

 ${\bf NESPRESSO~X~THE~MUZES}$

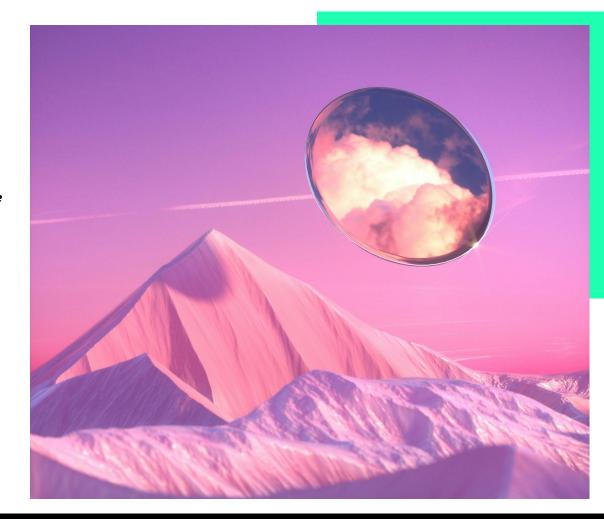
FEBRUARY 24



Starting point:

Passionate since 2007 about the economic, societal and technological issues shaping the future of brands,

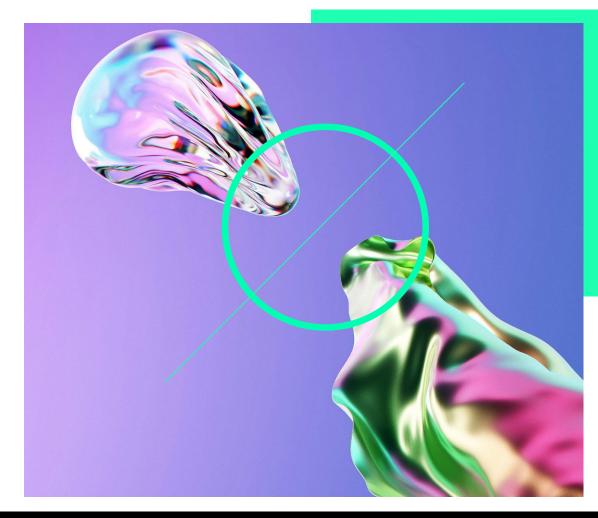
We guide our clients to success by exploring the most exciting marketing and communication realms



It's about connect brands with people

It's no longer about simply communicating, but about knowing how to connect with your environment.

The Muzes conceives, develops, produces, and spreads ideas, concepts to make them resonate with the world that surrounds businesses.



DNA METHODOLOGY & SKILLS



The Muzes' DNA

- Putting branding at the heart of every communication action.
- Relying on strategic planning and trend detection as the keys to analysing consumer and market expectations.
- Working as a hub around our digital & creative factory to offer THE MUZES' clients the most connected and innovative ideas and activations.





A unique and innovative methodology

1 / Brand's why

DNA Business goals

market contribution CEO's vision

Convert vision into reality
Think as a user

BRAND SPEED UP

- Reinforce the purpose
- Connect with audiences
- Measure the performance

3/ Go-To-Market

Crowdculture

Genz mindset

DNVB roots

Receiver centrism experiences digital driven

2/ Design offer product / service expérience

global design / DA



From its inception, The Muzes has gambled on a structure that combines a consultancy and a communications agency.

Our divisions are interdependent and designed to cover all the

key stages in marketing campaigns.

1CONSULTANCY

- Brand strategy
- Market positioning
- Go-to-market innovation
- Expression territory
- Strategic marketing
- Trend detection
- Strategic planning

ZCREATION - PRODUCTION

- Advertising campaigns
- Product launches
- Brand activation
- Video / Photo production
- Editorial production
- TV / Billboard / Radio
- Graphic design

3 DIGITAL MARKETING

- Website development
- Landing Page Creation
- Socle e-commerce
- E-store management
- Campaign & Content Page
- Réseaux Sociaux
- SEO & Publicité en Ligne



The managing team

A blend of interconnected knowledge and skills with an international outlook



CYRIL PERGAUD Fondateur associé Brand strategy

1CONSULTANCY



SOPHIE GUICHERD

Directrice Générale

Go To Market



JULIEN BELUITE
Directeur Conseil
Content & ideation



MARC STEINMETZ
Fondateur associé
Digital & newtech



NATHALIE TISSOT
Directrice conseil
Digital strategy

2CREATION - PRODUCTION

3 DIGITAL MARKETING



3 key points of success

To sum up, our approach



An agency capable of deploying its big ideas ...

ACROSS ALL ACTIVATION CONTACT POINTS

TV, billboards, press, website social networks, instore...



The cornerstone of successful collaboration

SENIORITY, EXPERTISE, COMMITTED PROFILES

Teams are involved at every stage of the project to ensure a more efficient process.



... and above all ...

A 100% COLLABORATIVE APPROACH WITH YOUR TEAMS

The success of a project lies in the ability to implement a strategic vision in operational terms.



An international clientele spread over 6 activity areas

SPORTS / OUTDOOR

LUXURY WATCHES

FOOD / HOME

COSMETICS / FASHION

MOBILITY /INDUSTRY

TOURISM





RICHEMONT





























FREDERIQUE CONSTANT

GENEVE





































THE MUZES





记 ROGER DUBUIS

RICHEMONT

"No rules, our game"

Global rebranding of one of the most creative Haute Horlogerie houses

Roger Dubuis, an ultra-creative House in the Richemont Group, was at a key stage in its development and wanted to succeed by grounding itself to a strong and clear DNA, both in-house and among watch brand enthusiasts



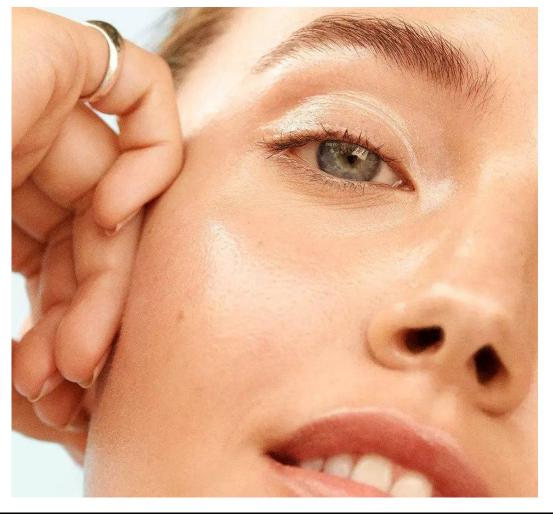


"SkinPowerment".

Take control of your beauty

How do you position a beauty tech start-up (created within the L'Occitane Group) and its innovative solution in a market that is constantly evolving?

By going back to the starting point: its raison d'être!





DECATHLONWEDZE

"Eclipse day"

Wedze, the Decathlon group's flagship wintersports brand, has caused a stir with its capsule collection project called Jour d'Éclipse.

Two made-in-France alpine and freeride ski jackets, the result of their design expertise and excellence.



MAURICE **1** LACROIX

Manufacture Horlogère Suisse

"That's what a drop makes"

How do you create the perfect match between luxury, GenZ, and sustainability?







"#MyPerfectSkin by L'Oréal Paris"

Innovative, user-centric Go-To-Market digitalization

How to become a skincare partner for digital consumers? A digital platform that matches user trends identified through Google search queries.







"Without you it's just a road"

Influencer campaign among young people in Switzerland.

Awarded In Lausanne during the "Meilleur du web" competition 2023.





/// Focus on our collaboration with the SEB group///

How and why The Muzes is actually recognized as a strong partner for the intern digital teams.

- Perfect knowledge of the whole step of dvpt
- More efficient thanks to our combined skills in marketing & tech
- Dedicated in house team => reactivity & commitment
- High capacity to work on every tech





"Hello Direct-To-Consumer!"

Daily Webmastering and e-Merchandising of **24** e-Stores, **11** markets, for the 6 main brands

For over 10 years, we have been supporting Groupe SEB in its digital transformation.

Privileged partners in the evolution and day-to-day management of their e-commerce sites in Europe.



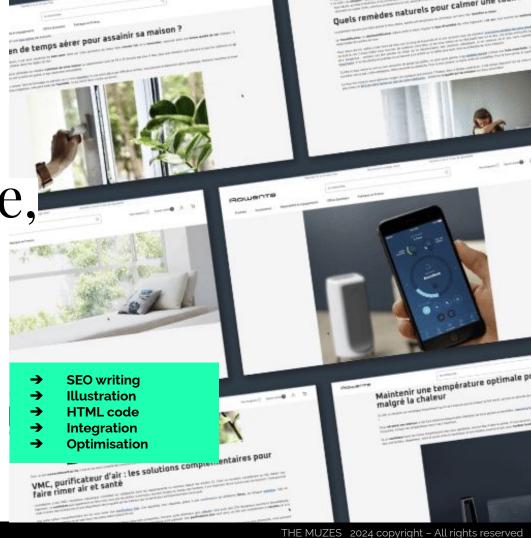


Rowenta

"Write, optimise, integrate"

SEO content campaign to increase the visibility of a little-known product category.

With the warm weather approaching, Rowenta had a real challenge in informing its consumers about the benefits and use of air purifiers.



THANK YOU!

https://muzes.co/