

KANTAR

**LE
LABORATOIRE
CRÉATIF**

union
des
marques

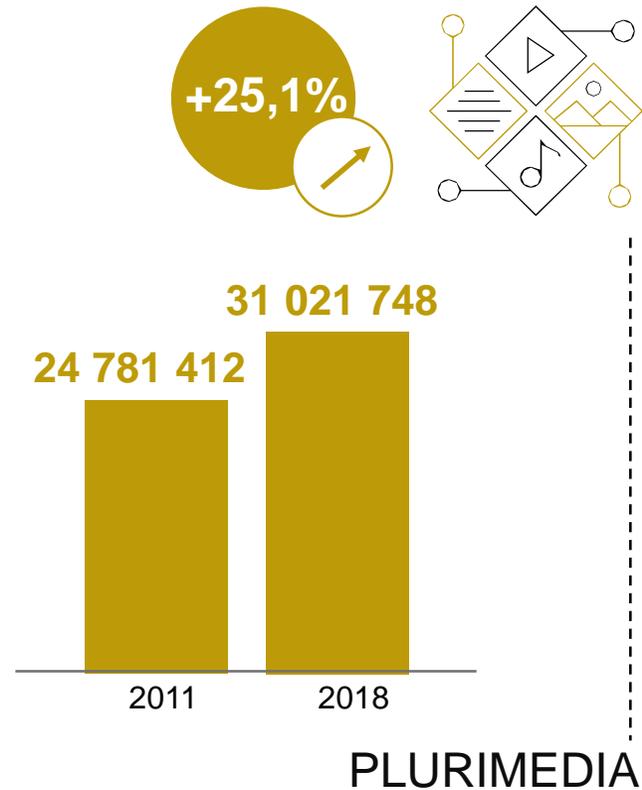
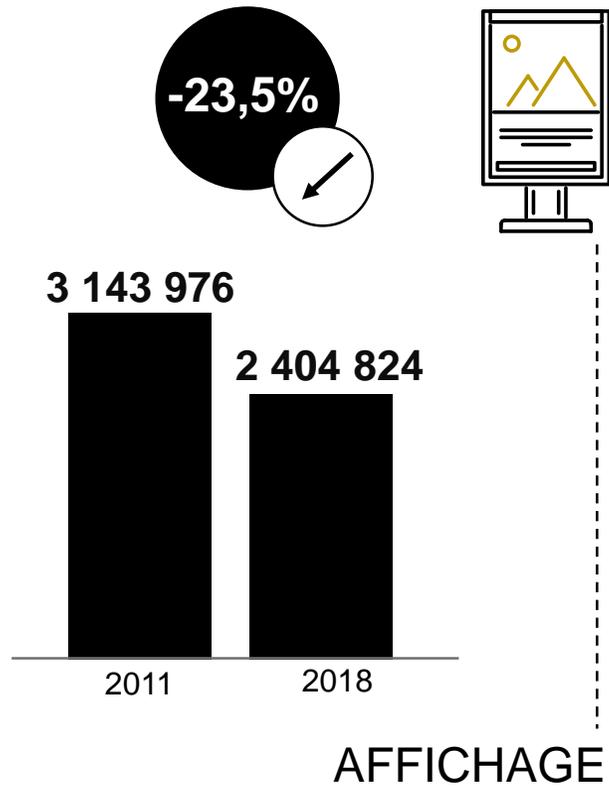
LABORATOIRE CRÉATIF UDM

Anne-Lise Toursel & Christophe Manceau

Le 20 juin 2019

UDM Laboratoire Creatif #3

UN MEDIA DE PLUS EN PLUS JOUÉ EN CAMPAGNE PLURI-MEDIA

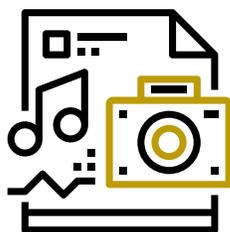


L'AFFICHAGE, LE MEDIA DE L'INSTANT

RÉCEPTIVITÉ



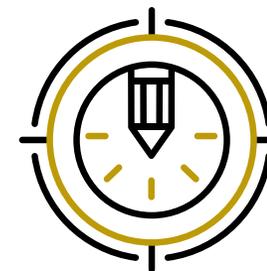
SYNERGIE



COUVERTURE
LARGE



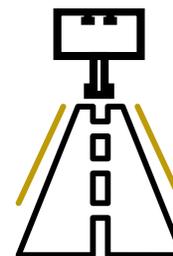
PRÉCISION
MARKETING



PASSIF



LOIN



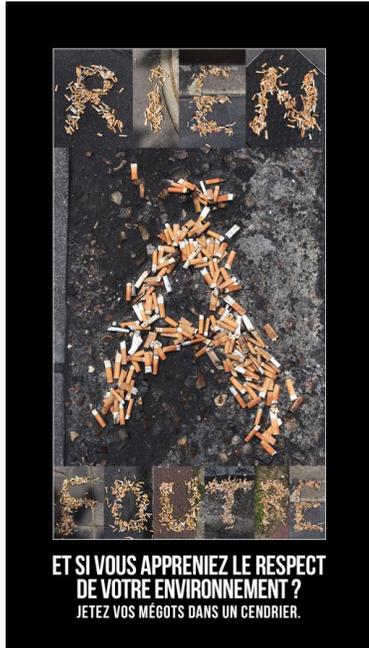
IMMÉDIATÉTÉ



4

AFFICHES LAURÉATES

TESTÉES EN S'APPUYANT SUR L'EXPERTISE DE KANTAR



LINK



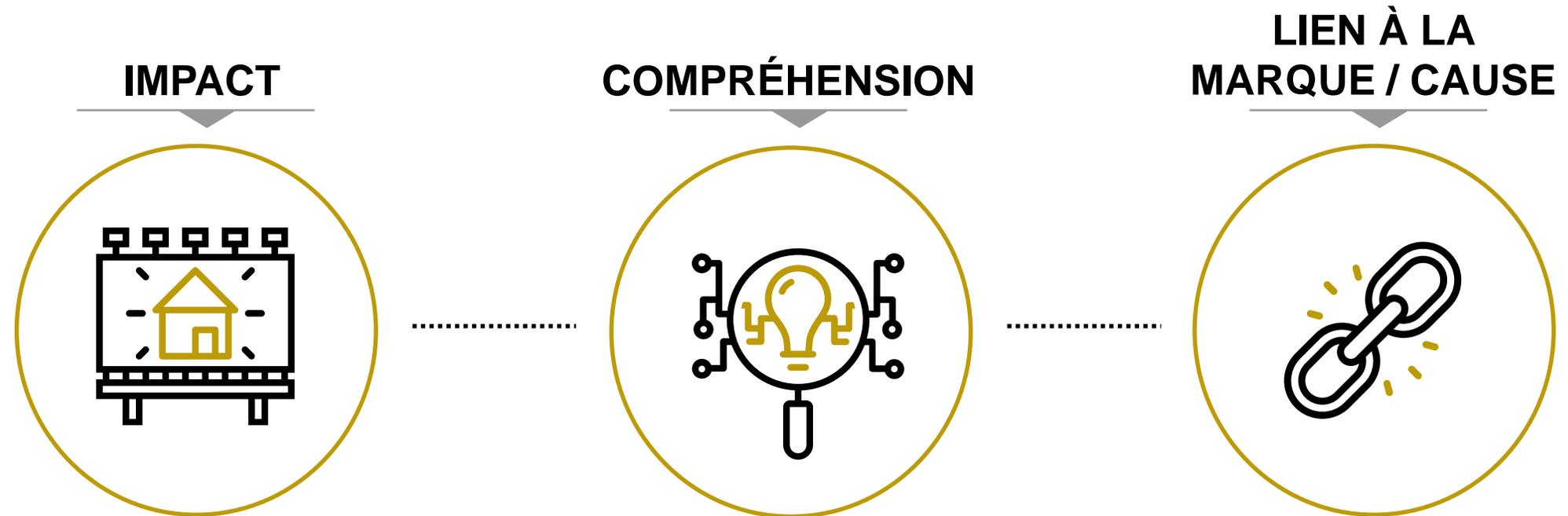
NEEDSCOPE AI



ADSCOPE

LES CLÉS DU SUCCÈS EN AFFICHAGE

IMMÉDIAT(E)



NOS 4 TESTS LE MONTRENT !

PERFORMANCE GLOBALE



*De la base de données Link™
Affichage France*

RECORD BREAKERS!



ENGAGEMENT



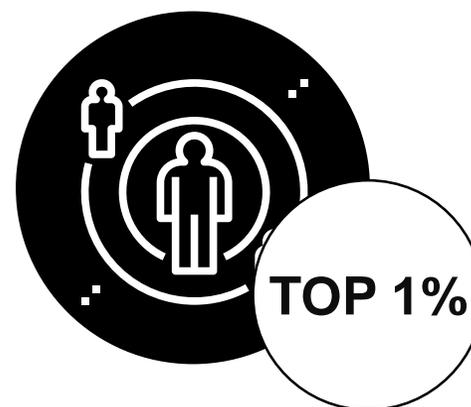
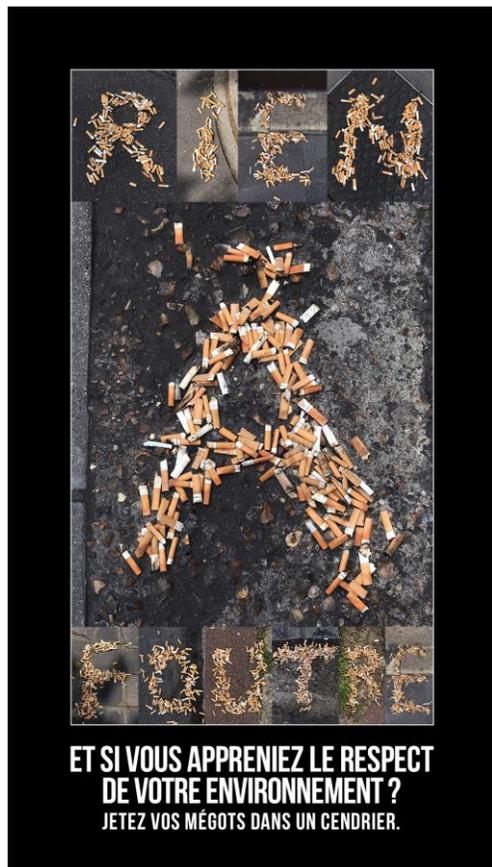
Vs. La norme France



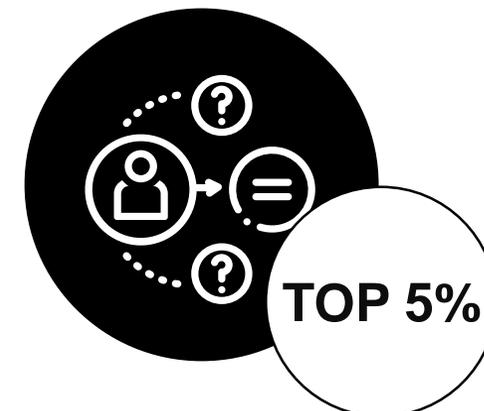
NOUVEAUX « BEST »

- › *Dérangeant*
- › *Désagréable*
- › *Qui Implique*
- › *Distinctif*
- › *Répond aux attentes*
- › *Pertinent*
- › *Crédible*

LES COUPS DE CŒUR DE L'AUDIENCE GRAND PUBLIC



IMPACT



RÉACTION

FACILE À COMPRENDRE 

INTÉRESSANT 

WOM 

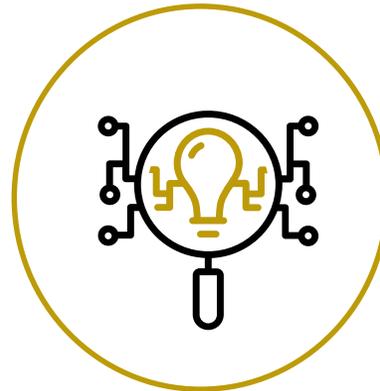
UNLEASH YOUR CREATIVITY

IMMÉDIAT(E)

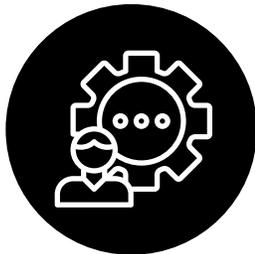
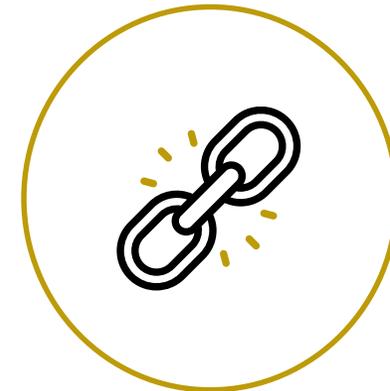
IMPACT



COMPRÉHENSION



LIEN À LA MARQUE



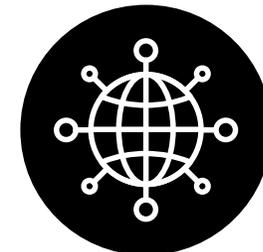
HYPERLOCALE



CONTEXTUALISE



INTERACTIF



I.o.E

Merci



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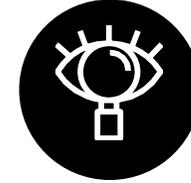
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LINK



NEEDSCOPE AI



ADSCOPE

PROFILES