

WSC
GROUP

WSC GROUP

WSC Group is a **new generation media group** based in Tours and founded in 2017.

On a daily basis, we work on creating **large-scale media campaigns** and **content creation** for various companies and organizations.

+ 100

BRANDS
ACCOMPANIED

+ 60

INFLUENCEURS
ACCOMPANIED

+ 40

EMPLOYEES



OUR AREAS OF EXPERTISE

WSC

Media strategy

WSC

Information media

WSC

Influence media



WSC

Media strategy

MEDIA STRATEGY

The **digital media landscape** is constantly moving and changing.

We work with publishers, brands and influencers on **creative** and **editorial** consistency as well as **audience engagement**.



AUDIT

Analysis
Evaluation
Strategy



BRAND CONTENT

Positioning
Targeting
Storytelling



MEDIA CAMPAIGN

Planning
Content creation
Impact analysis

BEST CASE

Aldi

Within the context of the partnership between **Solary** and **Aldi** initiated by **WSC Group**, a **dedicated Aldi cafeteria** has been created in Solary's offices based in Tours.

This new partnership allows the brand to **shine** thanks to special programs in the Aldi cafeteria but also thanks to the **visibility** that Solary offers through its **3 WebTVs**, its **influencers** and its **esport talents**.

50 000 000

Twitter and Instagram impressions

1

dedicated Aldi cafeteria in the Solary offices

40 000 000

views on Twitch on the year

WSC Group missions: strategic thinking, concept creation and launch, definition and adjustment of the annual editorial line, commercial management and KPI analysis, implementation of special activations



BEST CASE

Epic Games



In 2018, **Epic Games** asked us to create their **stand**, **animations** as well as a **live stream** during the event and the management of their **social networks**. An out of the ordinary project that was a **great success** with the family audience and a lot of **media coverage** for the game publisher.

5
days of live

300 000
visitors

WSC Group missions: strategic thinking, creation and launch of the concept, animation, management of influencers, management of a live and social networks



BEST CASE

Konami - Yu-Gi-Oh!

Konami has chosen WSC Group and Breakflip to organize and manage their **Yu-Gi-Oh** tournaments and events in France, as well as to manage the goodies and the community of the events.

WSC Group and Breakflip missions: project management, event management, production set-up, logistics and influencer management



BEST CASE

Loire Valley Castles - Fortnite

In partnership with the **Centre Val de Loire** region, we reproduced **five castles** of the region on **Fortnite** using a precise video capture made by **Breakflip**.

This operation was published on our website Breakflip.com via **several articles** (including interviews of the mappers and the CDVL region) but also on **social networks** and on the regional website Yeps.

3 000 000
impressions

PRESS COVERAGE

WSC Group and Breakflip missions: conceptual thinking, map creation and management, push media, article writing



FORTNITE



ESPORT TEAM STRATEGY

With **experienced staff** in the area of esports, WSC Group accompanies **esport structures** that would like to **launch** their team and **develop** it through a **long-term strategy**.



WSC Group has been supporting **Solary** since its launch in 2017



WSC Group is supporting **Joblife** since its launch in 2021



WSC Group supported the launch of the **Karmine Corp**, European champion team on the game League of Legends

WSC

Influence media

INFLUENCE MEDIA

Because each **influence media** tells its own story with its own codes, we focus on harmony, relevance of media productions as well as affiliated monetization techniques. We are able to build any **influencer activation** according to the requested settings.



CREATION OF RELATIONSHIPS

Targeting
Connecting people
Creation of partnership



REALIZATION OF PROJECT

Strategic thinking
Media amplification
Post-op report



RETURN ON INVESTMENT

Budget construction
Management of image rights
Choice of activations

BEST CASE

Maybelline

The famous cosmetic brand **Maybelline New York** has associated with the world of pop-culture by offering a Marvel collection with **Jeel** and **Maghla** as ambassadors.

A video was published for the occasion on Maybelline's **Youtube** channel with a presentation of the product.

1 100 000

views
on Youtube

900 000

impressions
on Instagram

300 000

impressions
on Twitter

WSC Group missions: strategic thinking, networking and management of influencers, organization and impact analysis



BEST CASE

Blue Logitech

Leading gaming accessory brand, **Blue** has teamed up with influencer **Pidi** who has become a **brand partner**.

Thanks to giveaways, dedicated videos and natural visibility, Pidi offers **global visibility** on all her social networks.

3 000 000

Impressions
Twitter & Instagram

13 000 000

Youtube views
on the video clip

WSC Group missions: strategic thinking, influence management, partnership implementation, impact analysis



BEST CASE

Le Coq Sportif

As part of an exclusive activation, **Le Coq Sportif**, a French sneaker brand, has partnered with the esports structure **Solary** to create a unique **pair of sneakers** with the team's colors.

WSC Group allowed the creation and marketing of 1200 pairs throughout France with a dedicated day in a Courir store in Paris. The stock was sold in only a few hours.

4 000 000

Impressions
on social media

15

physical
stores

WSC Group missions: strategic thinking, creation of the pair of sneakers, launch of the marketing, management of the influencers, organization of the sales event, impact analysis



BEST CASE

Regalouzz

WSC Group assists the influencers **Valouzz** and **Dobby** from the idea to the concrete realization of their project **Regalouzz**.

Project in the **food universe**, Regalouzz aims to allow people to discover artisanal and gourmet products with unique flavors.

2 000

Regalouzz food boxes sold
on average per month

100 000

subscribers
on social networks Regalouzz

WSC Group missions: strategic thinking, creation and launch of the project, definition and adjustment of the strategy line, commercial management, management of social networks and events, impact analysis



BEST CASE

JDR Hearthstone - Solary

As **Solary's** agency, **WSC Group** supports the structure on its **major projects** such as the creation of a role-playing game on the theme of **Hearthstone** in partnership with the publisher **Blizzard**.

25 000

unique viewers
on Twitch

1 300 000

impressions
on Twitter and Instagram

10 000

views on
Youtube VODs

WSC Group missions: production management, event organization, influencer management, brand relationship management, impact analysis



BEST CASE

Gudetama - Solary

A capsule collection Gudetama was created, resulting from the collaboration between the structure Solary and the brand Sanrio. The pieces were sold on the Solary shop and were sold out in only a few days.

14 000

visits
on the online store

3 000 000

impressions
on Twitter and Instagram

540

orders placed
on the online store

WSC Group missions: production management, commercial management, influence management, brand relationship management, impact analysis



BEST CASE

PUBG mobile

WSC Group accompanied **PUBG Mobile** during the **GP Explorer** event organized by the Youtubeur Squeezie. Video shots were taken during the event to create content for the brand's **Tiktok** account.

2

Tiktok videos
published

500 000

views
on Tiktok

*WSC Group and Breakflip missions: shooting, visual creation, video editing,
impact analysis*



WSC

Information media

INFORMATION MEDIA

Through the **Breakflip** brand we explore and put into practice the **new consumption** of information by **young populations**. The brand gathers **6 million unique visitors** per month.

We work with each of our partners on **specialized campaigns** through our sites or our partner sites.



MEDIA BRANDING

Media campaign
Branded content
Video campaign



EDITORIAL CREATION

Creation of dedicated events
Creation of esport events
Creation of supports



WHITE LABEL PRODUCTION

Social media management
Content creation
Audiovisual production

BREAKFLIP

Breakflip is a brand owned by WSC Group. Today it is composed of **multiple websites** and continues to develop on new themes. Every day, Breakflip writes content about **trends and news** in video games or about the daily news.

We offer **advertising space** on our websites to promote your services. We have the possibility to realize your advertising campaigns and to propose you a **turnkey advertising** with which our team accompanies you throughout the diffusion period.

6 000 000
monthly visitors

65 000 000
impressions per month



Breakflip.com is a media specialized in gaming and esports news.

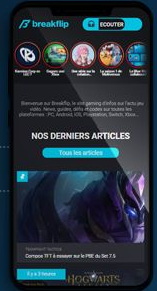
10-17 years old : 9,4% 25-34 years old : 28,8%
18-24 years old : **45,5%** 35-55 years old : 13,6%



Breakflip-awé is a media specialized in daily news.

10-17 years old : 9,4% **25-34 years old : 31,5%**
18-24 years old : **33,8%** 35-55 years old : 21,7%

2nd
Gaming Media
in



Audience :

69% MEN

31% WOMEN



Audience :

45% MEN

55% WOMEN

BEST CASE

Epic Games

Breakflip has signed an **annual contract** with **Epic Games** to manage its white label social networks for the Epic Games Store and Fortnite.

The different missions assigned to Breakflip :

- Supervision of the community management for the European territory: France, Germany, etc.
- Management of the client's social networks (Twitter, Instagram, Facebook)
- Event organization
- Preparation of sponsored operations according to the client's requests



BEST CASE

Cetelem

Breakflip created a media campaign for Cetelem including a dedicated background, sidebar and story on Breakflip.com as well as a skin on Breakflip-awe.com.

1 600 000
total
impressions

17 000
views
on the story

WSC Group and Breakflip missions: creation of visuals, implementation and management of the campaign, impact analysis



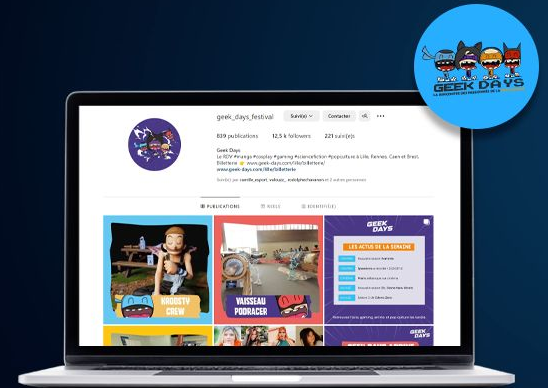
BEST CASE

Geek Days

Breakflip has signed an annual contract with **Geek Days**, an event about video games, food and pop culture, to manage its social networks in white label.

The different missions entrusted to Breakflip :

- Community Management of the client's various social networks (Twitter, Instagram, Facebook and Tiktok)
- Creation of a new editorial line
- Monitoring of statistics



BEST CASE

Intel

Breakflip wrote **3 sponsored articles** to highlight Intel processors and bundles. **Stories** of 4 features have also been created to highlight the best Intel offers to Breakflip readers.

22 000
views
on the articles

21 500
views
of stories

71,5 %
completion rate
on stories

WSC Group and Breakflip missions: testing the brand's products, writing articles, creating visuals and stories, analyzing the impact



3 sponsored articles

3 stories

OUR REFERENCES



gudetama

MAYBELLINE
NEW YORK



wethenew



astro



Gillette



SQUARE ENIX

intel.



fulllife.



logitech amazon



DECATHLON



msi

SONY

WSC
GROUP