

**DOMINIQUE MINE, MANAGING DIRECTOR** dmine@capetcime.fr

After leading Rémy Cointreau's retail subsidiaries in Great Britain, Switzerland and France, Dominique Mine founded his press relations agency specializing in the food and lifestyle sectors. He sees press relations as a means of brand development.

**FRÉDÉRIQUE ALLARD, MANAGING DIRECTOR** fallard@capetcimepr.fr

After managing the shops of a golf chain and designing communication tools for prestigious rounds of golf such as Champ de Bataille and Abbaye des 7 Fontaines, Frédérique Allard has enhanced her expertise in the luxury sector thanks to several missions and events like the Trophée Lancôme, golf material brands as well as men accessories, e.g. Church's shoes. She is a member of the Association de la Presse et du Golf.

OUR EXPERIENCE

TABLEWARE, WINE & SPIRITS

Cristal Sèvres, Krug, Marquis d'Angueville, Odiot

ARCHITECTURE & DESIGN

Architecteurs, Design Marc Aurel – MA Studio, Maurice Sauzet Architecture, Metalco, Pierre-Alexandre Risser Paysagiste, Ronchamps Demain

JEWELRY, WATCHES, ACCESSORIES & MEN'S FASHION

Cifonelli, Church's, IWC, Marchak, Monet, Montblanc, Oris, Winaretta

PATRONAGE & PUBLIC RELATIONS

Bottin Mondain, Prix Montblanc de la Culture, Trophée Lancôme, Who's Who in France...

MUSEUMS & GARDENS

Arènes de Nîmes, Culturespaces, Les Jardins d'Eyrignac, Musée Jacquemart-André, Maison Carrée et Tour Magne dans le Gard, Villa et les Jardins Ephrussi de Rothschild à Saint-Jean-Cap-Ferrat...

TOURISM & TRANSPORT

Alpleisure Ltd, Hôtel Grand Cœur à Méribel, Hôtel Marceau Bastille, Netjets, Splendia, Hôtel L'Hélios à Méribel, Hôtel Scribe (Groupe Accor), Ibis, SuiteHôtel, Netjet

CASE STUDY – MONTBLANC

Specializing in the manufacturing of pens, Montblanc have relied on their level of high quality to develop their offer by creating sophisticated writing instruments, luxurious belts and leather goods, jewelry and watches. Since 1992, the Montblanc de la Culture Arts Patronage Award has paid tribute to patrons of the arts who get involved in actions or projects promoting arts.

ACTIONS Cap & Cime works with Montblanc to organize and promote the Montblanc de la Culture Arts Patronage Award.

CASE STUDY - WHO'S WHO IN FRANCE

Created in 1953 and managed by Antoine Hébrard, the Who's Who contains the detailed biographies of about 22 000 personalities in France (figures for 2009). Coming from all fields of activities, those personalities are those in the heart of current events.

ACTIONS To ensure the perennial existence and the reputation of the Who's Who in France while paying tribute to its newcomers, Cap & Cime has been in charge of the yearly launch of the Who's Who new edition in France. It involves precise definition of the press target and management of the invitations to the launching event. Cap & Cime answers the journalists' requests and organizes TV, radio and written press interviews to optimize the media coverage.

CASE STUDY - NETJETS

A private aviation company, Netjets owns the biggest fleet in Europe and puts forward an exceptional offer dedicated to individuals and companies. Here is the challenge: convincing both the media and business fields that private aviation is much more than just a luxury service, it is also a means to serious productivity gain.

ACTIONS Organization of conferences in Cannes, Brussels, Geneva and Lille in partnership with local press journalists. Supporting the company's presence at the EBACE trade fair in Geneva and later at the Bourget. Working on the image of Netjets cards to be coherent with a trendy universe based on lifestyle by organizing a partnership with the Colette boutique to create a buzz around the card and a press communication campaign for the end-of-the-year celebrations and ski vacation bookings.

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'AI ME 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 PIEMONTE, 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