

POSITIONING OF THE AGENCY

Cap & Cime develops influence strategies encouraging the emergence of the brands, companies and institutions.



DOMINIQUE MINE Managing Director

As an expert in the field of management, marketing and distribution, he sees Press Relations as a means of brand development.

dmine@capetcime.fr



FRÉDÉRIQUE ALLARD Associate Director

Thanks to her knowledge of communication, she is able to meet the requirements and constraints from major companies, but also from smaller companies and public institutions.

fallard@capetcime.fr



ÉLIANE LEMARIÉ Associate Director

Thanks to her experience in the industry and environmental sectors, she has been able to build long-term relations with her clients.

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CAPUCINE DE FOUQUIÈRES Consulting Director

She is an expert at the Court of Appeal in Paris and benefits from a 20-year experience in public and press relations.

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Those four professionals have gathered their competencies and experiences to develop an independent and multi-specialized agency with a team of 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: institutional actors, media, business partners
- Promote their activities and achievements
- Anticipate and manage crisis situations...

MAIN REFERENCES

ARCHITECTURE & DESIGN: METALCO, MARC AUREL, ARCHITECTEURS, MAURICE SAUZET ARCHITECTE, BRUNO & SOPHIE PARPOIL ARCHITECTE, SHC ARCHITECTS...

EXHIBITIONS & CULTURAL EVENTS: CITÉ DU TRAIN, MUSÉE JACQUEMART-ANDRÉ, BRITISH WEEK IN PARIS, PRIX SNCF DU POLAR, PRIX ST EXUPÉRY, PRIX MONTBLANC DE LA CULTURE

FEDERATIONS, REGIONS & COLLECTIVES: GREEN SEED GROUP, FÉDÉRATION FRANÇAISE D'AÏKIDO, AÏKIBUDO ET AFFINITAIRES, COLLECTIVE DU PORTO, INTERACEITUNA (ORGANISATION INTERPROFESSIONNELLE DES OLIVES D'ESPAGNE),

UNION DES CÔTES DE BORDEAUX, FÉDÉRATION FRANÇAISE DE LA DIÉTÉTIQUE, ASSOCIATION PAYSAGES DU CHAMPAGNE UNESCO, SARAGOSSE 2008, EPA

FOUNDATIONS & ASSOCIATIONS: FONDATION WYETH, WWF, PREDIT, IFRI, SOLIDAIME, RONCHAMP DEMAIN, EAST MIDLANDS DEVELOPMENT AGENCY

FOOD : AMIGOS, AUCHAN, BEGHIN-SAY, BLUE DRAGON, CLUB RESTAURATION, CUISINE SOLUTIONS, DANONE, DÉLIFRANCE, KRAFT, LESIEUR, LU, MAGGI, MISSION FOODS, MONBANA, MÖVENPICK, PÂTISSERIES CHRISTOPHE DELMOTTE, PESCAVIAR, SHARWOODS, SIMPLY MARKET / ATAC, SOL, SOLIDAIME, TETLEY, WEETABIX, SDV

HEALTH & WELL-BEING: QUICK MEDICAL SERVICE, MÉTHODE LAURAND, GÉNÉRALE DE SANTÉ, KIRIA, COCOON, LISSFACTOR

HOTELS, FOODSERVICE & RETAIL : AUCHAN, SIMPLY MARKET, FLO PRESTIGE, IBIS, BISTRO ROMAIN, MICHEL BRAS, SUITEHÔTEL, HÔTEL GRAND CŒUR MERIBEL, ALPLEISURE, PCL, ACRELEC, CHECKPOINT SYSTEMS FRANCE

INDUSTRY, CONSTRUCTION & TRANSPORT: BURELLE SA, COMPAGNIE PLASTIC OMNIUM, GARRETT ALLIED SIGNAL, INERGY AUTOMOTIVE SYSTEMS, LAFARGE SA, NESTE CHIMIE FRANCE, SAINT GOBAIN / SEKURIT, GLS, VIRGIN EXPRESS, SIGNATURE SA, SCHÖCK FRANCE, SETRA (SERVICE TECHNIQUE DU MEEDDAT), TECHN'HOM (BELFORT)

LUXURY, WATCHES, JEWELLERY, FASHION & LIFESTYLE: CIFONELLI, MONTBLANC, IWC, ORIS, MONET, ODIOT, MARSCHAK, CHANTELLE, SPLENDIA, YEMA, NETJETS, KAILIS

RESEARCH & SUSTAINABLE DEVELOPMENT: ASSOCIATION DES INSTITUTS CARNOT, VILLE EUROPÉENNE DES SCIENCES, MINISTÈRE DE L'ÉCOLOGIE, MINISTÈRE DE L'ENSEIGNEMENT ET DE LA RECHERCHE, INERIS, ADEME, PLASTIC OMNIUM ENVIRONNEMENT, CREPITO® ET WOODSTOCK® BOIS, ANR

REAL ESTATE, FINANCE & INSURANCE: GROUPAMA (ASSURANCE-CREDIT), PERL, LES NOUVEAUX CONSTRUCTEURS, MULTIASSISTANCE, SIPAREX, CUSHMAN & WAKEFIELD, CABINET LATSCHA AVOCATS, ENTREPRENEUR VENTURE, IMPERIAL TOBACCO, MARIANNE EXPERTS, IIG

TELEPHONY, INTERNET & IT: DEBITEL, EVENE.FR, CHAPITRE.COM, KIRIA.COM, SPLENDIA.COM, LEBARA MOBILE

TOURISM: OFFICE NATIONAL DU TOURISME DE SERBIE (NTOS), REGION DU PIEMONTE, HOTEL SCRIBE (GROUPE ACCOR), CENTRE DE THALASSOTHERAPIE DE CARNAC, VILLE DE SEMUR-EN-AUXOIS, OFFICE DU TOURISME DES SEYCHELLES

TRADE SHOWS: SANDWICH & SNACK SHOW, NOËLLISSIME, SALON DE LA PISCINE, SALON NAUTIQUE, EXPOPROTECTION FEU, APS, DIETEXPO, VENDING PARIS

WINE & SPIRITS: CÔTES DE BLAYE, CÔTES DE FRANCS, CÔTES DE CASTILLON, PREMIÈRES CÔTES DE BORDEAUX ET CADILLAC, FRANCE BOISSONS, CANARD DUCHÈNE, CLIMADIFF, VINOSAFE, PART DES ANGES, KRUG, MARIE BRIZARD ...

AREAS OF EXPERTISE

STRATEGIC AND OPERATIONAL 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

- **Website**
 - Creation, editorial and content management
 - Podcast production
 - Referencing
- **Web 2.0**
 - Benchmark
 - Community mapping
 - Online strategy, e-reputation, e-influence

PUBLISHING

- **Editorial consulting and copywriting**
- **Graphic design**
- **Technical consulting and production follow-up**

EVENTS

- **Definition of the event's topics and recurrent theme**
- **Artistic direction**
- **Logistics monitoring and coordination**

