

**FRÉDÉRIQUE ALLARD, ASSOCIATE DIRECTOR** fallard@capetcime.fr

With an economic background (Masters in economic sciences), Frédérique Allard has developed a strong expertise in the research sector through various missions for the Department of Ecology, Energy, Sustainable Development and Land Settlement.

**ANNABELLE LEDOUX, SENIOR CONSULTANT** aledoux@capetcime.fr

A graduate of Sciences Po, Annabelle has earned a strong communication experience in the institutional sector and the architecture and design world. She previously worked for the Birmingham City Council and for brands such as Vinci.

**VIRGINIE HUNZINGER, SENIOR CONSULTANT** vhunzinger@capetcime.fr

A graduate of the Human Sciences University of Strasbourg and EFAP in Lyon, Virginie has a ten-year experience in the field of B2B communication, managing industry and new technology accounts such as BasWare, Harting France, Rittal France and the Tripette & Renaud Group.

**FRANÇOIS ROBERT, SENIOR CONSULTANT** frobert@capetcime.fr

A graduate in public law and political sciences, François has owned an experience in institutional and B2B product communication for the industry, construction, transport and environment sectors for more than seven years.

OUR EXPERIENCE**REAL ESTATE & LAND SETTLEMENT**

Architecteurs, Les Nouveaux Constructeurs, IIG (Immo Industry Group), Perl

FINANCE, INSURANCE & HUMAN RESOURCES

Al Khaliqi, Duke Street, Entrepreneur Venture, Euomed Groupama Assurance-Crédit, Marianne Experts, Multiassistance Siparex, SMACL Assurances

CASE STUDY - LES NOUVEAUX CONSTRUCTEURS (LNC)

CLIENT SINCE 2000 (WWW.PREMIER.FR)

The LNC company, founded by Olivier Mitterrand, is one of the most important players in the promotion of new middle-range accommodations and offices, in France and other European countries.

ACTIONS Setting up financial and real estate press relations through documents adapted to each press typology. Organizing interviews and discussions to remain in current affairs and enable company leaders to establish themselves as market experts.

CASE STUDY - ENTREPRENEUR VENTURE

CLIENT SINCE 2009 (WWW.ENTREPRENEURVENTURE.COM)

Created in 2000, Entrepreneur Venture is a French AMF-accredited asset management company specializing in non-listed companies. A leader in local investment funds (LIF), Entrepreneur Venture invests in prosperous SME-SMI's capital established in regions, like Prodware, Easy Care, Eau pure, Unicarton, Eole Water.

ACTIONS Setting up a press relations campaign to raise Entrepreneur Venture's profile, create an impulse to strengthen the development of their activities and promote the LIF savings product to private individuals. Sending press releases about new deals, the funds amount, the creation of new LIF and LIF performance. Organizing interviews and meetings with journalists.

POSITIONING OF THE AGENCY

Cap & Cime PR, a consulting agency in influence strategies, promotes the emergence of the brands, companies and institutions.

Dominique Mine (Managing Director) and Frédérique Allard (Associate Director) have gathered their competencies and experiences to develop an independent and multi-specialist agency with a team of more than 15 consultants. The agency aims at helping companies and institutions define and set up their communication strategy towards their target audience.

Pragmatic objectives:

- Ensure a presence among the different audience
- Promote their activities and achievements
- Anticipate and manage crisis situations

TWO FIELDS OF COMPETENCE

Consumer

- Culture and tourism
- Food, drink and retail
- Luxury
- Trade Shows

Corporate

- Real estate, finance, insurance and human resources
- Industry, construction, transport and telephony
- Research and sustainable development

AREAS OF EXPERTISE

PUBLIC RELATIONS CONSULTING

Image analysis

- Audit
- Positioning

Crisis management

- Risk analysis and anticipation
- Management of crisis situation
- Media-training

Influence consulting

- Public affairs

MEDIA COMMUNICATION

Corporate

Products/services

Business-to-Business

Financial communication

WEB COMMUNICATION

Websites

- Website design
- Editorial and content management
- Podcast production

Web 2.0

- Benchmark
- Online presence strategy
- e-réputation, e-influence

PUBLISHING

Editorial consulting and copywriting

Graphic design

Technical consulting and production follow-up

EVENTS

Definition of the event's topics and common thread

Art direction

Logistics coordination

MAIN REFERENCES

ARCHITECTURE & DESIGN ARCHITECTEURS, MARC AUREL STUDIO, MAURICE SAUZET ARCHITECTURE, METALCO, PIERRE-ALEXANDRE RISSER PAYSAGISTE, RONCHAMPS DEMAIN, MOBIL CONCEPTS

BEAUTY, WELLBEING & HEALTH COCOON'S, GENERALE DE SANTE, KIRIA, QUICK MEDICAL SERVICE, LABORATOIRES PHYSCIENCE, LISSFACTOR, METHODE LAURAND

COLLECTIVES FOOD FROM BRITAIN, GREEN SEED GROUP, ORGANIZATION INTERPROFESSIONNELLE OLIVES D'ESPAGNE, MASTER OF PORT, SNICC, USA RICE FEDERATION, UNION DES CÔTES DE BORDEAUX, SAUMON ECOSSAIS

CONSUMER AUCHAN, BEGHIN-SAY, BLUE DRAGON, DANONE, FROMAGE FOUETTE DE MME LOIK, KETTLECHIPS, KRAFT, LACTEL, MAGGI, METHOD, MONBANA, MØVENPICK ICE CREAM, PESCAVIAR, PULCO,

SDV – LES MARCHES DU MONDE, SHARWOOD'S, SOLIDAIME, TETLEY, TILDA, VAN HOUTEN, WALKERS, WEETABIX, WEETOS

FOODSERVICE AMIGOS, BEGHIN SAY, BLUE ELEPHANT, CLUB RESTAURATION, CHRISTOPHE DELMOTTE, CUISINE SOLUTIONS, DELIFRANCE, JEAN DUCOURTIEUX, FRANCE BOISSONS, LESIEUR, LU, MISSION FOODS,

MONBANA, SDV, SERVICE EN TÊTE, VANDAME

CULTURE & EVENTS BASTILLE–QUARTIER LIBRE, BRITISH WEEK IN PARIS, CAMION DES MOTS, CITE DU TRAIN, CULTURESPACES, EXPO ZARAGOZA 2008, GOUDJI, MUSEE JACQUEMART-ANDRE, PETIT LAROUSSE,

PRIX MONTBLANC DE LA CULTURE, PRIX SNCF DU POLAR, VILLE DE SAINT-GERMAIN EN LAYE, VILLE EUROPEENNE DES SCIENCES, WHO'S WHO, CHAPITRE.COM, EVENE.FR

FINANCE, INSURANCE & HUMAN RESOURCES AL KHALIJ, DUKE STREET, ENTREPRENEUR VENTURE, EUROMED, FAFSEA, GROUPAMA, MARIANNE EXPERTS, MULTIASSISTANCE, MSA, ROBERT WALTERS, SIPAREX, SMACL

FOUNDATIONS, ASSOCIATIONS & FEDERATIONS FEDERATION FRANÇAISE D'AIKIDO, FONDATION ANNE CELLIER, FONDATION WYETH, IMMEUBLES EN FÊTE, J'AI ME MA BOITE, IFRI, PARIS TOUT P'TITS, SOLIDAIME, WWF

RETAIL ACRELEC, AUCHAN, CHECKPOINT SYSTEMS FRANCE, MARKS & SPENCER, PCL, SIMPLY MARKET

REAL ESTATE & LAND SETTLEMENT AGENCE DE DEVELOPPEMENT DU VAL DE MARNE, ARCHITECTEURS, CUSHMAN & WAKEFIELD, EAST MIDLANDS DEVELOPMENT AGENCY, LES NOUVEAUX CONSTRUCTEURS, IIG, PERL, SOFERIM

INDUSTRY, TRANSPORT, CONSTRUCTION & TELEPHONY BURELLE SA, CHECKPOINT SYSTEMS, PLASTIC OMNIUM, CREPITO®, DEBITEL, GARRETT ALLIED SIGNAL, GENERAL LOGISTICS SYSTEMS, IMPERIAL TOBACCO, LAFARGE SA, LEBARA,

SCHOCK FRANCE, SIGNATURE SA, VIRGIN EXPRESS, WIPRO, WOODSTOCK BOIS®

LUXURY, WATCHES, FASHION & LIFESTYLE CIFONELLI, CHURCH'S, CRISTAL DE SEVRES, IWC, KAILIS, MARCHAK, MONET, MONTBLANC, NETJETS, ODIOT, ORIS, SPLENDIA, WINARETTA.COM

RESEARCH & SUSTAINABLE DEVELOPMENT ADEME, ASSOCIATION DES INSTITUTS CARNOT, CNRS, IFRI, INERIS, INRA, MINISTERE DE L'ECOLOGIE, PREDIT, SETRA

TRADE SHOWS ALARME PROTECTION SECURITE, EXPOPROTECTION FEU, MARITIMA, NOELLISSIME, RELIGIO, RENDEZ-VOUS CARNOT, SALON DES BONNES AFFAIRES, SALON NAUTIQUE - SECTEUR TOURISME, SALON DE LA PISCINE, SPA,

SAUNA, SANDWICH & SNACK SHOW, VENDING PARIS, VILLE EUROPEENNE DES SCIENCES, COUPE DU MONDE DU SANDWICH - DELIFRANCE, PARIZZA

TOURISM, HOTELS & RESTAURANTS ASIAN, ALPLEISURE LTD A MERIBEL, BISTRO ROMAIN, CAFE BARGE, CENTRE DE THALASSOTHERAPIE DE CARNAC, CULTURESPACE, FLO PRESTIGE, GAULT&MILLAU, HOTEL GRAND CŒUR A MERIBEL,

HOTEL L'HELIOS A MERIBEL, HOTEL MARCEAU BASTILLE, HOTEL SCRIBE, IBIS, LES JARDINS D'EYRIGNAC, MICHEL BRAS, OENOTOURISME / UNION DES CÔTES DE BORDEAUX, OFFICE NATIONAL DU TOURISME DE SERBIE,

OFFICE DU TOURISME DES SEYCHELLES, REGION DU PIEMONT, SUITEHOTEL, VILLE DE SEMUR-EN-AUXOIS, WWW.SPLENDIA.COM

WINE & SPIRITS ACKERMAN, BAVARIA, CANARD DUCHENE, CAVES A VIN CLIMADIFF ET VINOSAFE, CÔTES DE BLAYE, CÔTES DE CADILLAC, CÔTES DE CASTILLON, CÔTES DE FRANCS, FRANCE BOISSONS, HPNOTIQ, KRUG, LEBLON, LEFFE,

MALLARD, MARIE BRIZARD, PART DES ANGES, ROSE DE PROVENCE, SOL, UNION DES CÔTES DE BORDEAUX