



FRÉDÉRIQUE ALLARD, ASSOCIATE DIRECTOR fallard@capetcimepr.fr

With an economic background (Masters in economic sciences), Frédérique Allard has developed a strong expertise in the architecture, construction and public institutions sector, such as the Department of Ecology, Energy, Sustainable Development and Land Settlement.



DOMINIQUE BERTIN-MOUROT, SENIOR CONSULTANT dbertinmouroth@capetcimepr.fr

A graduate from the IFP (French Press Institute) in Paris, Dominique has been specializing in corporate and financial communication for industrial or holding companies, such as Plastic Omnium and Burelle SA, for 20 years.



VALÉRIE CANOËN, SENIOR CONSULTANT vcanoën@capetcimepr.fr

A graduate from the Executive School/ISEA-ITL, Valérie has been specializing in corporate and product communication among big companies in the industry and environmental sectors for 20 years. She also has an expertise in in-house communication and publishing.



FRANÇOIS ROBERT, SENIOR CONSULTANT frobert@capetcimepr.fr

A graduate in public law and political sciences, François has owned an experience in institutional and B2B product communication for the industry, construction, transport and environment sectors for more than seven years.

OUR EXPERIENCE

INDUSTRY

Burelle SA, Checkpoint Systems, Compagnie Plastic Omnium, Garrett Allied Signal, Inergy Automotive Systems, Lafarge SA, Neste Chimie France, Saint Gobain/Sekurit

CONSTRUCTION

Architecteurs, Crépito®, Cushman et Wakefield, Design Marc Aurel, IIG, Maurice Sauzet Architecture, Metalco, Pierre-Alexandre Risser landscape gardener, Signature SA, Schöck France, Woodstock Bois®

MISCELLANEOUS

Imperial Tobacco, Wipro

TELEPHONY

Debitel, Lebara

TRANSPORT

General Logistics Systems - GLS, Predit, Setra (Technical service of the Meeddat), Virgin Express, Netjets

OUR STRENGTHS

- A know-how based on the experience of specialized professionals
- An excellent knowledge of the media and journalists: construction, architecture, environment/sustainable development, energy...
- A Member of the Association of Construction Journalists - AIC

CASE STUDY - SCHÖCK

Schöck is the inventor of thermal break solutions aimed at reinforcing the insulation of building wraps and improving energy efficiency in buildings.

ACTIONS Cap & Cime is in charge of Schöck's media relations and supervises the publication of a newsletter for architects and research departments.

CASE STUDY - PLASTIC OMNIUM GROUP

Plastic Omnium is the world leader in exterior components and modules for the automotive market, and a key player in products and services for local communities in Europe. Plastic Omnium is listed at Euronext Paris, Compartment B.

- ACTIONS**
- Support the financial communication via the production of the financial publications, the organization of the General Assembly...
 - Consulting in public relations and organization of factory openings, company's anniversary, banquets, patronage operations...
 - Consulting and press relations campaign for the automotive department: new product launch, organization of conferences and press trips...
 - In-house communication: production of the in-house newsletter, codes of conduct, intranet management...
 - Audiovisual communication: making of corporate films, product video clips...

CASE STUDY - GENERAL LOGISTICS SYSTEMS - GLS

Established in 36 countries, GLS is one of the European leaders in the collection and distribution of small parcels. GLS now aims at becoming the leader in quality on its target market: Europe. GLS France is one of the five main operators on the national market.

ACTIONS Position GLS as the leader in quality and reliability through a press relations campaign towards the specialist and economic press and via an in-house newsletter and external communication for the company's employees, clients and suppliers.

CASE STUDY - CREPITO® AND WOODSTOCK® BOIS

A subsidiary of the Poujoulat Group, Euro Energies commercializes 100 % natural fuel under the brands Crépito® and Woodstock® bois. Distributed via separate and complementary networks, both brands offer a wide range of wood pellets and compressed wood logs for private and professional use.

ACTIONS Support the development of both brands and the firewood sector through a press relations campaign towards national, consumer and specialist media.

POSITIONING OF THE AGENCY

Cap & Cime PR, a consulting agency in influence strategies, promotes the emergence of the brands, companies and institutions.

Dominique Mine (Managing Director) and Frédérique Allard (Associate Director) have gathered their competencies and experiences to develop an independent and multi-specialist agency with a team of more than 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
- Promote their activities and achievements
- Anticipate and manage crisis situations

TWO FIELDS OF COMPETENCE

Consumer

- Culture and tourism
- Food, drink and retail
- Luxury
- Trade Shows

Corporate

- Real estate, finance, insurance and human resources
- Industry, construction, transport and telephony
- Research and sustainable development

AREAS OF EXPERTISE

PUBLIC RELATIONS 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

Websites

- Website design
- Editorial and content management
- Podcast production

Web 2.0

- Benchmark
- Online presence strategy
- e-réputation, e-influence

PUBLISHING

Editorial consulting and copywriting

Graphic design

Technical consulting and production follow-up

EVENTS

Definition of the event's topics and common thread

Art direction

Logistics coordination

MAIN REFERENCES

ARCHITECTURE & DESIGN ARCHITECTEURS, MARC AUREL STUDIO, MAURICE SAUZET ARCHITECTURE, METALCO, PIERRE-ALEXANDRE RISSER PAYSAGISTE, RONCHAMPS DEMAIN, MOBIL CONCEPTS

BEAUTY, WELLBEING & HEALTH COCOON'S, GENERALE DE SANTE, KIRIA, QUICK MEDICAL SERVICE, LABORATOIRES PHYSCIENCE, LISSFACTOR, METHODE LAURAND

COLLECTIVES FOOD FROM BRITAIN, GREEN SEED GROUP, ORGANIZATION INTERPROFESSIONNELLE OLIVES D'ESPAGNE, MASTER OF PORT, SNICC, USA RICE FEDERATION, UNION DES CÔTES DE BORDEAUX, SAUMON ECOSSAIS

CONSUMER AUCHAN, BEGHIN-SAY, BLUE DRAGON, DANONE, FROMAGE FOUETTE DE MME LOIK, KETTLECHIPS, KRAFT, LACTEL, MAGGI, METHOD, MONBANA, MØVENPICK ICE CREAM, PESCAVIAR, PULCO,

SDV – LES MARCHES DU MONDE, SHARWOOD'S, SOLIDAIME, TETLEY, TILDA, VAN HOUTEN, WALKERS, WEETABIX, WEETOS

FOODSERVICE AMIGOS, BEGHIN SAY, BLUE ELEPHANT, CLUB RESTAURATION, CHRISTOPHE DELMOTTE, CUISINE SOLUTIONS, DELIFRANCE, JEAN DUCOURTIEUX, FRANCE BOISSONS, LESIEUR, LU, MISSION FOODS,

MONBANA, SDV, SERVICE EN TÊTE, VANDAME

CULTURE & EVENTS BASTILLE–QUARTIER LIBRE, BRITISH WEEK IN PARIS, CAMION DES MOTS, CITE DU TRAIN, CULTURESPACES, EXPO ZARAGOZA 2008, GOUDJI, MUSEE JACQUEMART-ANDRE, PETIT LAROUSSE,

PRIX MONTBLANC DE LA CULTURE, PRIX SNCF DU POLARD, VILLE DE SAINT-GERMAIN EN LAYE, VILLE EUROPEENNE DES SCIENCES, WHO'S WHO, CHAPITRE.COM, EVENE.FR

FINANCE, INSURANCE & HUMAN RESOURCES AL KHALIJ, DUKE STREET, ENTREPRENEUR VENTURE, EUROMED, FAFSEA, GROUPAMA, MARIANNE EXPERTS, MULTIASSISTANCE, MSA, ROBERT WALTERS, SIPAREX, SMACL

FOUNDATIONS, ASSOCIATIONS & FEDERATIONS FEDERATION FRANÇAISE D'AIKIDO, FONDATION ANNE CELLIER, FONDATION WYETH, IMMEUBLES EN FÊTE, J'AIME MA BOITE, IFRI, PARIS TOUT P'TITS, SOLIDAIME, WWF

RETAIL ACRELEC, AUCHAN, CHECKPOINT SYSTEMS FRANCE, MARKS & SPENCER, PCL, SIMPLY MARKET

REAL ESTATE & LAND SETTLEMENT AGENCE DE DEVELOPPEMENT DU VAL DE MARNE, ARCHITECTEURS, CUSHMAN & WAKEFIELD, EAST MIDLANDS DEVELOPMENT AGENCY, LES NOUVEAUX CONSTRUCTEURS, IIG, PERL, SOFERIM

INDUSTRY, TRANSPORT, CONSTRUCTION & TELEPHONY BURELLE SA, CHECKPOINT SYSTEMS, PLASTIC OMNIUM, CREPITO®, DEBITEL, GARRETT ALLIED SIGNAL, GENERAL LOGISTICS SYSTEMS, IMPERIAL TOBACCO, LAFARGE SA, LEBARA,

SCHOCK FRANCE, SIGNATURE SA, VIRGIN EXPRESS, WIPRO, WOODSTOCK BOIS®

LUXURY, WATCHES, FASHION & LIFESTYLE CIFONELLI, CHURCH'S, CRISTAL DE SEVRES, IWC, KAILIS, MARCHAK, MONET, MONTBLANC, NETJETS, ODIOT, ORIS, SPLENDIA, WINARETTA.COM

RESEARCH & SUSTAINABLE DEVELOPMENT ADEME, ASSOCIATION DES INSTITUTS CARNOT, CNRS, IFRI, INERIS, INRA, MINISTERE DE L'ECOLOGIE, PREDIT, SETRA

TRADE SHOWS ALARME PROTECTION SECURITE, EXPOPROTECTION FEU, MARITIMA, NOELLISSIME, RELIGIO, RENDEZ-VOUS CARNOT, SALON DES BONNES AFFAIRES, SALON NAUTIQUE - SECTEUR TOURISME, SALON DE LA PISCINE, SPA,

SAUNA, SANDWICH & SNACK SHOW, VENDING PARIS, VILLE EUROPEENNE DES SCIENCES, COUPE DU MONDE DU SANDWICH - DELIFRANCE, PARIZZA

TOURISM, HOTELS & RESTAURANTS ASIAN, ALPLEISURE LTD A MERIBEL, BISTRO ROMAIN, CAFE BARGE, CENTRE DE THALASSOTHERAPIE DE CARNAC, CULTURESPACE, FLO PRESTIGE, GAULT&MILLAU, HOTEL GRAND CŒUR A MERIBEL,

HOTEL L'HELIOS A MERIBEL, HOTEL MARCEAU BASTILLE, HOTEL SCRIBE, IBIS, LES JARDINS D'EYRIGNAC, MICHEL BRAS, OENOTOURISME / UNION DES CÔTES DE BORDEAUX, OFFICE NATIONAL DU TOURISME DE SERBIE,

OFFICE DU TOURISME DES SEYCHELLES, REGION DU PIEMONT, SUITEHOTEL, VILLE DE SEMUR-EN-AUXOIS, WWW.SPLENDIA.COM

WINE & SPIRITS ACKERMAN, BAVARIA, CANARD DUCHENE, CAVES A VIN CLIMADIFF ET VINOSAFE, CÔTES DE BLAYE, CÔTES DE CADILLAC, CÔTES DE CASTILLON, CÔTES DE FRANCS, FRANCE BOISSONS, HPNOTIQ, KRUG, LEBLON, LEFFE,

MALLARD, MARIE BRIZARD, PART DES ANGES, ROSE DE PROVENCE, SOL, UNION DES CÔTES DE BORDEAUX