



# Empower your business !

**Market research all over the world**



VISION

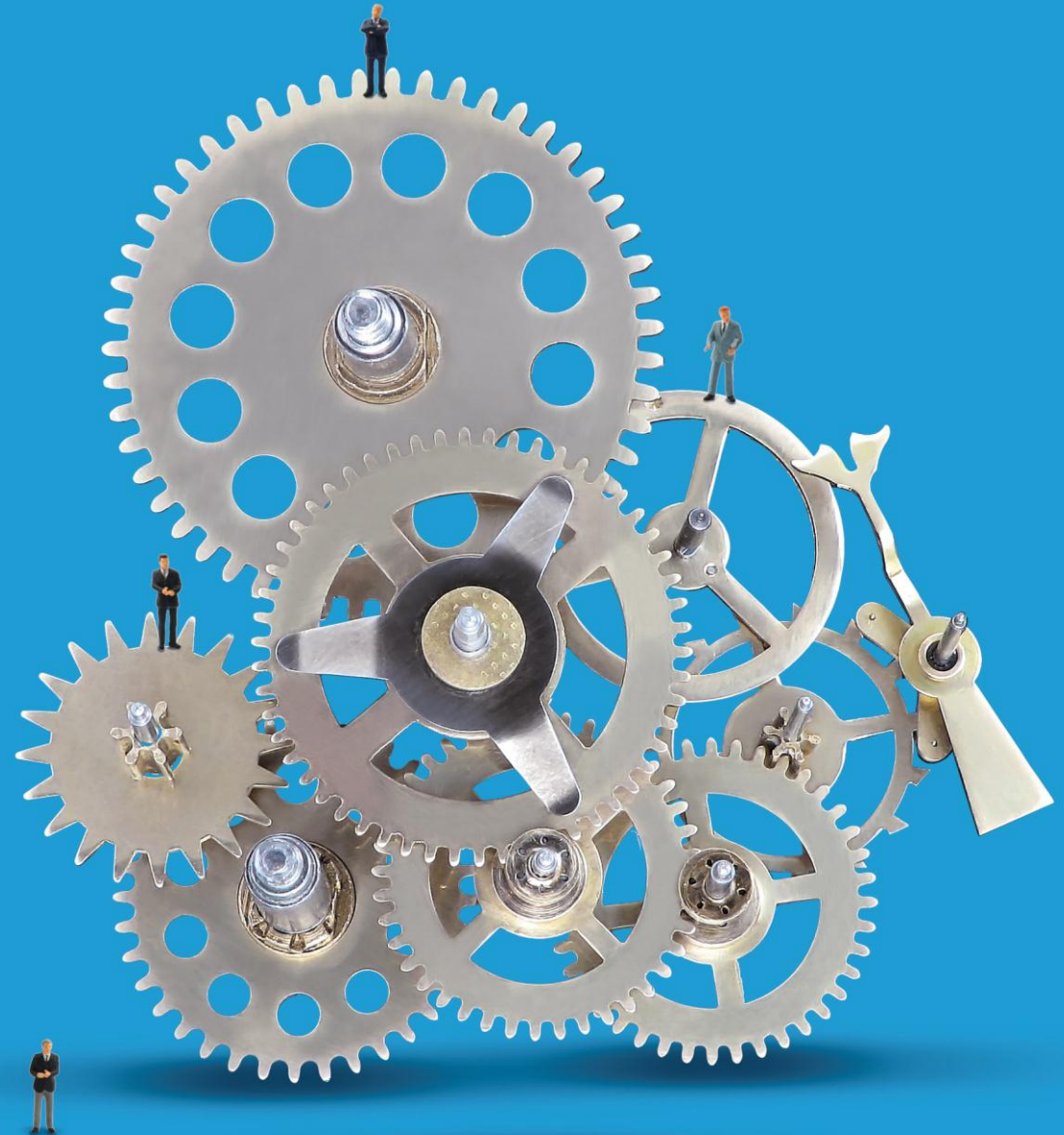
APPROACH

PRODUCTS

# OUR POSITIONING



A market research process  
that breaks from the norms,  
  
focused on improving  
your future business performance



# PHILOSOPHY

A process in osmosis with your needs...  
...sheltering you from bad surprises

- ⚙️ Our personal involvement in pairs at all stages of the process with ongoing brainstorming by experts
- ⚙️ Identification of a solution adapted to your need :
  - ✓ Either based on innovative products created by research experts
  - ✓ Or by inventing a suitable ad hoc methodology
- ⚙️ We take the process in hand completely and efficiently, thus saving resources and time
- ⚙️ Facilitation of assimilation of the conclusions of the research with a presentation of the summary of findings targeting your senior management



# OUR TEAM

20 years of complementary  
& shared experiences



THIERRY PAILLEUX

MARKET RESEARCH  
BACKGROUND

- Ifop, BVA, Nestlé •
- Socioscan •  
(Market research –  
founding Director))
- Synovate •  
(General manager)

PATRICE MACÉ

MARKETING BACKGROUND

- CGS •
- Kellogg's •  
(marketing director)
- Practice Marketing •  
(*consulting –  
founding director*)



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# OUR MOTIVATIONS



EXPERIENCE  
MASTERY  
DRIVERS  
PERFORMANCE



PARTNERSHIP  
BRAINSTORMING  
TEAMWORK



ACCESSIBILITY  
SHARING  
COMPLEXITY



SOLUTIONS  
RESULTS  
SUCCESS



INVENTIVENESS  
PROSPECTIVE



# OUR ASSETS

⚙️ Varied, tried & tested know-how .

⚙️ Original and effective way of working together

⚙️ Capability to reveal the hidden variable,  
the success factor for your business



# OUR APPROACH



Research methodologies  
implementing  
state-of-the-art technologies,



imagined, developed and mastered  
by a team of confirmed experts







designed to reveal marketing solutions  
in step with the effervescence of today's world





# OUR CONTRIBUTION

A real angle...  
...for meeting your marketing needs

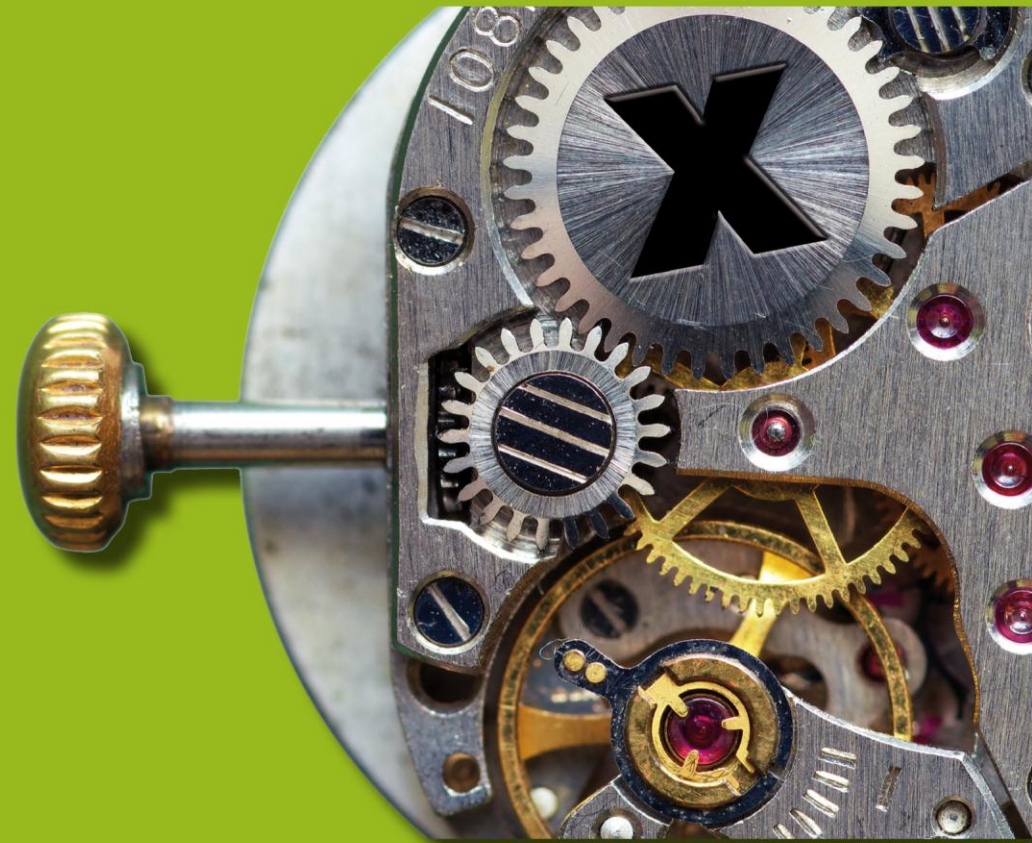
-  Provide you with the assurance to obtain the solution that will resolve the problem at hand
-  Produce results that really bring something new and which lead to actionable recommendations
-  Prioritise prospective work over in-depth analyses of the past
-  Prioritise identification of performance levers over a mere photograph of what exists



# IMPLEMENTATION

Tools managed directly by us...  
...to benefit from state-of-the-art techniques

- ❖ Complexity and sophistication placed within the scope of project managers
- ❖ Real statistical expertise taken in hand by our senior management,
- ❖ Revisited models : identification of the most efficient combination of models for providing an actionable solution.
- ❖ Mobilisation if necessary of chosen and monitored partners all over the world

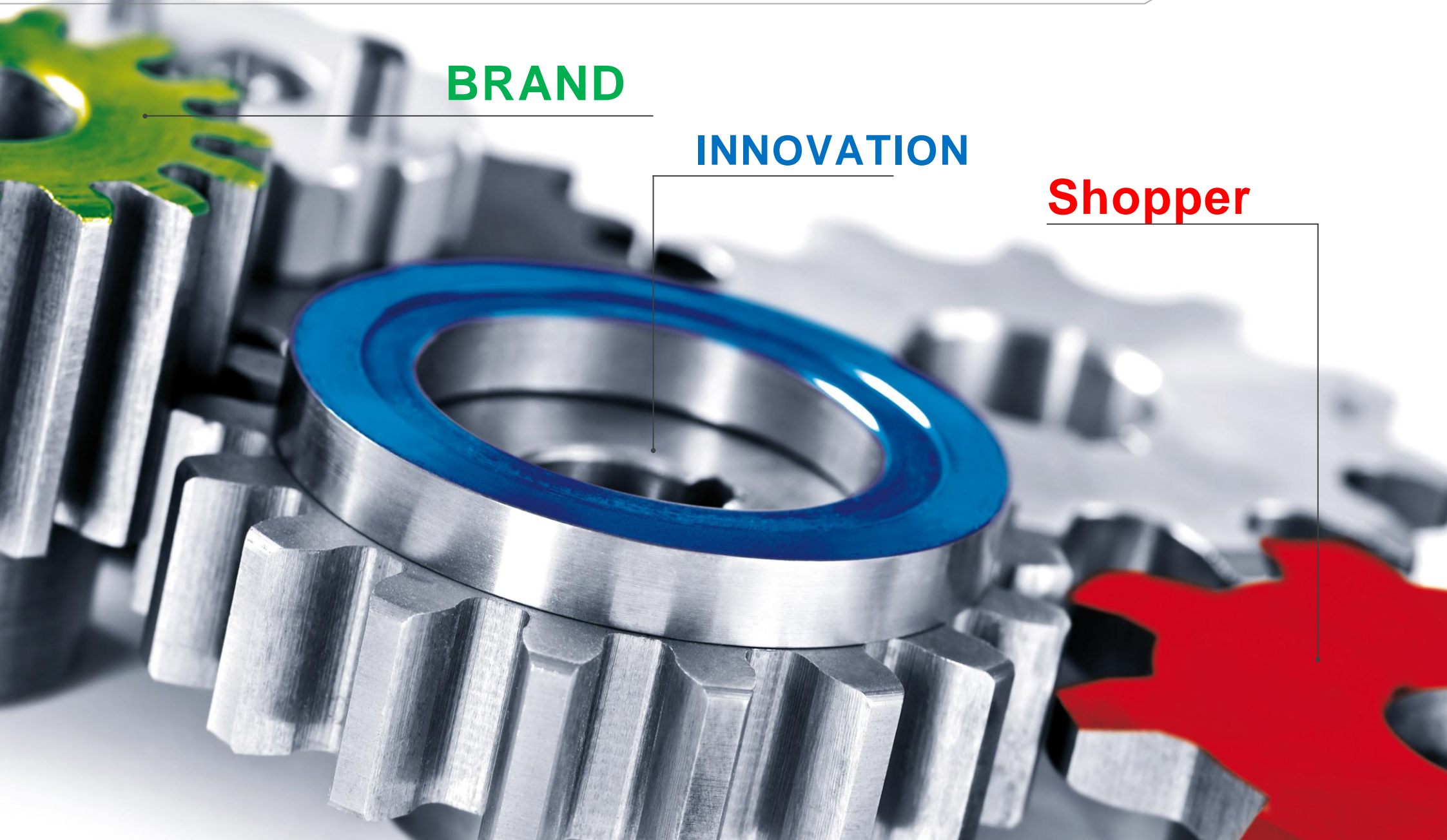


# OUR AREAS OF EXPERTISE

**BRAND**

**INNOVATION**

**Shopper**



# OUR PRODUCTS



## BRAND

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 **Equity**

Developing the Brand Equity

 **Prix**

Building the right pricing policy

 **Pub**

Strengthening your advertising strategy



## INNOVATION

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 **Innos**

Strategically selecting relevant new products

 **Potentiel**

Estimating volume of a new product concept



## SHOPPER

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 **Shelf**

Enhancing performance of a merchandising concept

 **Promo**

Identifying an efficient promotional policy

 **Drivers**

Strengthening in-store initiatives

# OUR SECTORS



## Fast moving consumer goods

Lipton, Danone, Boursin,  
Findus, Bjorg

## Luxury products

Viktor&Rolf, Yves Saint Laurent

## Services : banking, insurance...

Crédit Agricole, Msn, ING Direct  
Pompes Funèbres Générales

## Restaurant trade

McDonald's

## Trade

Media Kiosk