



## Agenda

- 2.00 – 2.40 PM **Get-together**  
2.40 – 2.50 PM **Welcome**  
Markus Noder, Managing Partner  
Serviceplan International
- 2.50 – 3.20 PM **The keys to success for German brands  
in the French market**  
Yves Keromnes & Valérie Beverini, Sky Consulting
- 3.20 – 3.50 PM **Today's French consumer**  
Bertrand Beaudichon, CEO Mediaplus France
- 3.50 – 4.20 PM **Creativity and its impact on successful advertising  
in France**  
Alain Roussel, CEO Serviceplan France
- 4.20 – 4.50 PM **Break**  
4.50 – 5.30 PM **Do you speak my culture? –  
The French way of doing business**  
Alexander Wurz, Owner Open-i-Consulting
- 5.30 – 6.00 PM **Best Practice from Andros, the leader on a highly  
competitive FMCG market**  
Florence Delobel, Strategic Director for  
Andros & Co brands (Bonne Maman)
- from 6.00 PM **Close off with French buffet**

- **Event**  
France Insights – Serviceplan International Roadshow
- **When**  
Wednesday, 8 June 2016  
from 2.00 until approx. 6.30 PM
- **Where**  
House of Communication Munich  
Brienner Straße 45 a-d  
80333 Munich
- **Registration**  
at [www.serviceplan-events.com](http://www.serviceplan-events.com) with your name and  
your personal registration code; you will find your code  
in your invitation letter
- **Further questions**  
If you have further questions, please don't hesitate to contact us  
by phone: +49 (0) 89 2050 2555 or  
by e-mail: [international@serviceplan.com](mailto:international@serviceplan.com)

## Serviceplan International

The Serviceplan Group is the largest and most diversified owner-managed and partner-managed agency group in Europe. Serviceplan swiftly evolved to become a 'House of Communication' and is still the only fully integrated agency model in Germany, combining the full range of communication disciplines under one roof across more than 30 locations worldwide.

### The House of Communication France

The House of Communication was founded in 1988 as a full service agency in Paris. Serviceplan France now employs more than 150 people in Paris and Lyon, working successfully for several national and international clients such as BMW, Danone, Heineken, Bonne Maman and Midas.

INTERNATIONAL  
**ROADSHOW**

Invitation to our Serviceplan International Roadshow:

# FRANCE INSIGHTS

House of Communication Munich  
Wednesday, 8 June 2016



**SERVICEPLAN**

## Glocalize – think global, act local

Nowadays, companies are facing a high variety of challenges as a result of irreversible globalisation. Launching products or developing marketing strategies on a foreign market, as well as adapting the local way of operating, present great challenges to global players. To help our clients overcome these circumstances, Serviceplan International is hosting the International Roadshow as an ongoing event concentrating on different significant economic regions worldwide, providing deep insights into specific markets, as well as reaching local target audiences.

Our next International Roadshow – France Insights at the House of Communication Munich will highlight experiences and key facts relating to doing business in France. Our colleagues from the House of Communication France, supported by our partners from the consultancy and consumer side, will showcase broad insights into the French market. Besides highlighting specific characteristics and personal experiences, we will focus on relevant market and cultural insights when developing efficient business strategies and building brands in France. We are happy to offer you an event with exciting discussions and the opportunity to network with peers.

## Session ~: The keys to success for German brands in the French market

Even though France is our neighbour, political ally and our biggest European business partner, it is still a challenge for German brands to be successful on the French market. Discover how market knowledge and consumer insights can be used as a performance accelerator and how marketing surveys can contribute to a better understanding and be used to optimise a marketing strategy, thus helping to push a brand further.

**Valérie Beverini** is an expert in brand strategies. With ~° years of experience in developing a wide range of approaches to qualitative surveys (exploratory, tactical and strategic), Valérie acts as a consultant to her clients.



**Yves Keromnes** is the founder and president of SKY Consulting, a renowned independent research group dedicated to international activities. For more than ~° years, Yves has been a brand specialist, helping his clients to define their positioning strategies.



## Session °: Today's French consumer

~° „ marked the first signs of an economic recovery on the French market. But where are today's French consumers found? Technological changes during the last few years have had a huge impact on modes of consumption. The constant access to information and the numerous opportunities for exchange between individuals have favoured a re-invention of consumption habits. Bertrand Beaudichon provides insights on today's consumer landscape in France and identifies levers for growth and brand development.

**Bertrand Beaudichon** is CEO and co-founder of Mediaplus in France. He joined the Serviceplan Group aiming to establish an alternative media agency on the French market. His mission: to offer a full range of services to advertisers seeking greater contribution from media to their business successes. Before joining Mediaplus, Bertrand was Executive Vice President of the Omnicom Media Group for six years and additionally served as President of the French media agencies association Udecam.



## Session ¨: Creativity and its impact on successful advertising in France

The French love advertising. Indeed, French advertising has produced a rich history of successful sagas and legendary campaigns that have become an integrated part of the nation's heritage. But what is today's key to successful and efficient campaigns? Creativity. Alain Roussel will walk us through the creative advertising scene in France, explaining the significance and contribution of memorable campaigns to brand building and sales success.

**Alain Roussel** is the CEO of Serviceplan France. He began his career as Deputy Managing Director of the RSCG Paris agency and continued to progress through the ranks of the most prestigious French agencies until he co-founded the agency La Chose in ~°°´. Throughout his career, Alain has made his mark on the communication strategies of the biggest French brands, most notably in the food sector.



## Session ¸: Do you speak my culture? – The French way of doing business

French and Germans are geographically so close and yet at the same time culturally so far. How can we tap into this immense synergy? Alexander Wurz will demonstrate the most significant intercultural differences between French and Germans in an entertaining way. He will talk about differences in hierarchy, the importance of building relationships, and present some 'false friends'. Get ready to learn interesting and practical insights about French culture, as well as relevant advice about doing business in France.

**Alexander Wurz** is expert in intercultural management and the owner of Open-i-Consulting. He has devised and managed a large number of intercultural consulting and training projects worldwide for multinational companies. Alexander worked on several M&A consulting projects on the 'human side of integration'. Besides being a teacher of intercultural management at several European universities, he is a well-known keynote speaker and consults at international conferences.



## Session ´: Best Practice from Andros, the leader on a highly competitive FMCG market

What are the keys to success for introducing a consumer product onto the French market, taking into account the main aspects of the French distribution scene? Discover them through the example of the famous French brand Andros, a family-run, private company based in the south west of France which currently owns and operates more than ~´ factories worldwide, with globally renowned brands as Bonne Maman, Andros, fruitForce, Chef Dessert and Pierrot Gourmand.

**Florence Delobel** began her career at Ferrero, working as Product Manager for Nutella. In ¸^~´, she took over management of sales for Novandie, after managing the re-launch of the brand Mamie Nova. In ~°°´, she joined the Andros Group and took charge of a symbolic project: the diversification of the brand Bonne Maman by the brand's expansion into yoghurts. In ~° ¸ ¸, Florence founded her own business to share her experience in marketing, strategic thinking and sales processes. As a consultant to Andros and its subsidiaries, she also assists a number of SMEs.

