AROUND RONALDINHO'S AMBASSADOR DEAL

# 14

PRESENCE OF SCUF GAMING IN CHRISTMAS GUIDES (OUTSIDE GAMING & ESPORTS)



#CONSULTING&STRATEGY  
#MEDIARELATIONS  
#INFLUENCE  
#BRANDCONTENT  
#ENDORSEMENT

# BEST-CASE SCUF GAMING

ESPORTS & GAMING  
COMMUNICATION  
AND BEYOND

#ESPORT  
#GAMING  
#BRANDAMBASSADORS

com'  
over



YouTube FR Rechercher

ON TAPÉ UN FIFA EN HAUT DE LA TOUR EIFFEL ► GAME OF KORPS #1

879 849 36 K JE N'AIME PAS PARTAGER EXTRAIT ENREGISTRER ...

GOTAGA 3.83 M. d'abonnés [S'ABONNER](#)

#COUNSEL&STRATEGY  
#MEDIARELATIONS  
#INFLUENCE  
#BRANDCONTENT  
#ENDORSEMENT  
#DIGITAL&SOCIAL  
#MEDIAPARTNERSHIP

# BEST-CASE CYRIL GANE

THE FRENCH MMA SUPERSTAR

#SPORT  
#MMA

com'  
over

## OUR MISSIONS

WE HAVE SUPPORTED & ADVISED CYRIL GANE (& HIS COACH FERNAND LOPEZ) DAILY FOR A YEAR & A HALF IN HIS MARKETING POSITIONING, STORYTELLING, AND SOCIAL MEDIA STRATEGY. THIS IN-DEPTH WORK HAS ENABLED US TO GRADUALLY DEVELOP HIS VISIBILITY IN THE FRENCH MEDIA, BOTH SPORTS AND GENERAL PUBLIC.

NUMBER 2 WORLDWIDE, CYRIL GANE HAS SEEN ITS FAME & POPULARITY SKYROCKET. AFTER HAVING MADE IT GROW IN THE MEDIA, OUR MISSION WAS TO CAPITALIZE ON THIS CONTEXT TO DEVELOP HIS PARTNERSHIPS. AMONG THEM :

- DANONE - HIPRO
- GSHOCK

POWERFUL DEVICES, ENABLING THE DEVELOPMENT OF THE ATHLETE'S IMAGE IN AFFINITIVE UNIVERSES.

## RESULTS

**+200%**

ON HIS SOCIAL MEDIA AUDIENCE  
(TWITTER, FACEBOOK, INSTAGRAM)

**+300**

MEDIA OPPORTUNITIES

**3**

PARTNERSHIPS SIGNED  
(UNIBET, G-SHOCK, DANONE)





#CONSULTING&STRATEGY  
#MEDIARELATIONS  
#INFLUENCE  
#BRANDCONTENT  
#ENDORSEMENT  
#DIGITAL&SOCIAL

# BEST-CASE CLÉOPÂTRE DARLEUX

ATHLETES ARE BRANDS TOO

#SPORT  
#FAMILY  
#HEALTH  
#ENGAGEMENT

com'  
over

## OUR MISSIONS

TRUE PILLAR OF THE FRENCH NATIONAL HANDBALL TEAM, CLÉOPÂTRE WON MANY NATIONAL TITLES BEFORE BECOMING A WORLD CHAMPION IN 2017 AND AN OLYMPIC CHAMPION IN 2021. STAR OF HANDBALL BUT FIRST OF ALL WOMAN, CLÉOPÂTRE DOESN'T DO ANY COMPROMISE BETWEEN BEING A SUPER MOM, A COMMITTED ATHLETE AND A HIGH PERFORMANCE SPORTSWOMAN. IN THIS SENSE, SHE'S A TRUE ROLE MODEL IN THE FRENCH SPORTS LANDSCAPE.

### OUR SUPPORT:

- CONSULTING & POSITIONNING OF CLÉOPÂTRE DARLEUX AS A BRAND
- BRAND CONTENT / SHOOTING & CONTENT CREATION
- SOCIAL MEDIA CONSULTING
- MANAGEMENT OF HER PR
- CONSULTING ON CSR ENGAGEMENTS
- SEARCH, ESTABLISHMENT, AND ACTIVATION OF PARTNERSHIPS AS BRAND AMBASSADOR

## RESULTS

# 50

AMONG THE 50 MOST INFLUENTIAL FRENCH PERSONALITIES ACCORDING TO FORBES

# 1

- SPORTSWOMAN FEATURED TO ILLUSTRATE THE D-1000 OF THE PARIS 2024 OLYMPIC GAMES
- MOTHER OF 1 LITTLE GIRL CALLED "OLYMPE"

# 9

KEY SPONSORS







com'  
over



PREMIER  
GAME 2023

