

**MONT**  
**BLANC**



Clément BRICHON - Aurélien DIAS - Kévin LAGIER - Florentin MONTEIL - Victor RENARD - Jade WINTER

*10/11/13*

# *The team*



**Jade WINTER**  
*Project Manager*



**Vicot RENARD**  
*Designer / Writer*



**Clément BRICHON**  
*Artistic Director*



**Kévin LAGIER**  
*Artistic Director*



**Aurélien DIAS**  
*Creation Director*



**Florentin MONTEIL**  
*Technical Director*

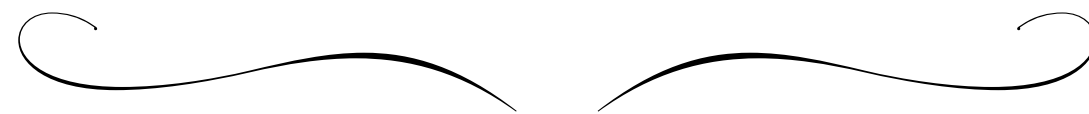
# *Let's start from the beginning*

## **FAME CAMPAIGN**

*Digital support as an environment expression*

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“ At the time we question our way of writing at school, Mont Blanc wants to take advantage of the full digital, and releases a campaign to highlight the place of writing in a connected world. ”



# *The brand*

Germany

Founded in 1906

Creation of crafted « writing instruments »

Diversification



# *Brand Analysis*

## PHYSIQUE

Star, perfection, engraving, resin,  
pearls, shining, home-made, black

## PERSONALITY

Pride, luxury, success,  
culture, quality, importance, elite

## MENTALISATION

worried about their image,  
proud, success, having style



## CULTURE

Craft, tradition, requirement, modernity,  
quality, know-how, exclusive,  
creator for a 100 years

## REFLECTION

masculine, trendy, mature,  
35 / 55 years old, elegant, well-off,  
manager, cultural/professional success

## RELATION

Customer loyalty, certified quality,  
fame, timelessness, authentic,  
transmission and tradition



# SWOT

*Assets*

*Handicaps*

*Intern*

**STRENGTHS**

Quality  
Traditional luxury  
Know-how (century)

**WEAKNESSES**

Employees training

*Market*

**OPPORTUNITIES**

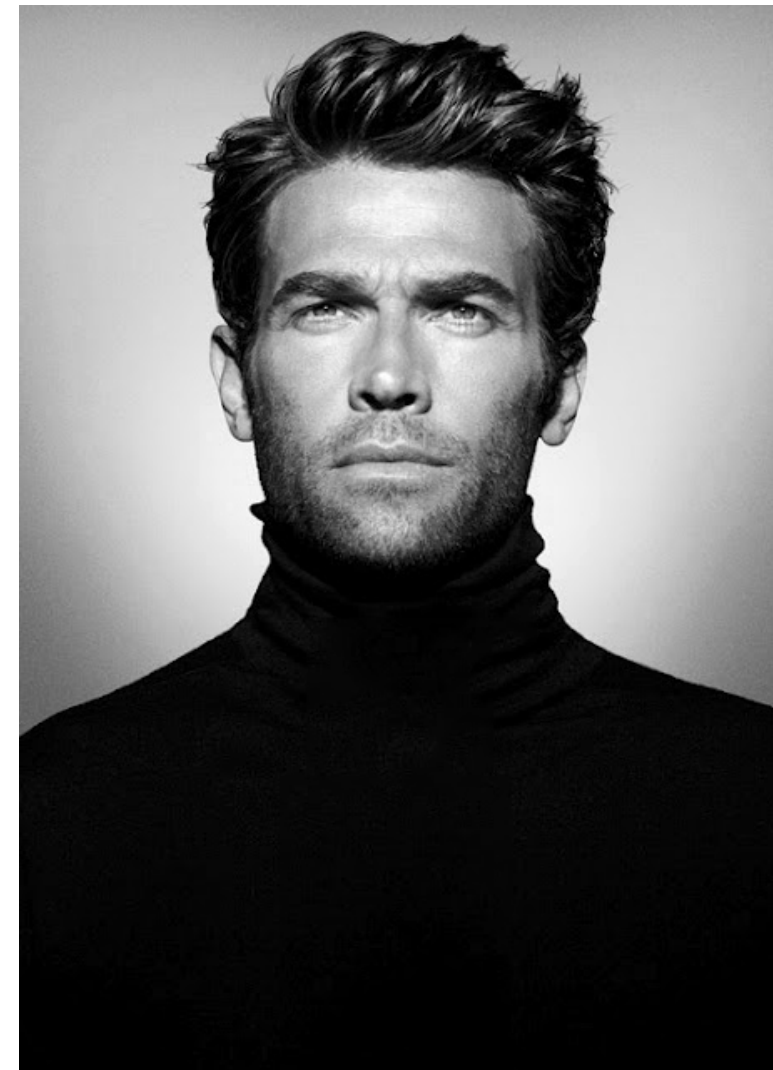
Fame  
Brand image  
Diversification  
Innovation

**THREADS**

Pen competition  
Target

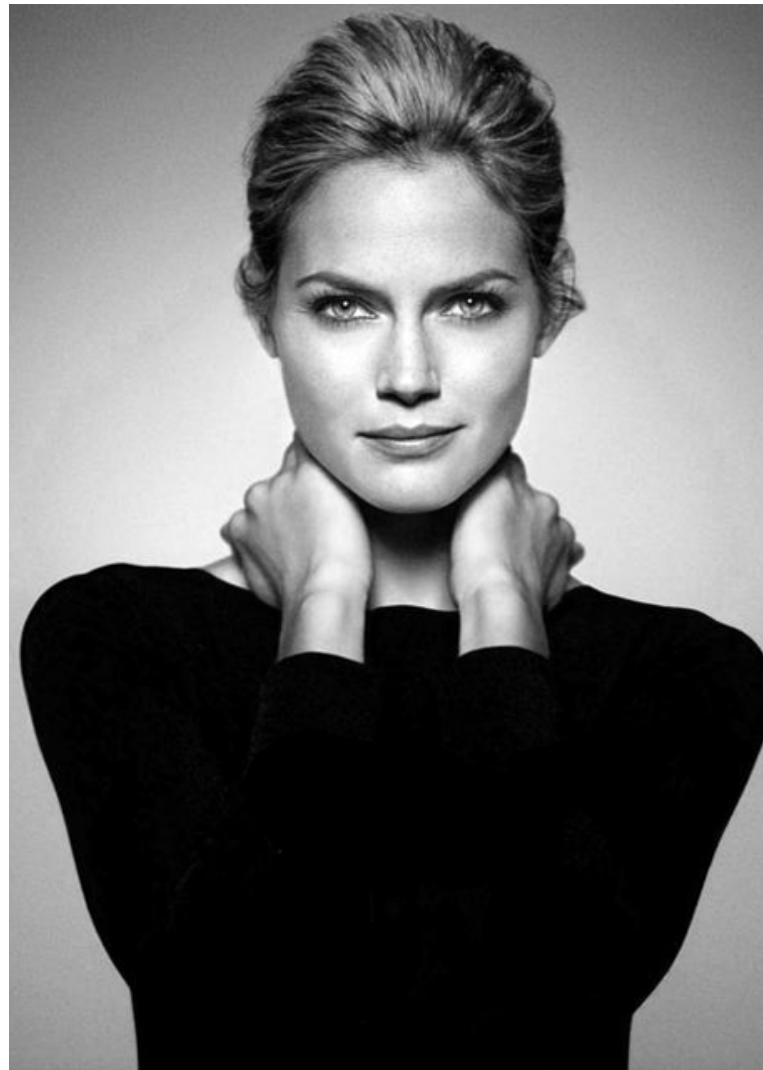
# *The Man by Mont Blanc*

- 35 years old or more
- Gentleman, urban, cultivated, refined, tourist
- Businessman
- Searching for an external sign of richness and social gratitude
- Searching a cultural brand, having true values
- Materialistic values/traditions in the family





# *The Woman by Mont Blanc*



- 30 to 40 years old
- Dynamic, affluent, inventive and having a high purchasing power
- Distinguished, elegant



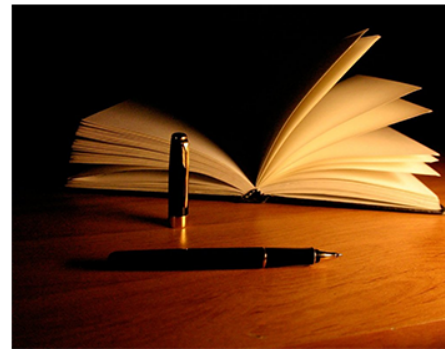
— made in Italy —

*S.T. Dupont*  
PARIS

MAÎTRE ORFÈVRE, LAQUEUR & MALLIETIER DEPUIS 1872



GRAF VON FABER-CASTELL



SHEAFFER  
America's Signature Pen



PARKER



VISCONTI  
FIRENZE  
THE WRITING RENAISSANCE

# The competitors

CSP++, managers,  
CEO, luxury

*S.T. Dupont*  
PARIS 1872



GRAF VON FABER-CASTELL



*Pelikan*



SHEAFFER.

WATERMAN



Specialized

General



PILOT  
Since 1918

CSP --, middle class

# *Report*

## **CHANGE OF MINDS :**

« All digital »

Abandon the learning of the writing in the USA  
The writing can't stop digital progression : it's a fact.  
New vision of the writing.

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## **PROBLEMS EVOLUTION :**

How to put digital in the service of writing through the image of Mont Blanc ?

How to restore writing ?

How to place Mont Blanc as a guide of the writing ?

# *Leave your mark*



Awareness of the evolution of writing  
Contribute to its rebirth  
Archive system

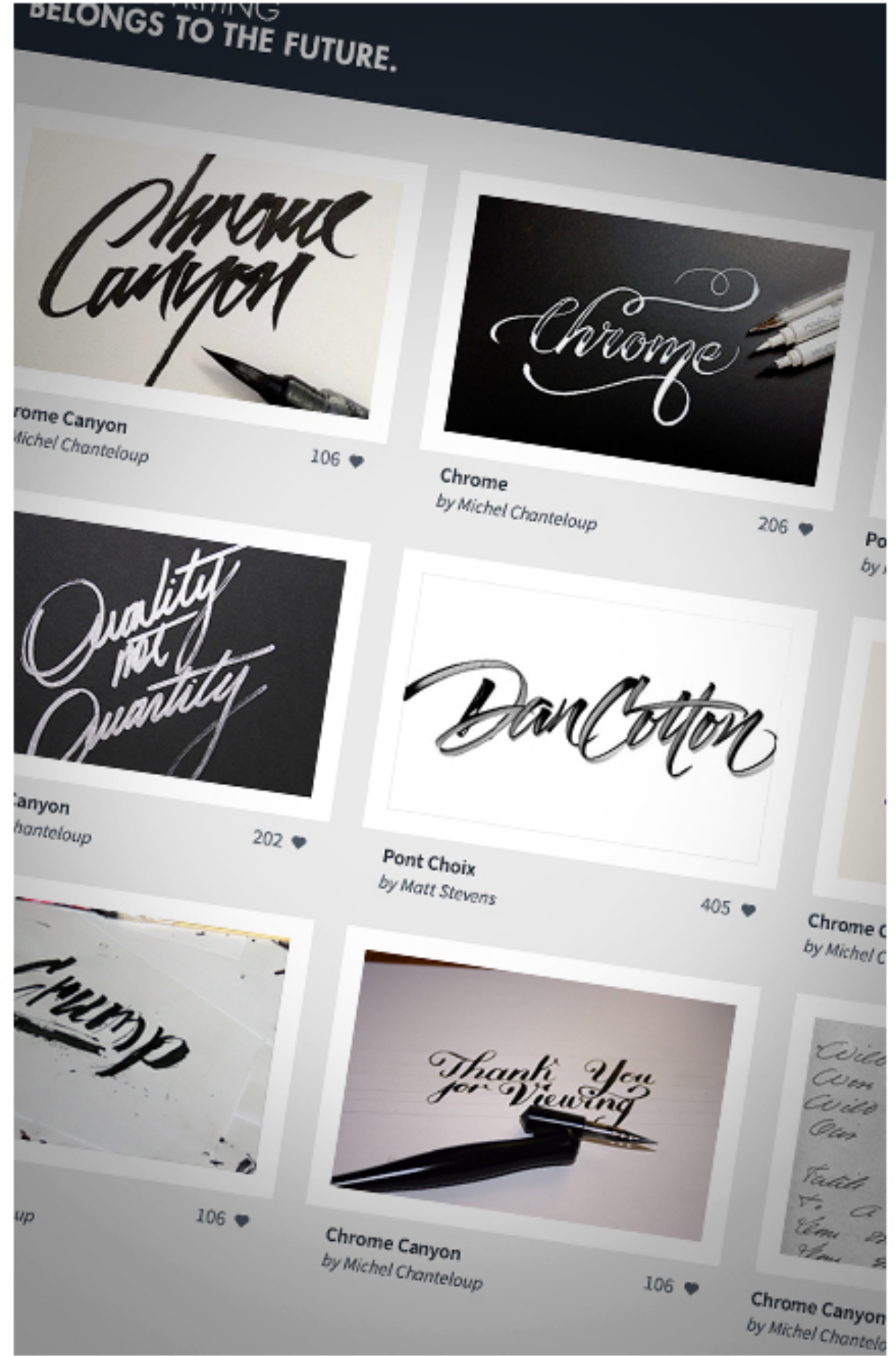
# *The summit of writing*

Evolution of writing

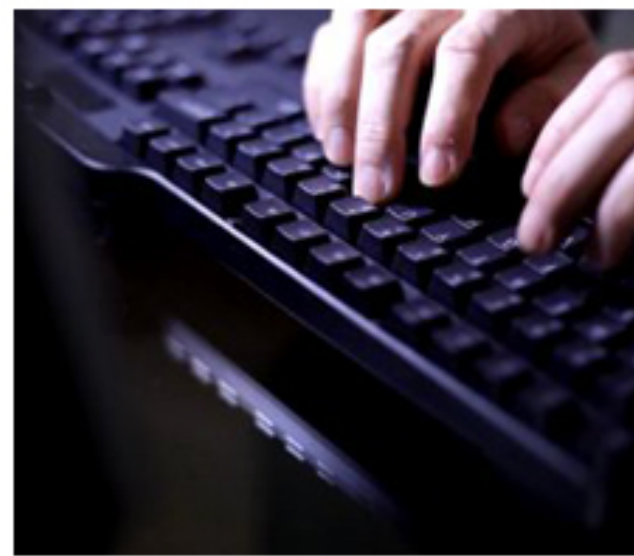
Reduction of pen sales

Encourage the new generations to implicate themselves on the « beautiful writing »



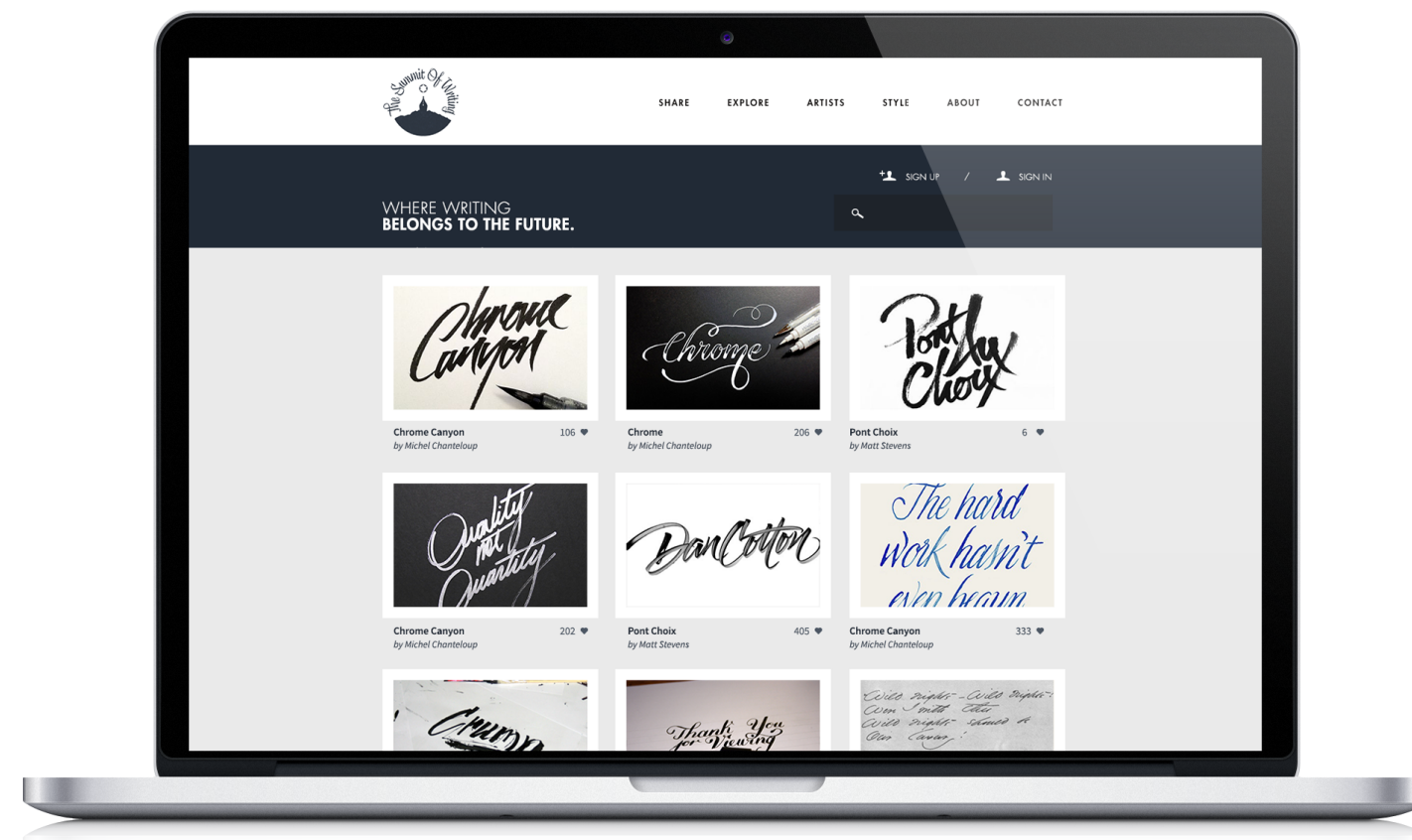


The hard  
work hasn't  
even begun



# *The summit of writing*

- Mont Blanc : the writing's guide
- Create a trend, a new writing rule
- Website : a new community contributing to a new writing
- The best of the digital comes from the traditional





# *The summit of writing*



The Summit Of Writing : The  
Exhibition

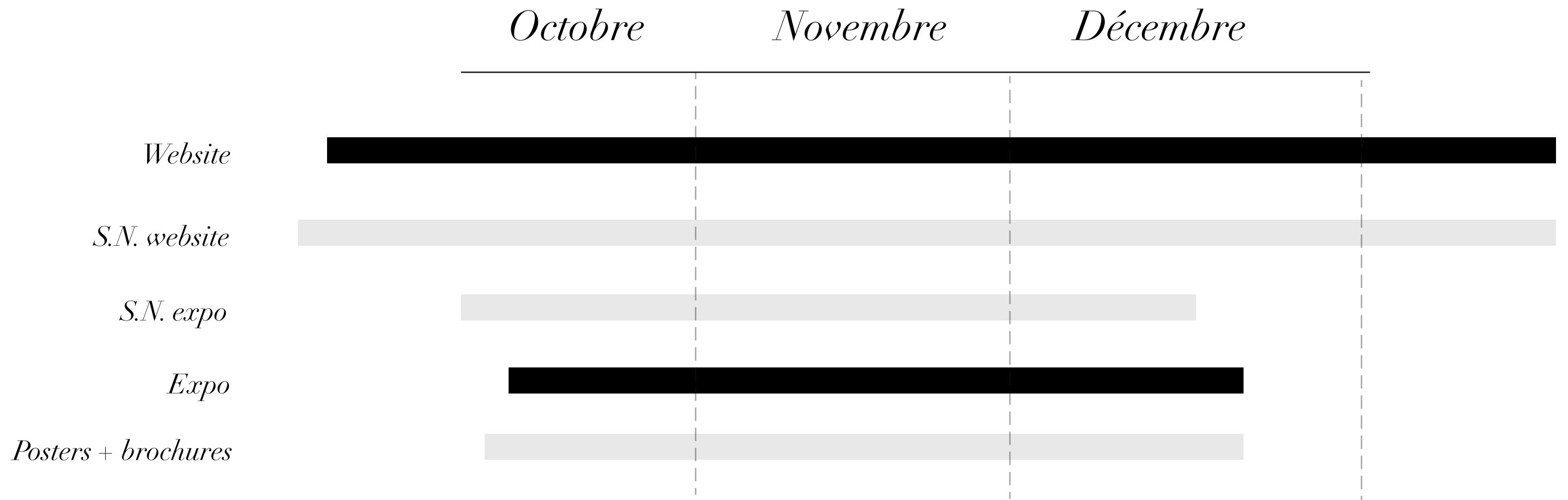
3-month long : from October to  
December

Place : Paris, MAM, Musée des lettres  
et manuscrits

# *Customer Touchpoint*



# *Planning*



# *Executive Summary*

Instead of keeping marks from the past, we will create marks to build the future.  
To shape this main idea, we have to create a new trend, so that our target will be interested and will convey it to the new generations.



# *Executive Summary*

After the creation of the website, the campaign will also launch a special exhibition, allowing anyone to discover the new « beautiful writing ».

Posters will be made for this occasion, and make the brand look different.

If the exhibition is a success, there is a possibility to do it again, but in several countries.



Thank  
You