



ADJUVANCE

GENERATING RELEVANCE

Marketing strategy and research counselling

Presentation of our company - 2017

The DCID process by Adjuvance

Make your offers in line with your targets

2

Circumscribe
the risk & guarantee
success

3

Involve
management &
collaborators

4

Deploy
& implement change
& innovation

1

Decrypt
your problematics &
your publics



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Presentation of our company

A threefold culture

1

Research

Profiling of consumers and users

Socio psychological analysis

> projective group meetings / focus groups / interviews

Quantitative and economic data

> quantitative research

Communicational efficiency >

semiotic analysis

2

Marketing

Detection of insights &
assistance for strategic planning

Products/services creativity >
methodology of control and marking
out of creative process

3

Decision

Animation of workshops

Help with decision making &
motivation

Formulation of **different positioning**
scenarios



ADJUVANCE'S ECOSYSTEM

Digital innovation
& data



EUN



CONSOTENDANCES

Statistical research



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RETAIL
TACTIC
SOLUTIONS

Retail
development &
strategy

Geomarketing &
performance



PARABE//UM
geographic insight



Public relations &
communication

35 collaborators
4 million turnover
21 countries

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Presentation of our company

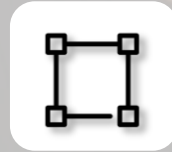
A DEDICATED TEAM



Nicolas MENET
C.E.O



Richard LAZARETH
Director of strategy &
development



Mélanie AUGOR
Research director



Frédéric ROUCH
Director of statistics & data



Nicolas MENET
Director of Silver Economy
B.U.



Catherine NOBLE
Director of operations

An international network

Adjuvance regularly coordinates research at an international level

- >> A network made up of professionals possessing a French culture, spread out across several strategic areas
- >> Partnerships with foreign institutes that share our business approach and have been trained to use our working methods

EUROPE

UK / Spain / Portugal / Italy / Germany / Poland / Denmark

CHINA + RUSSIA + JAPAN + USA + BRAZIL + SINGAPORE

Adjuvance in 2016 : numbers

647 people interviewed
52 focus groups
45 000 km
15 collaborators in 8 countries
2000 downloads of the study *Senior Generations*
64 conferences in 2016

References

B to C

Agri-food Group Pink Lady Europe (Europe and Asia), Group Savencia (China), Group Compass-Medirest

Services Groupe La Poste, O2 Home, Smartbox (Denmark)

Technologies Gameloft, Ubisoft (USA), Panasonic, Cashinfo

Insurance Group Generali, La Mutuelle Générale

Estate Group Icade

Industry Group Bostik, Group Essilor

B to B

Armor, Edding (Germany), Pro BTP, Amadeus Monde (Espagne), Groupe ADP GSI (France)

DISTRIBUTION & RETAIL

- *Retail* Thom Europe (Histoire d'Or, France and Italy)
- *VPC* Groupe 3 Suisses (Witt International, Blancheporte, Vitrine Magique, Helline, 3Pagen – Germany)
- *With Parabellum* Leclerc, Franprix, Galeries Lafayette, Match, Casino

PUBLIC & INSTITUTIONAL SECTOR

Le Groupe La Poste, Assurance Maladie, Assurance Retraite, Ministère du Logement (ANAH), CCI, CNES (Guyane)

MEDIAS TV

Groupe Lagardère, Groupe Mondadori, Groupe Marie-Claire, Groupe Prisma Media, Editions Jalou, Groupe France Télévision, Fox France, Groupe TF1

CREATIVES AGENCIES

Saguez & Partners, Lonsdale, Nude, Carat, Dentsu Aegis, Graphèmes, Pulp Design, Because, Streamline, Australie, ComPlus





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15, rue de Bellefond 75009 Paris

www.adjuvance.fr

adjuvance@adjuvance.fr

+ 00 33 (0)1 85 08 42 17

Nicolas MENET

Founder and CEO

+ 00 33 (0)6 64 54 71 51

nicolas.menet@adjuvance.fr

Richard LAZARETH

Director of development

+ 00 33 (0)6 29 25 10 20

richard.lazareth@adjuvance.fr