



HACKATHON by Cdiscount

esd école
supérieure
du digital

— Data analyst and
Concept Director



3D Designer &
Creative Director



*“We bring our **team spirit,**
customer centric &
complementary skills in order to
create the best solution.”*

— Account planner &
user experience



Digital strategy
& SEO manager





Improve a customer proximity



Raise awareness among the high income earners



Brand Cdiscount as technology expert





Innovative, immersive
and hands-on
experience



Physical, digital and
omnichannel
itinerary



Capitalize on brand's
values: boldness and
customer proximity



**OUR
ANALYSIS.**



Cdiscount is an innovative and technological brand.
Do you agree with this statement ?

Technical engineers

No.

Cdiscount is French Alibaba.

Their strategy is based on cheap products.

Cdiscount employees

Innovative yes, but technological... not sure.

Digital strategy

Cdiscount doesn't build anything new.

New technologies are often based on those of their competitors from the other side of the Channel.

Also the brand identity is related to promotions through the collective imagination.



our research.



86% of the respondents

are interested in new Tech : IA (66%),
Connected objects (64,5%), VR/AR (44%)



44% of the respondents

like to keep contact with their favourite
brands and **to attend their special events**



90% of the respondents

said that **products demonstration** influence
their buying decisions



If you have an opportunity to attend a brand new event, what are the most important things you would like to find there ?



our research.

75% of high income earners **had made online purchases** in 2018

60% of the high income earners think that **new tech & IA are an opportunity** to facilitate the innovation and to establish social bonds

Increasing number of cybernautes are able de make online purchases **when the brand share their values**



IPSOS, Statista



our challenge.

A person is captured in mid-air, jumping between two large, dark rock formations. The scene is set against a dramatic sky with soft, golden light from a low sun, creating a silhouette effect on the person and the rocks. The overall mood is one of challenge and achievement.

**To make Cdlscout the Lovemark of
High Income earners**




UNIQUE
POPOP
SHOW



WORLD
FAMOUS
BRANDS



EXCLUSIVE
PRODUCT
TEST



**ARE YOU
READY?**

A woman in a grey dress stands on a stage, holding a microphone. In the foreground, the backs of several audience members' heads are visible, looking towards the stage. The scene is lit with stage lights, creating a professional atmosphere.

DISCOVER



Tech-Out Show



calendar.

November, 14th 2019



June, 25th 2019



November, 19 2019



Mars, 5th 2019



September, 17 2019



**STRATEGY
IN-EVENT.**



In-event.

LIVE STREAMING

vimeo





PARTICIPEZ AU CONCOURS !

Gagnez en exclusivité le dernier Xiaomi Mi 9T



Combien de méga pixels sont présents sur la caméra frontale du Xiaomi Mi 9T ?

20 MegaPixels ▼

Où se trouve le capteur d'empreinte ?

Sous l'écran ▼

Que nous permet la 5G ?

Streaming + rapide ▼

J'accepte les conditions de participation au jeu concours

Envoyez vos réponses



In-event.

SOCIAL WALL

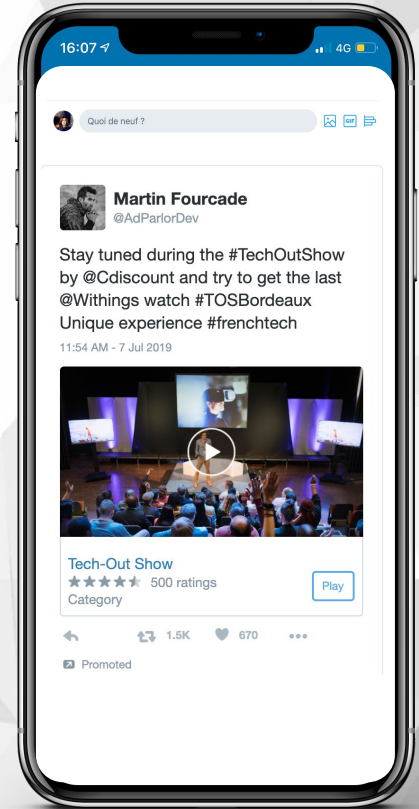
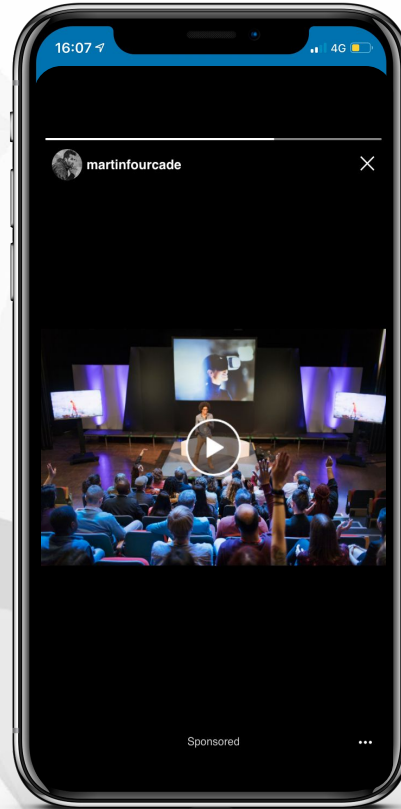


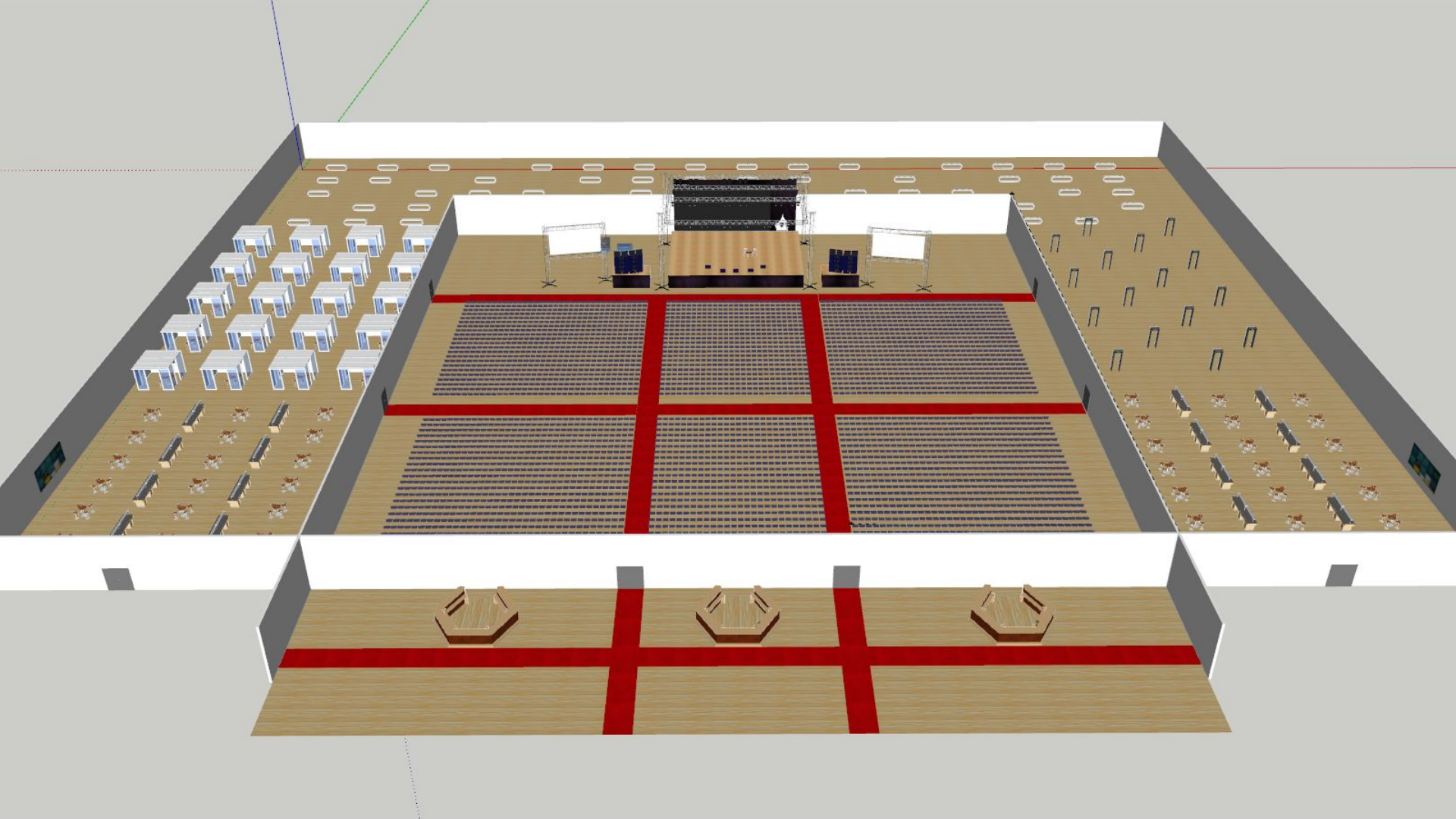


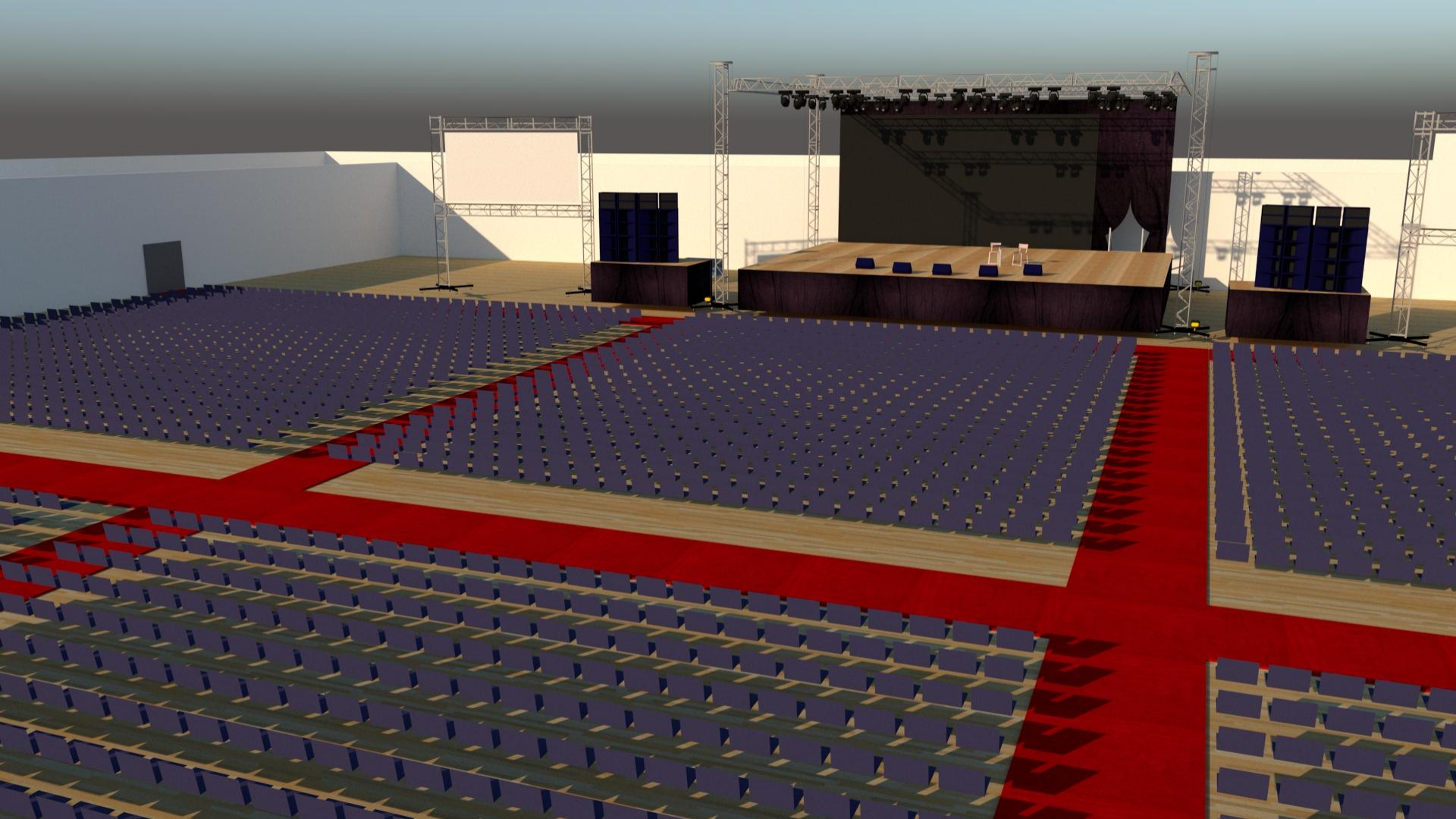
Hobbies and purchases: 75% of french from 18 to 39 years old

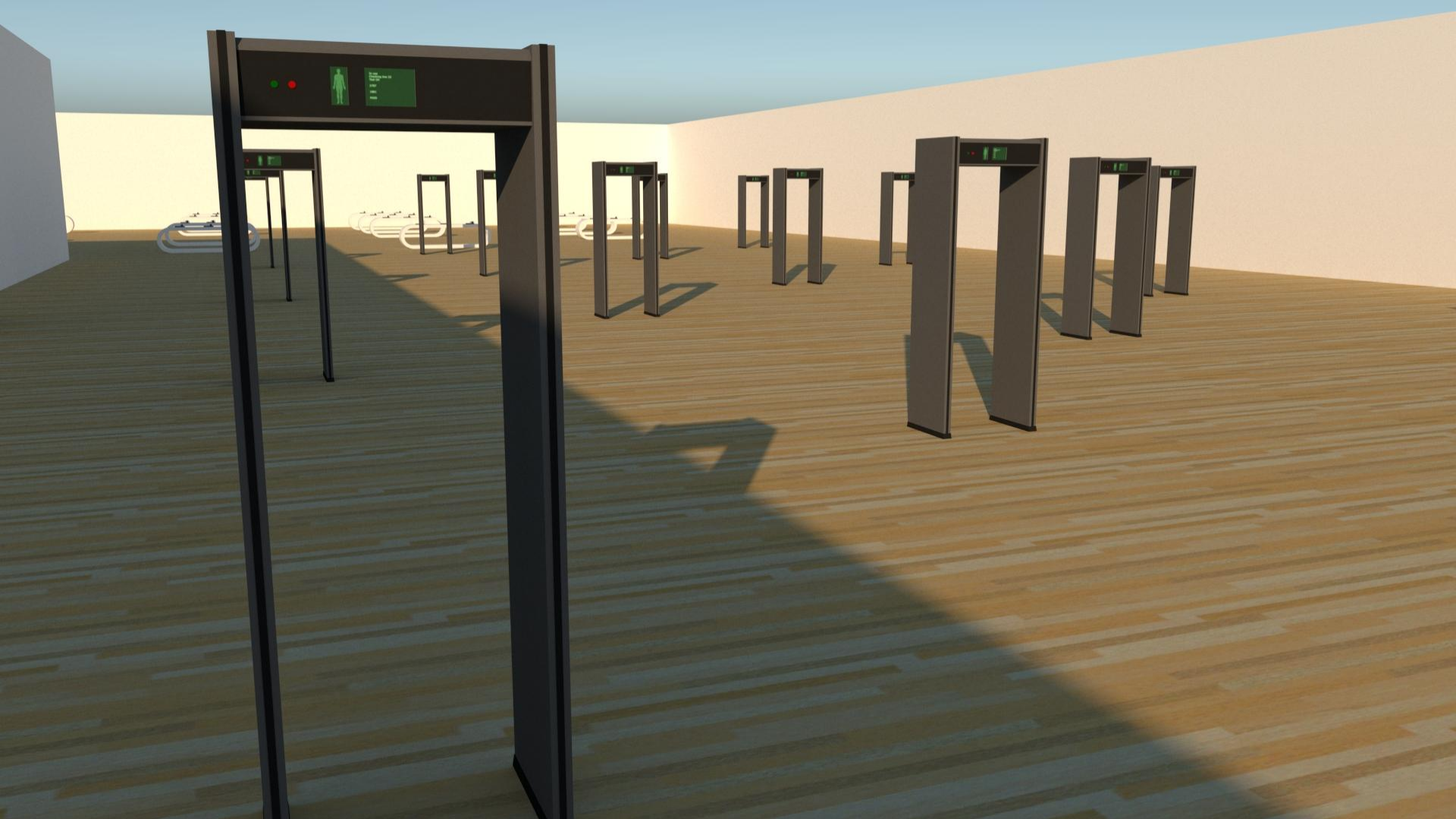
Content: tech, sport and local

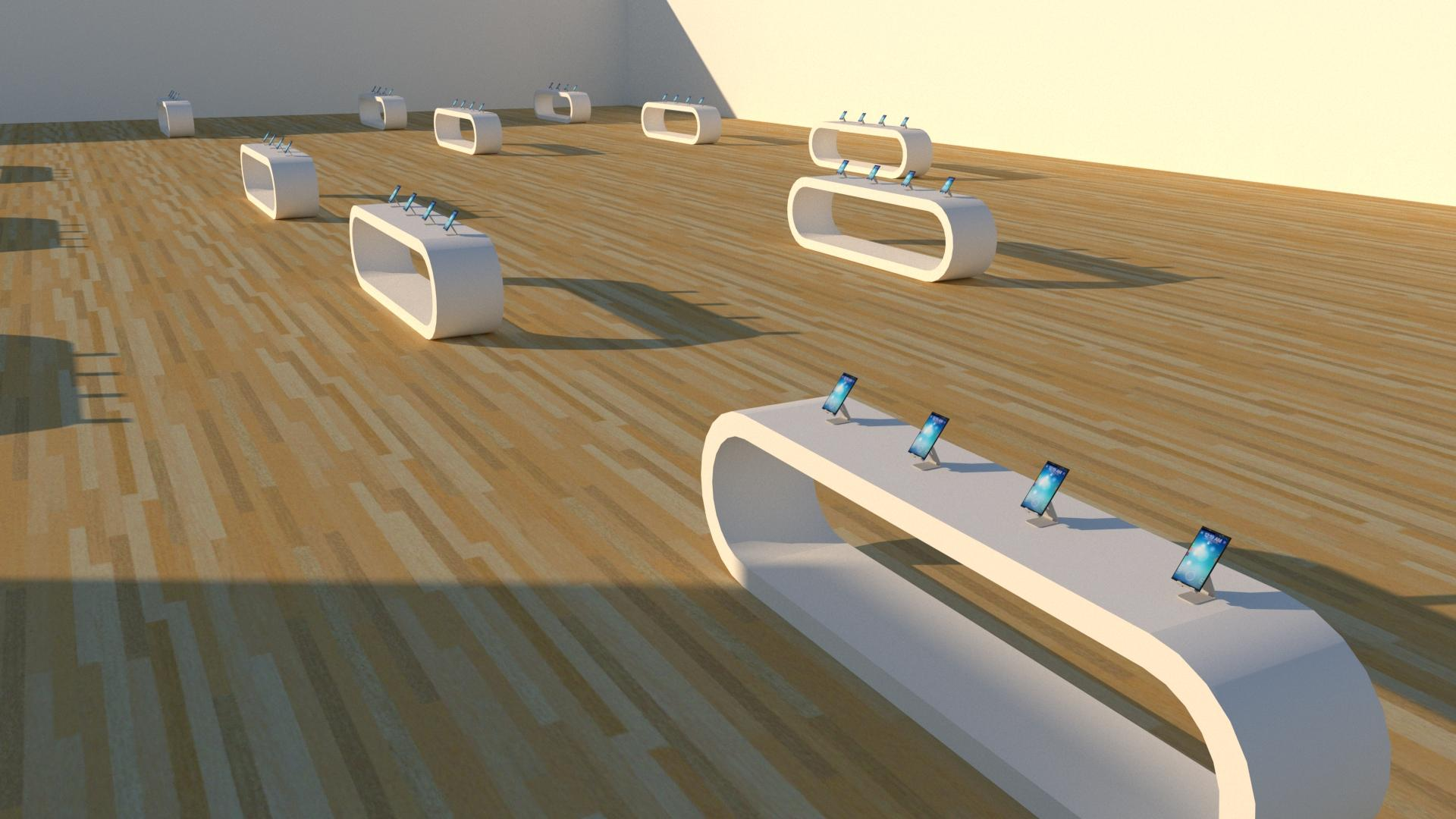
Boost awareness and engage

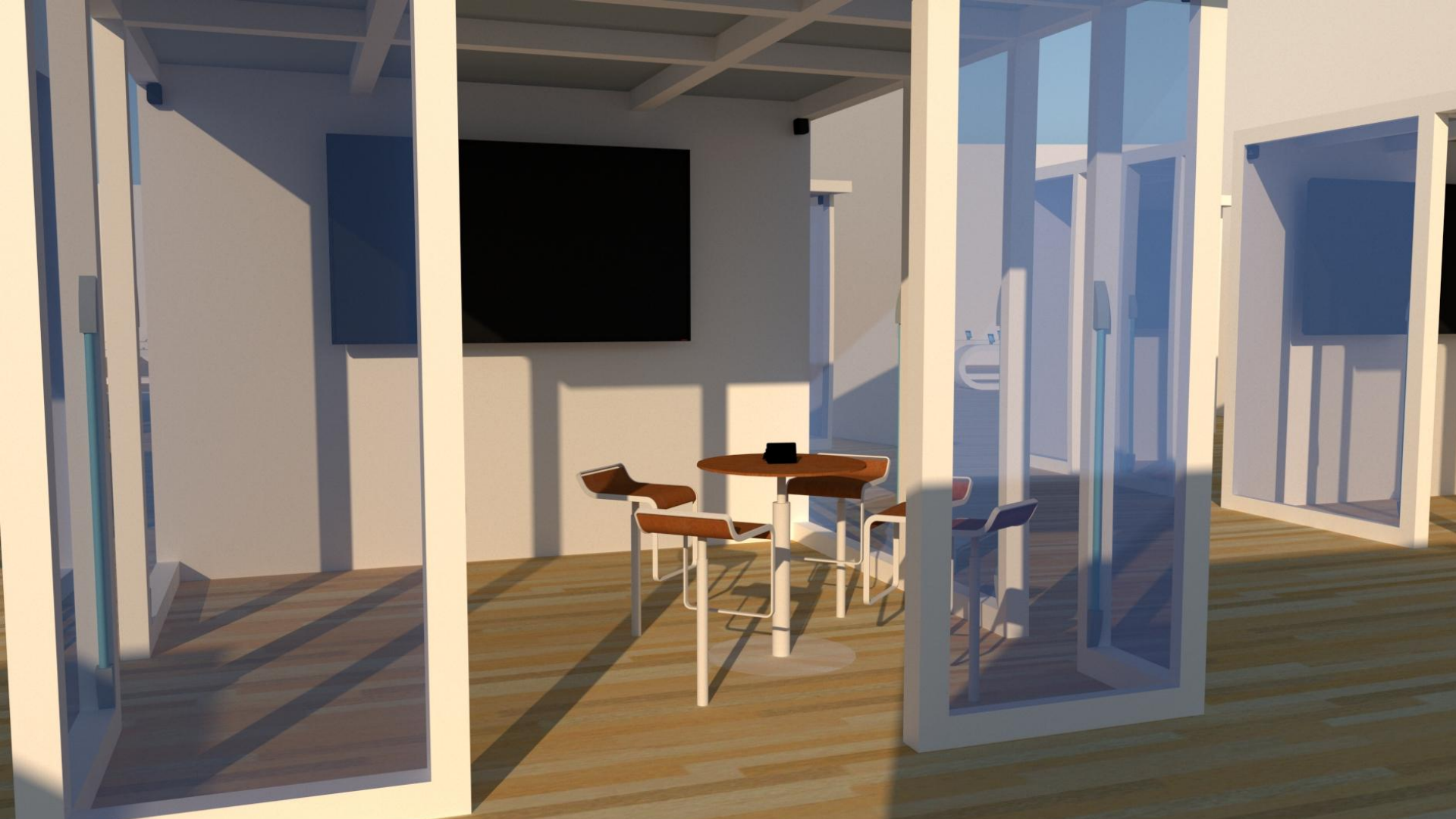














concept.

ADVANTAGES



**Quality audience &
a new communication tool**



**Source of information &
exclusive product experience**



**Brand new positioning among
high income earners**



COMMUNICATION STRATEGY.

(pre-event)



**PAID
MEDIA.**



communication.

PAID MEDIA

AWARENESS



6,4 M
VIEWS

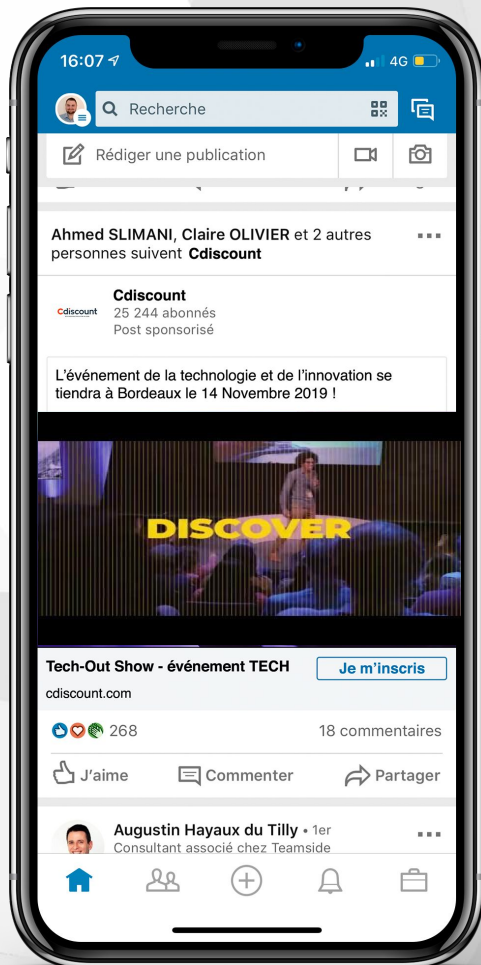
CONVERSIONS



2754
INSCRIPTIONS

COSTS

45K€





Un événement technologique inédit

Le Tech-Out Show est un événement inédit qui vous donne la possibilité de vivre de nouvelles expériences produits en exclusivité. Un mélange de nouvelles technologies, d'innovations et des meilleurs marques existantes, réunis au sein d'un événement, by CdDiscount.

Je m'inscris

Je crée mon compte



Les exclusivités produits

Assister au Tech-Out Show de Bordeaux, c'est découvrir en exclusivité le nouveau smartphone de Xiaomi, ainsi que les nouvelles montres connectées de l'entreprise Française Withings.



Les influenceurs présents

Romain Fourcade, un sportif Français internationalement connu sera présent lors du lancement des nouvelles montres connectées Withings. C'est l'occasion de comprendre les enjeux sportifs et professionnels des montres de l'entreprise Française, à travers un influenceur médaillé olympique. D'autres influenceurs Bordelais seront aussi présent lors du Show et des test produits en zone optimisée.

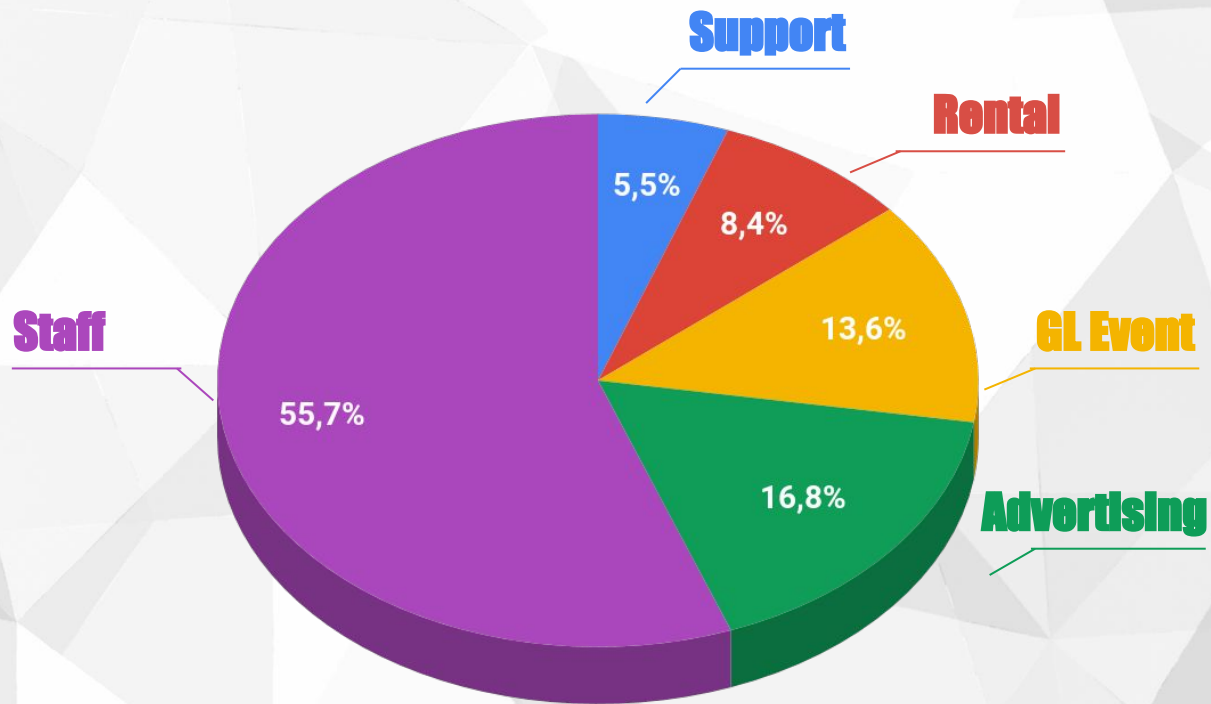
Test des produits en AR/VR

C'est ce que tous les autres événements Tech ne peuvent pas offrir à leur participants, une test des produits présentés lors du show, en zone optimisée. CdDiscount met à disposition toute sa technologie pour offrir une expérience produit inédite et exclusive. Vous pourrez ainsi utiliser la réalité augmentée ou la réalité virtuelle pour découvrir ces nouveaux produits.

Budget.



budget.



**TOTAL
562.348€**



BUSINESS MODEL.





REAL-TIME DATA COLLECTION



ADVERTISING SPACE PURCHASING



WORLD BRANDS SPONSORING

OUT OF THE ORDINARY
PHYGITAL EXPERIENCE

TECHNOLOGY
EXPERTISE



SPRINGBOARD
FOR BRANDS ADS

Tech-**Out** Show





What happens next ?

**Thank
you.**



Corentin



Arthur



Sébastien



Ksenia



Questions part.



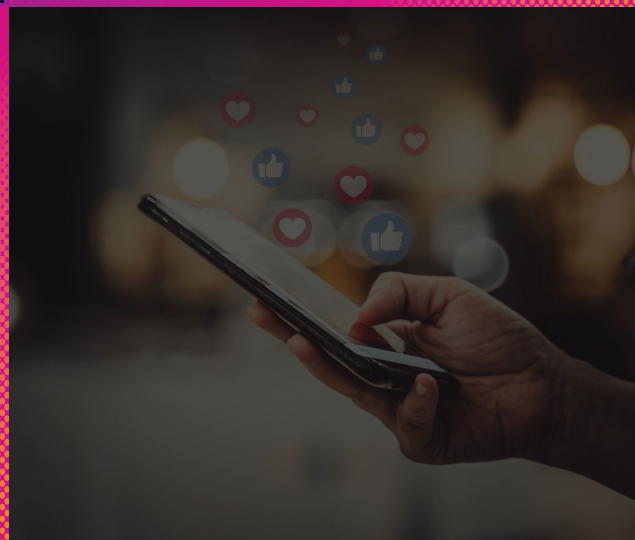
Communication Strategy.

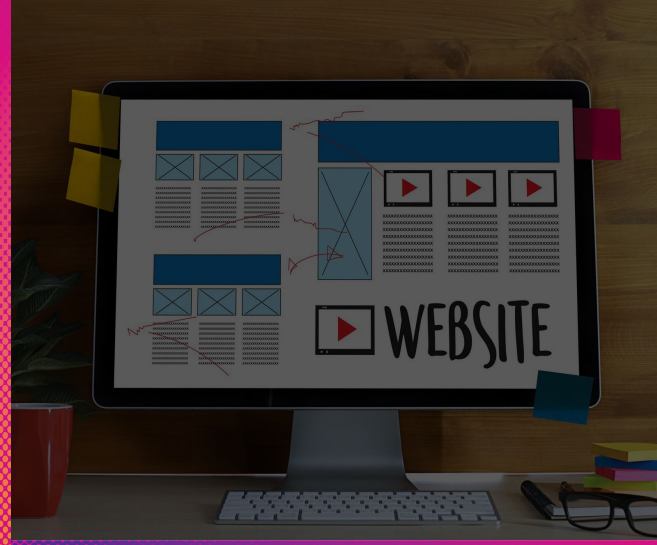
(part 2)



**OWNED
MEDIA.**







SEARCH ENGINE **OPTIMISATION**





SOCIAL MEDIA MANAGEMENT



SEARCH ENGINE OPTIMISATION





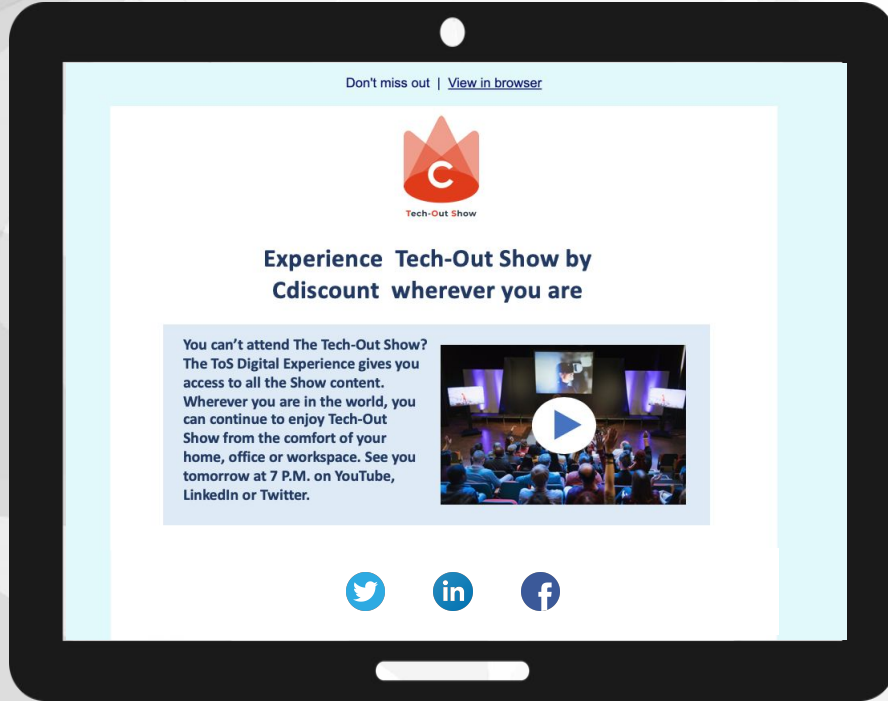
SOCIAL MEDIA MANAGEMENT



SEARCH ENGINE OPTIMISATION



YOUR OWN CHANNELS



Keep registrants informed

Activate people who don't react

Increase the in-event attendance
rate

Predict the number of persons
who will not attend the event




**EARNED
MEDIA.**



A man with a beard, wearing a blue button-down shirt and dark pants, is sitting on a brick ledge. He is holding and reading a newspaper. The background shows a brick wall and a window with a view of a brick building.

90% of high income earners are informed about current events

A man with a beard and a ponytail, wearing a light blue shirt and a dark tie, is driving a car. He is smiling and looking towards the right. His hands are on the steering wheel. The car's interior and a view of a white car outside are visible.

90% of high income earners listen to the radio mostly in the car

Communication Strategy.

(post-event)



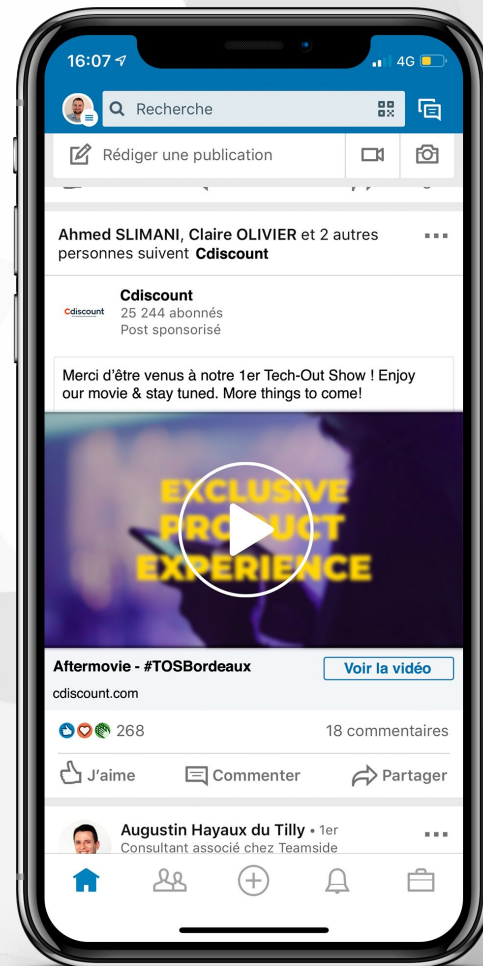
AWARENESS



1,9 M
VIEWS

COSTS

30K€



Gather all the ToS content

Create educational content

Segment: product/launch/tech

