

RESEARCH & SUSTAINABLE DEVELOPMENT

**FRÉDÉRIQUE ALLARD, ASSOCIATE DIRECTOR** fallard@capettimepr.fr

With an economic background (Masters in economic sciences), Frédérique Allard has developed a strong expertise in the research sector through various missions for the Department of Ecology, Energy, Sustainable Development and Land Settlement.

**ANNABELLE LEDOUX, SENIOR CONSULTANT** aledoux@capettimepr.fr

A graduate of Sciences Po, Annabelle has earned a strong communication experience in the institutional sector. Among her references, she worked in the high-tech field during missions related to sustainable development for the Team Partners Group, for the promotion of an environmental approach of architecture and urbanism in the Massaud studio and for the operation "a parking place+a bike" for Vinci Park. She is now in charge of the institutional accounts in the agency.

**FRANÇOIS ROBERT, SENIOR CONSULTANT, BUSINESS DEVELOPMENT MANAGER** frobert@capettimepr.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

RESEARCH AND SUSTAINABLE DEVELOPMENT

Agency for the Environment and Energy Management (ADEME), Carnot Institutes Association, National Center for Scientific Research (CNRS), East Midlands Development Agency, IFRI – The French Institute of International Relations (Think Tank), Thierry de Montbrial, National Institute for Industrial Environment and Risks (INERIS), National Institute Department of Ecology, Energy, Sustainable Development and Land Settlement (MEEDDAT), Plastic Omnium Environment, PREDIT (Programme of research, experimentation and innovation in land transport)

FOOD

Auchan (responsible trade), Monbana chocolate-maker (fair trade), Quartier d'énergie for Simply Market (supermarket), Solidaime (solidarity products in retail stores)

CONSTRUCTION

Architecteurs (for the Energy Construction Foundation), Crepito® and Woodstock® Wood, Philips lighting

EVENTS

The Tree Day (Conferences about environment), European Science City at the Grand Palais for the Department of Research, French Pavillon for the 2008 Saragosse Exhibition, WWF (Children awareness campaign regarding water problems)

OUR STRENGTHS

- A know-how based on the experience of specialized professionals
 - A commitment in sustainable development for more than 10 years
 - An excellent knowledge of the journalists
-

CASE STUDY PREDIT

CLIENT SINCE 2008 (WWW.PREDIT.PRD.FR)

The Predit is a national research, experimentation and innovation programme in land transport implemented by the Department of Sustainable Development (MEDDTL), of Industry (MEFI), of Research (MESR), the National Research Agency (ANR), the Agency for the Environment and Energy Management (ADEME) and OSEO, the Innovation Agency. This programme is led by Jean-Louis Léonard, Deputy of the Charente Maritime region.

MISSION Promote actions run by the Predit via press conferences, thematic press breakfasts, launch of publications and books, op-ed page. . .

RESULTS Each year, about 100 journalists attend the meetings held by Cap & Cime, more than 30 interviews are organized and more than 300 articles are published in the written, online and TV/radio press.

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