



THE MUZES

THE MUZES

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WHAT WE DO

BRAND STRATEGY

*Brand DNA
Brand Expression
Team training*

BRAND ACTIVATION

*Big Idea
Launch strategy
Content creation
Social Media management*

BRAND DIGITALISATION

*Digital strategy
Website
Webmarketing
Direct-to-Consumer*

AN INTERNATIONAL CLIENTELE SPREAD OVER 7 ACTIVITY AREAS

THE MUZES



L'ORÉAL
PARIS

Rowenta



RICHEMONT



Moulinex



DIESEL



VICHY
LABORATOIRES

ULYSSE NARDIN

Tefal

Columbia

L'ORÉAL
MEN EXPERT

σtpg

KRUPS

La Clusaz
Haute Savoie - France

LANCÔME
PARIS

INTERSPORT

RALPH LAUREN

LE GRAND
BORNAND

NTN SNR

EIDER

EUROCOMMERCIAL

somfy

FAVRE-LEUBA

TAGHeuer
SWISS MADE SINCE 1860



FREDERIQUE CONSTANT
GENEVE

StudioLine^{NEW}

Portes du Soleil
Ski & Bike

CLIO
by RIP CURL



wed'ze

Val d'Isère



CORUM
LA CHAUX-DE-FONDS - SUISSE

calor

WATF
FOR NOW

les cinémas
GAUMONT
PATHE!

L'ORÉAL
BRANDSTORM

idéalp
sport

GRUPE
BEAUMANOIR

SPEED GROUP
INNOVATIVE MONOFILAMENTS

1ST CONSULTING HUB 100% DEDICATED...

...TO DESIGN AND GUIDE BRANDS INTO NEW
ECONOMIC, TECHNOLOGICAL, ECOLOGICAL
AND SOCIAL AREAS.

The MUZES is defined as being collaborative, educational, creator of wealth, networks, values. A determination: detect, understand and analyze the weak signals which, over the past 15 years, have transformed all business models in unprecedented ways.

THE KEY TO GROWTH FOR THE COMPANY OF TOMORROW?...

...THE INNOVATION CAPACITY MIXED
WITH THE EXECUTION SPEED.

The Muzes was born out of a desire to bring together business leaders and top managers around new methods to initiate, manage and boost the transformation of brands.



A HQ BASED IN THE HEART OF EUROPE...

... NEAR THE ALPS BETWEEN FRANCE AND
SWITZERLAND, AS THE BREEDING GROUND OF
OUR CONVICTIONS.

The ambition is twofold:

- *Connect and activate all the talents of these territories to keep preparing for the coming decade.*
- *Enrich and boost our recommendation capacity thanks to the strong international culture of our teams.*

OUR PROJECTS

THE MUZES HAS BEEN SUPPORTING
INTERNATIONAL BRANDS SINCE 2007 IN
MORE THAN 7 BUSINESS SECTORS.

*Different DNAs and
Go-To-Market issues.
A common point?
Innovation and
creativity.*

JECTS





D U O L A B

Brand strategy & digital
activation

CHALLENGE

A NEW BRAND PROMISE

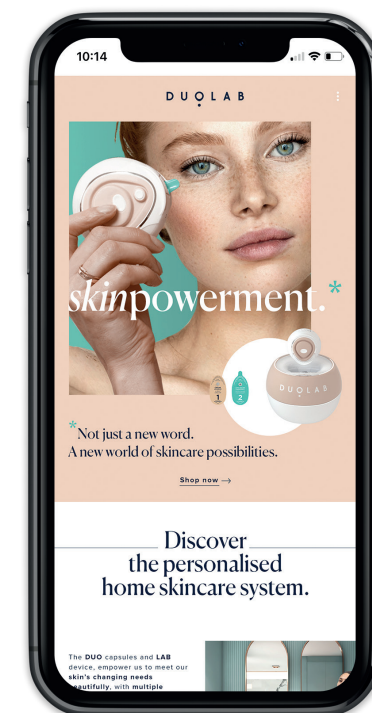
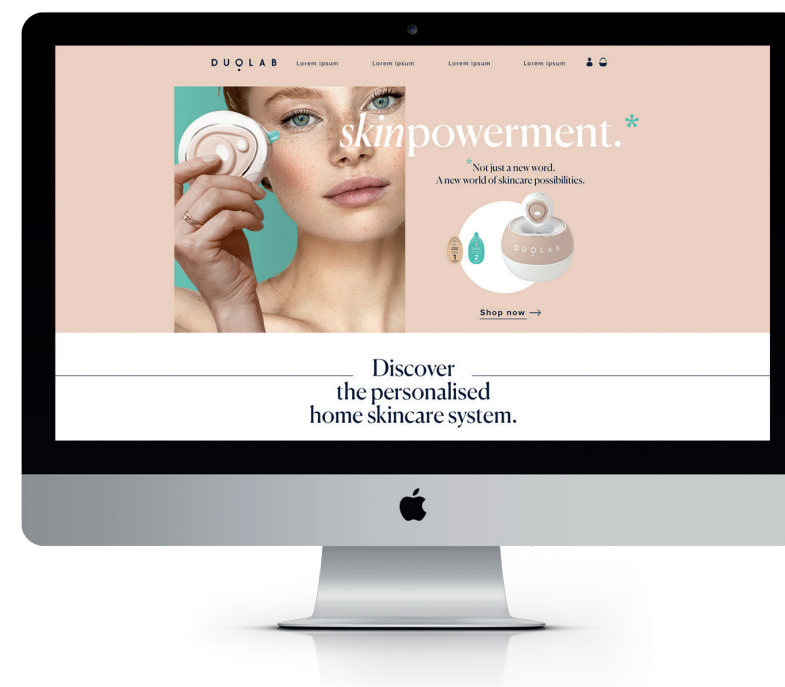
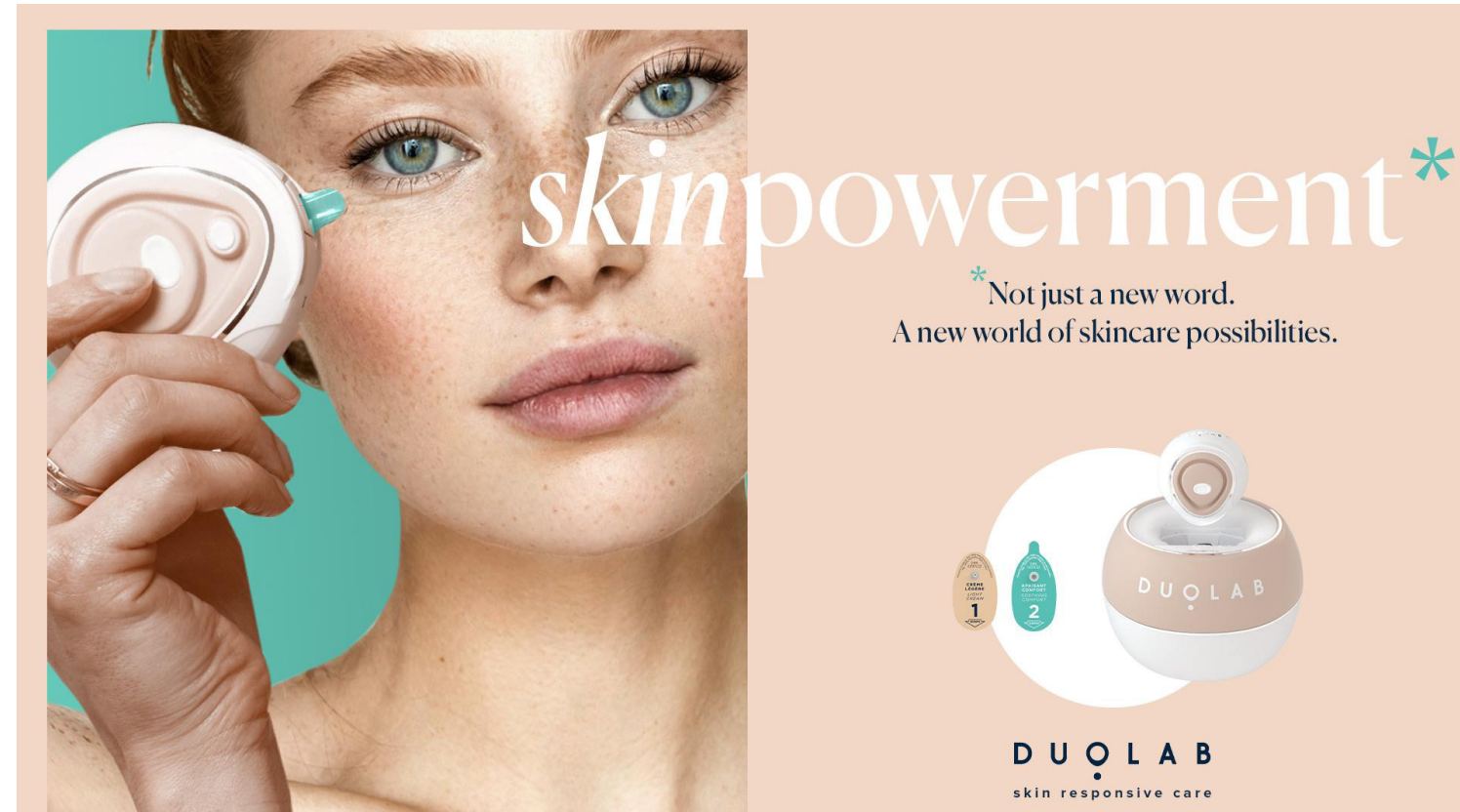
Duolab, a startup in the beauty tech industry within the l'Occitane group, disrupts the idea of skincare routine with their revolutionary product: a technology that enables you to freshly blend your personalised skincare everyday to respond to your skin's changing needs. However, in the mix, a key ingredient was missing : a strong brand promise. The Muzes' mission was to define a clear WHY that would guide what they do, how they do it internally, and their Go to Market strategy. While leaving room for growth and a realm of possibilities.



ANSWER

SKINPOWERMENT... NOT JUST A NEW WORD

Not only did we create a new word, but also made a new promise that aligns values, products, communication, and Go to Market with a wider purpose. Our extensive consumer research with interviews and workshops helped us put the consumer first and emphasise on emotional benefits. To show how our brand promise is communicated we revamped the UI/ UX design on the HomePage of the new eComm Europe.

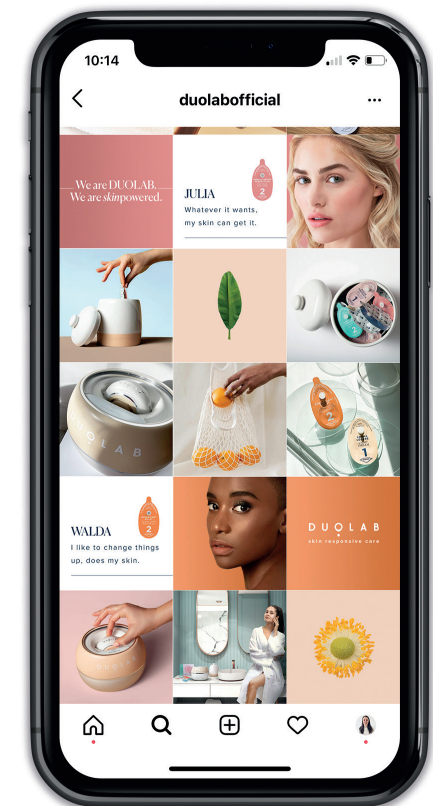
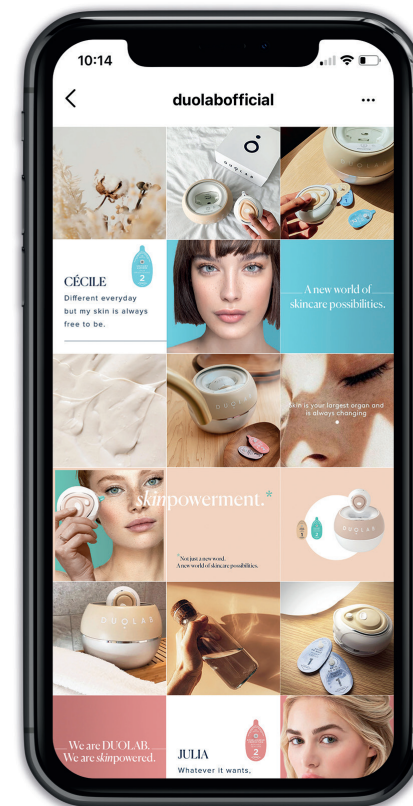


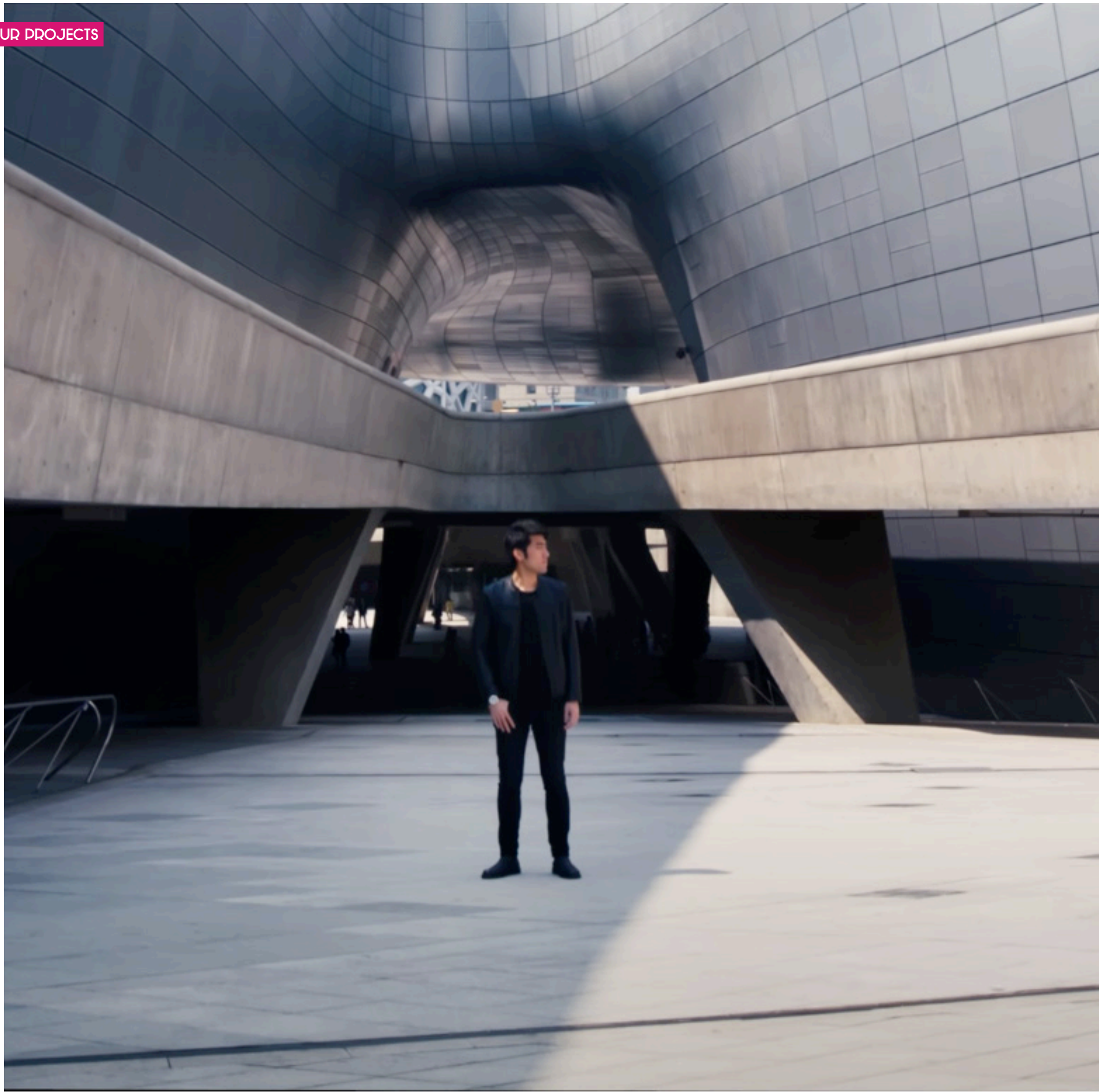
RESULTS

UNLIMITED (SKINCARE) POSSIBILITIES

Duolab now has a clean promise empowering its consumers with unlimited skincare possibilities. It also provides a clear direction of growth for internal teams. The blend of a new brand, website, and community, resulted in an increase in the number of skinpowered women with each their skin-stories.

OUR PROJECTS





MAURICE LACROIX

Manufacture Horlogère Suisse

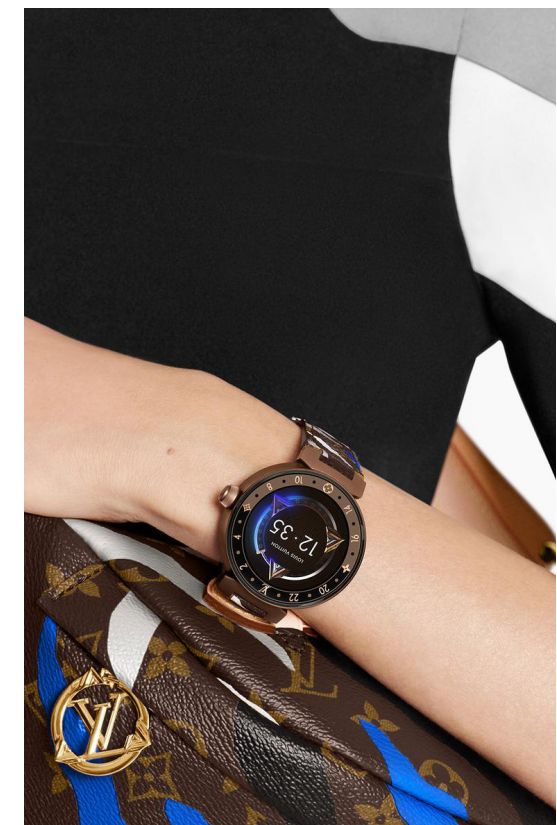
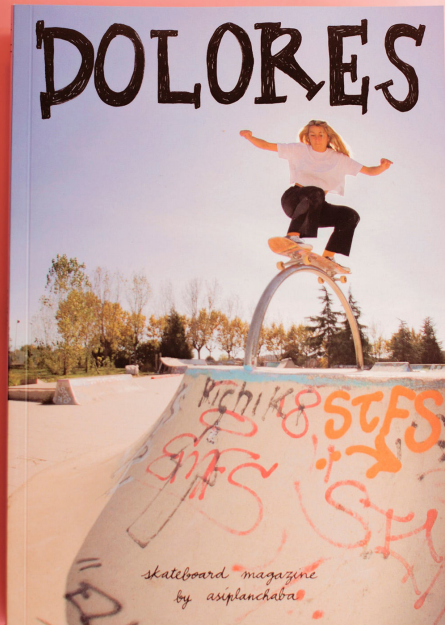
Digital & socials trends

CHALLENGE

**DON'T DO DIGITAL BUT SELL AND
COMMUNICATE LIKE YOU DO**

How do you keep the attention and interest of millenials and genZ on their wrist and not on their phone? In this digital era, the clock was ticking to find a new way to communicate and sell to the new generations.

OUR PROJECTS



ANSWER

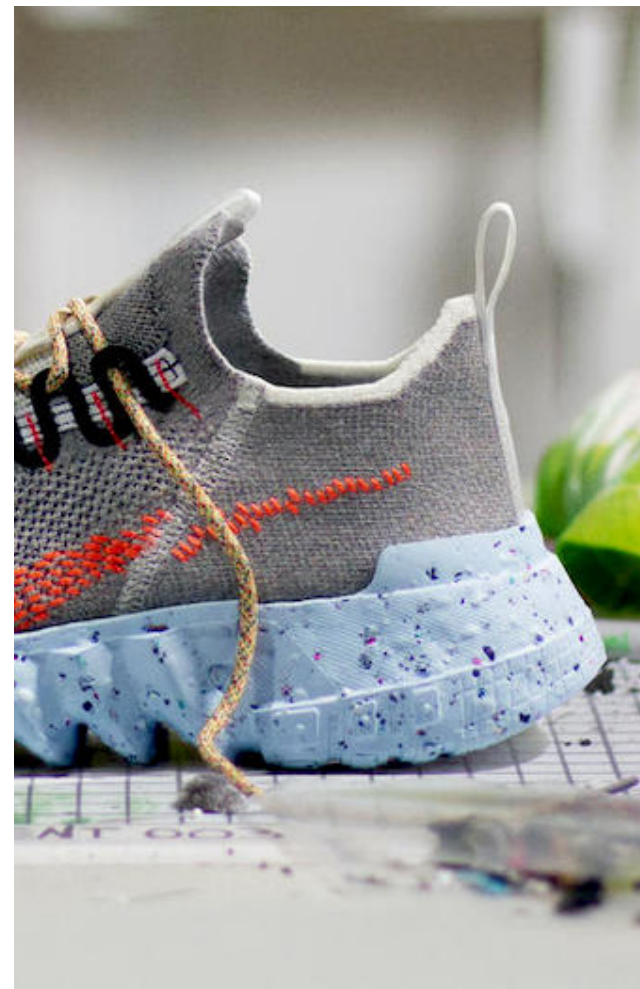
DIGITALIZATION OF THEIR BRAND PLATFORM

The Muzes' first step was understanding the target consumers' desires and behaviours. This involved analysing their interactions with new technological trends, influencers, and consumer experiences. The best tools and cases were summarised in «ready to activate ideas» aligned with their Urban Active Spirit brand positioning.

RESULTS

A FRESH URBAN ACTIVE SPIRIT

To come full circle we wired together augmented contents, extended personalised experiences, AI-powered consumer engagement, video games, and influencers. We handed the team clear lines of actions and operations for growth and efficient communication. All to engage and satisfy the Urban Active Spirits out there.





Sopalin®

Creative concept & digital
brand activation

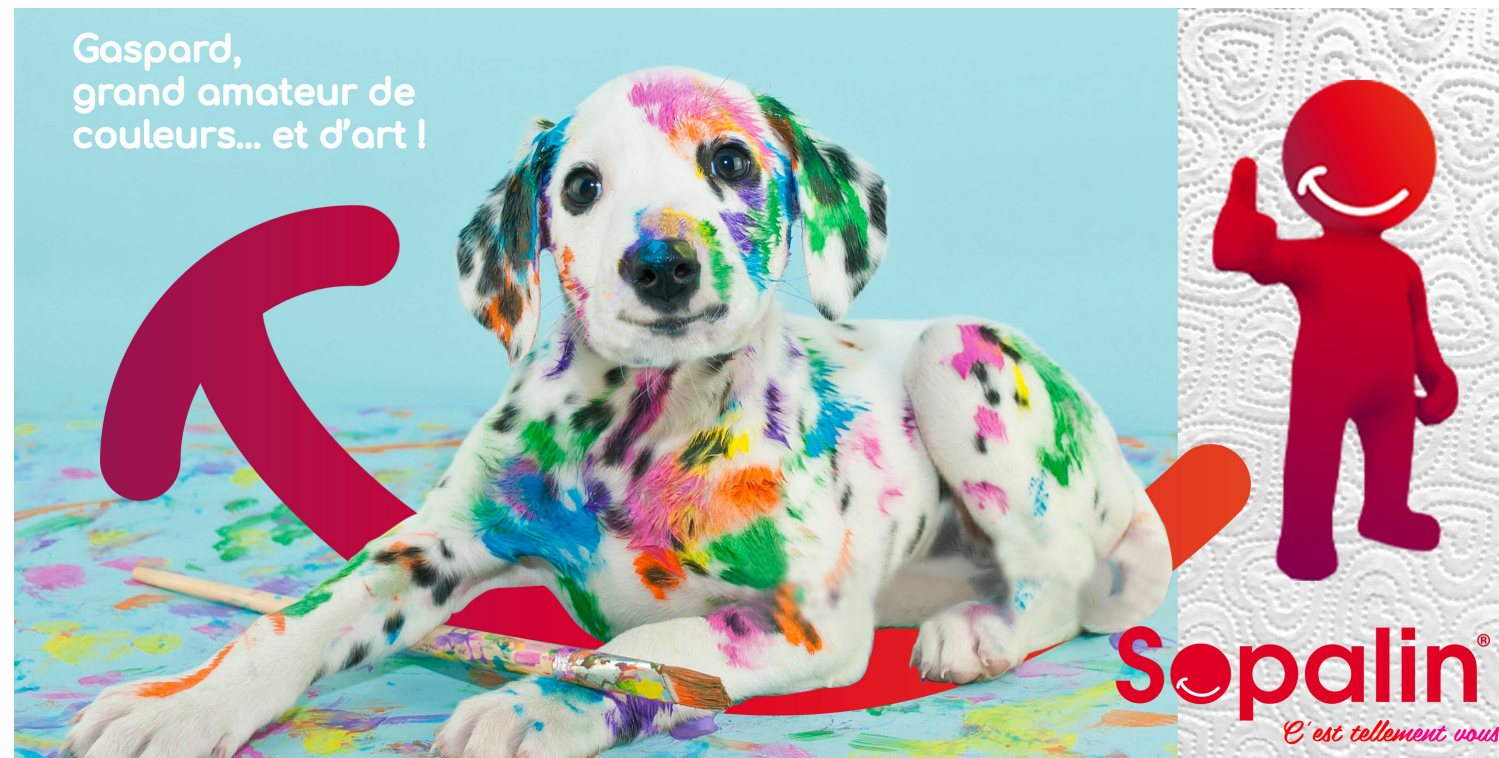
CHALLENGE

REBOOST AN ICONIC BRAND

Ever used «a Sopalin» to describe any paper towel, regardless of the brand? If so, this makes Sopalin an antonomasia brand in its category.

The Muzes therefore had to roll-out a plan to redynamise the brand by targetting and engaging a younger population.

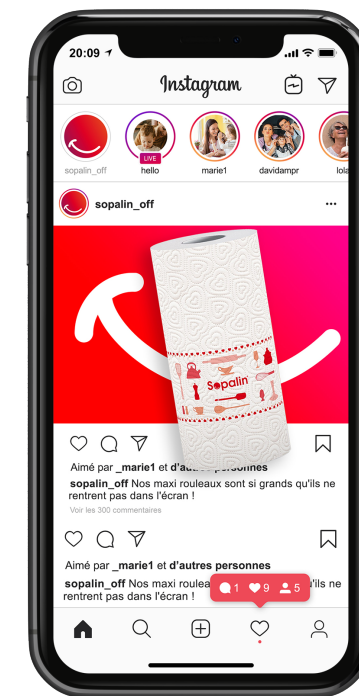
OUR PROJECTS



ANSWER

CAPITALISE ON THE BRAND

For such a big brand we needed a big idea. On the one hand we focused on strategic planning by unfolding the brand's history. On the other, we listened to consumers (especially their positive energy) to maximize emotional connection. The mix of the two led to effective compaigning, capitalising on the brand and each consumer's uniqueness.

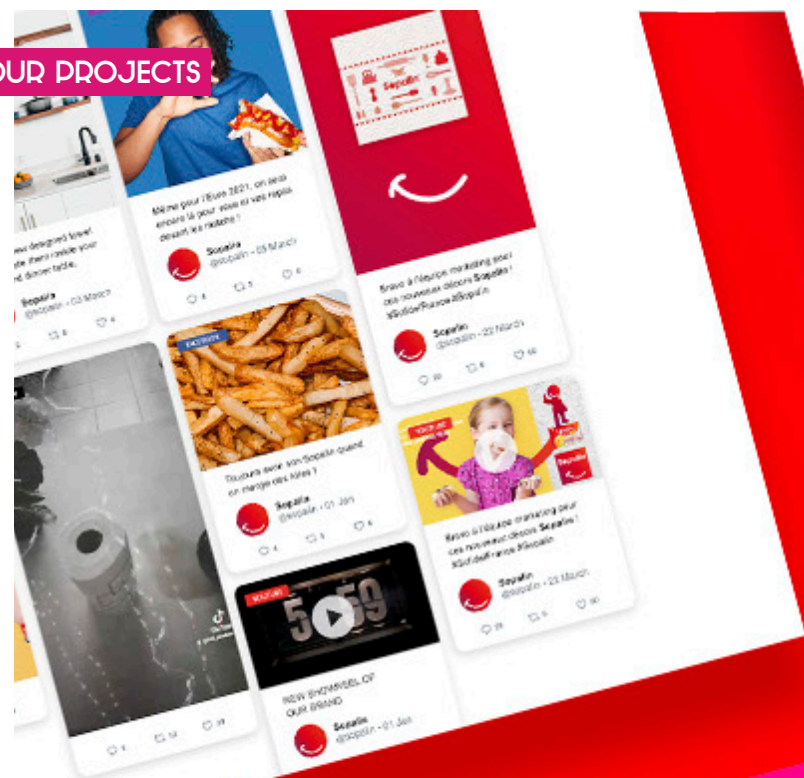


RESULTS

IT'S UNIQUELY YOU

With Sopalin there is no need to hide your daily flaws and stains, because they make you, you. To communicate on this brand promise we revamped the website with positive energy and engaged all populations on social media. Our campaign emphasized on emotions to strengthen the relationship between consumer and the reboosted brand.

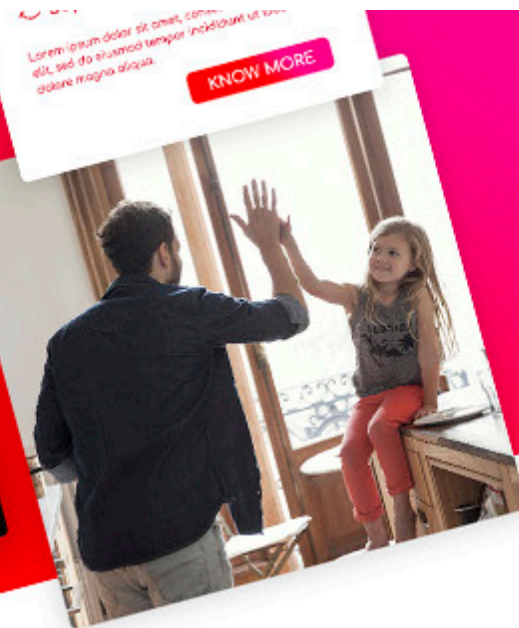
OUR PROJECTS



OUR PRODUCTS

Découvrez nos produits !
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KNOW MORE



KNOW MORE



OUR AMBASSADORS

Ils en parlent !
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KNOW MORE

About us
Our advices
Our ambassadors

Sopalin

C'est tellement vous
Votre compagnon du quotidien depuis plus de 70 ans. Parce que Sopalin, c'est nous, mais c'est surtout vous, tellement vous.

KNOW MORE

ABOUT US

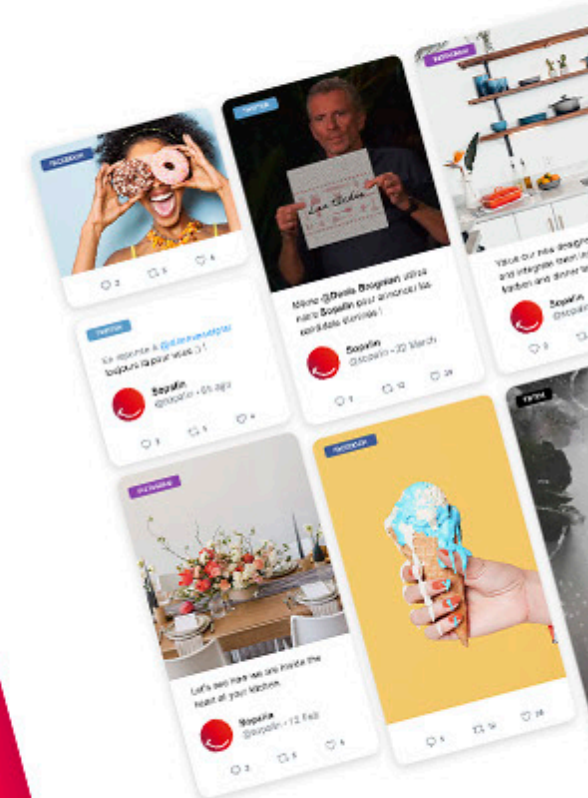
Sopalin, au cœur du quotidien
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KNOW MORE



Sopalin

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Sopalin

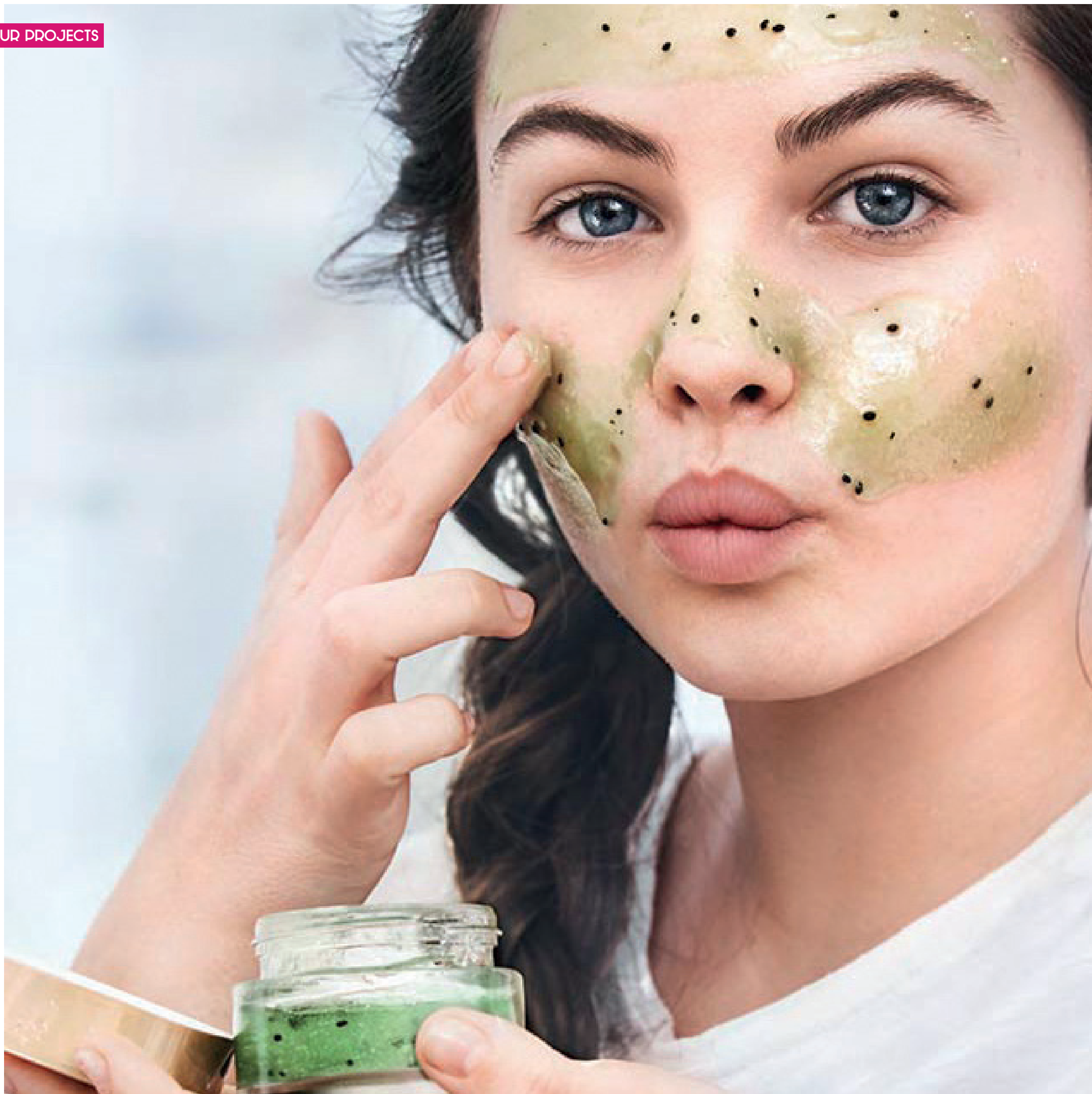
C'est tellement vous
Votre compagnon du quotidien depuis plus de 70 ans. Parce que Sopalin, c'est nous, mais c'est surtout vous, tellement vous.

1 2 3 4 5

Sopalin

Our products





L'ORÉAL
PARIS

Digitalisation Go To Market

CHALLENGE

BLENDING INNOVATION AND USER-CENTRISM

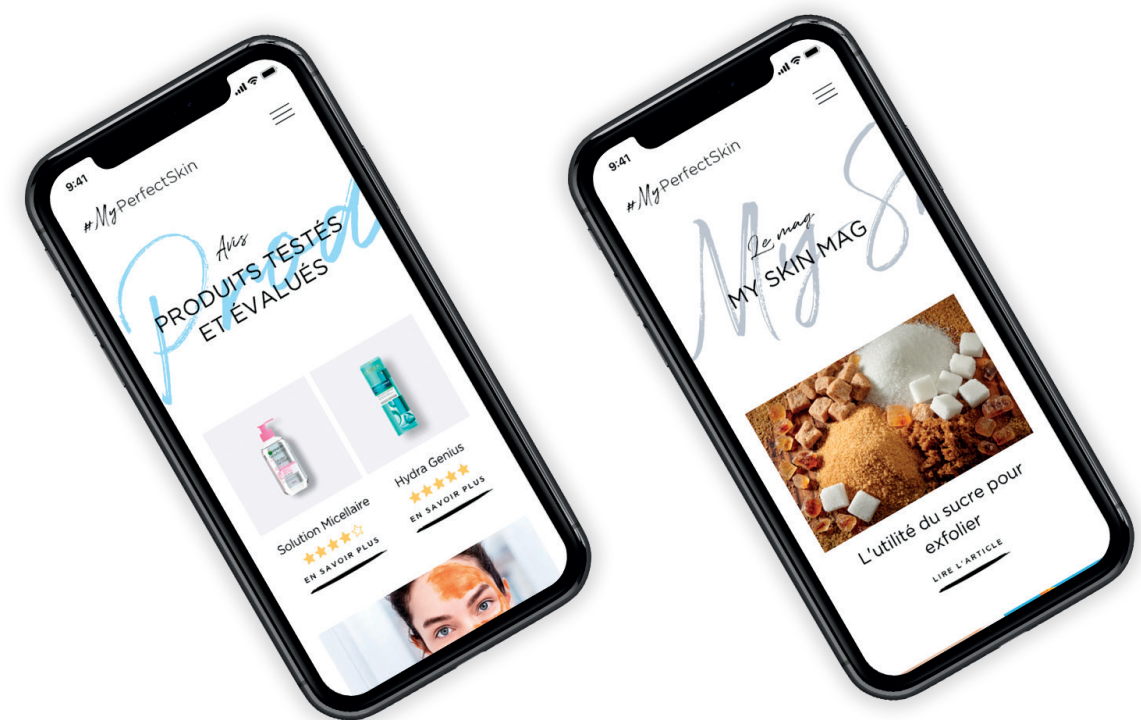
How to become a skincare partner for digital consumers? In 2014, the MUZ agency supported the Garnier and L'Oréal brands in an avant-garde digital approach. While the concept seemed innovative, it quickly demonstrated its relevance and performance.



ANSWER

A digital platform «pull»

The agency definitely wanted to go beyond a classic brand site, to create a digital space focused on the needs and expectations of the consumer. At the heart of the concept? An innovative valorization of the consumer placed at the center of the campaigns via a social wall, product tests, and contests. Contrary to a classic brand site, this website model was the object of a «pull» and «low branded» strategy. Creating a digital platform that sticks to user trends thanks to Google queries, while respecting the digital strategy of the L'Oréal group; such was the agency's approach. In terms of liveliness, the site benefited from a real dynamic with the launch of product tests, editorial and lifestyle content, the integration of new products and beauty routines, and the mailing of targeted newsletters.



RESULTS

+30% unique visitors!

One year after going online, the MyPerfectSkin platform has become a true consumer partner. The brand has stepped back to focus on the expectations of its audience. A success that generated 30% more unique visitors to the brand's site and a 20% return visitor rate; proof of the relevance of the content and campaigns conducted.

rien de nos conseils
beauté et actualités !

Adresse email

☐ Je souhaite recevoir les emails et les newsletters MyPerfectSkin.

JE M'INSCRIS

#MyPerfectSkin

Mentions légales

Données personnelles

Contact



MyPerfectSkin

Je découvre
MA ROUTINE
ADAPTÉE

C'EST PAR ICI



Je m'inscris
Je deviens testeuse Sugar
Scrubs en exclusivité
100 testeuses recherchées

JE PARTICIPE

LE MATIN

1

2

3

1. NETTOYER ET TONIFIER



Solution Micellaire



EN SAVOIR PLUS

Prélèves deux gouttes d'Hydra
Genius et applique les délicatement
sur ta peau en commençant par le
menton et en remontant doucement.

Je me l'offre

ACHETER



Rowenta calor

Product launch

CHALLENGE

Supporting the launch of international innovations

It was during its exploration of new ways of ironing and smoothing out clothes that the idea of creating an innovative solution to iron clothes differently emerged. An innovation named IXEO and supported by the leading brand in this field, CALOR. Co-piloted with MUZ Agency, this launch project has been the subject of cross-functional support: from upstream strategy to content creation, digital and in-store activations, for France and Europe.

OUR PROJECTS



ANSWER

IXEO, a new way of ironing/smoothing out.

After a reflection phase on product naming based on the product's innovative features, the agency was able to orient the CALOR brand on its strategy. The result was a creative concept with impactful storytelling aimed at a well-defined segment: the high-tech target (which is also extremely sensitive to design!). Building and translating a selling story that allows the product to be used by its target audience was the key to the success of this launch. The interior design of the packaging, for example, allowed us to respond to two consumer issues: re-enchanting unboxing and supporting product handling. Deployed on all on- and offline touchpoints, the content strategy then fed into the entire B2B and B2C marketing strategy.

RESULTS

IXEO's success story

It caught on very quickly. Especially thanks to a community of early adopters who were able to test the product very early and share their experience on social networks. The success story of this launch has continued with a roll-out on European markets in September 2019.





Tefal

Social Media content
creation

CHALLENGE

IT'S THAT TIME OF THE YEAR AGAIN...

Christmas, all the children are looking forward to it... and the brands too! But then, how to stand out on social networks in this crimson ocean? This is the mission of MUZ Agency: to accompany the Groupe SEB and its Tefal range in festive and above all differentiating communication. «

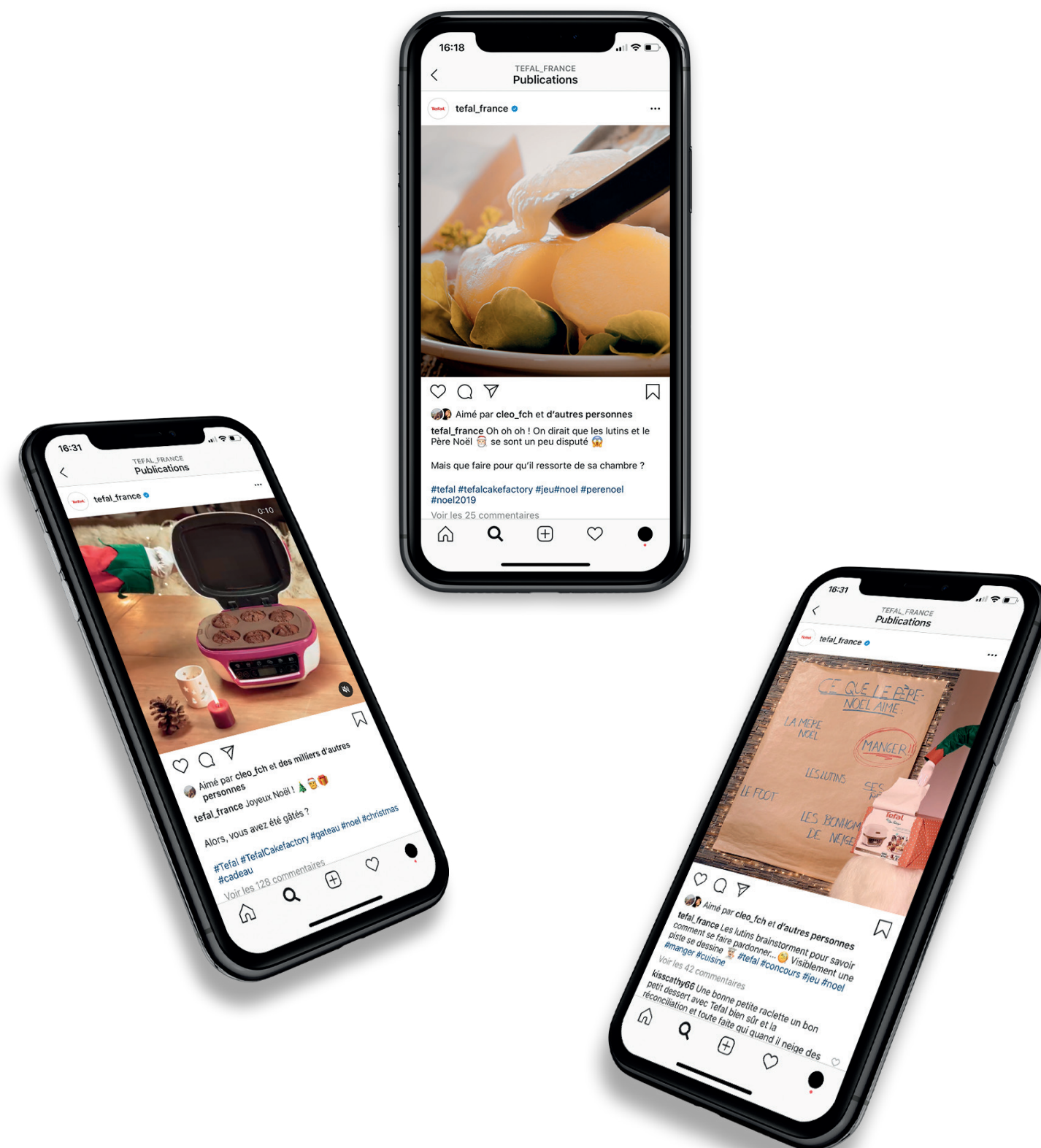
OUR PROJECTS



ANSWER

A balance between Christmas magic and reality

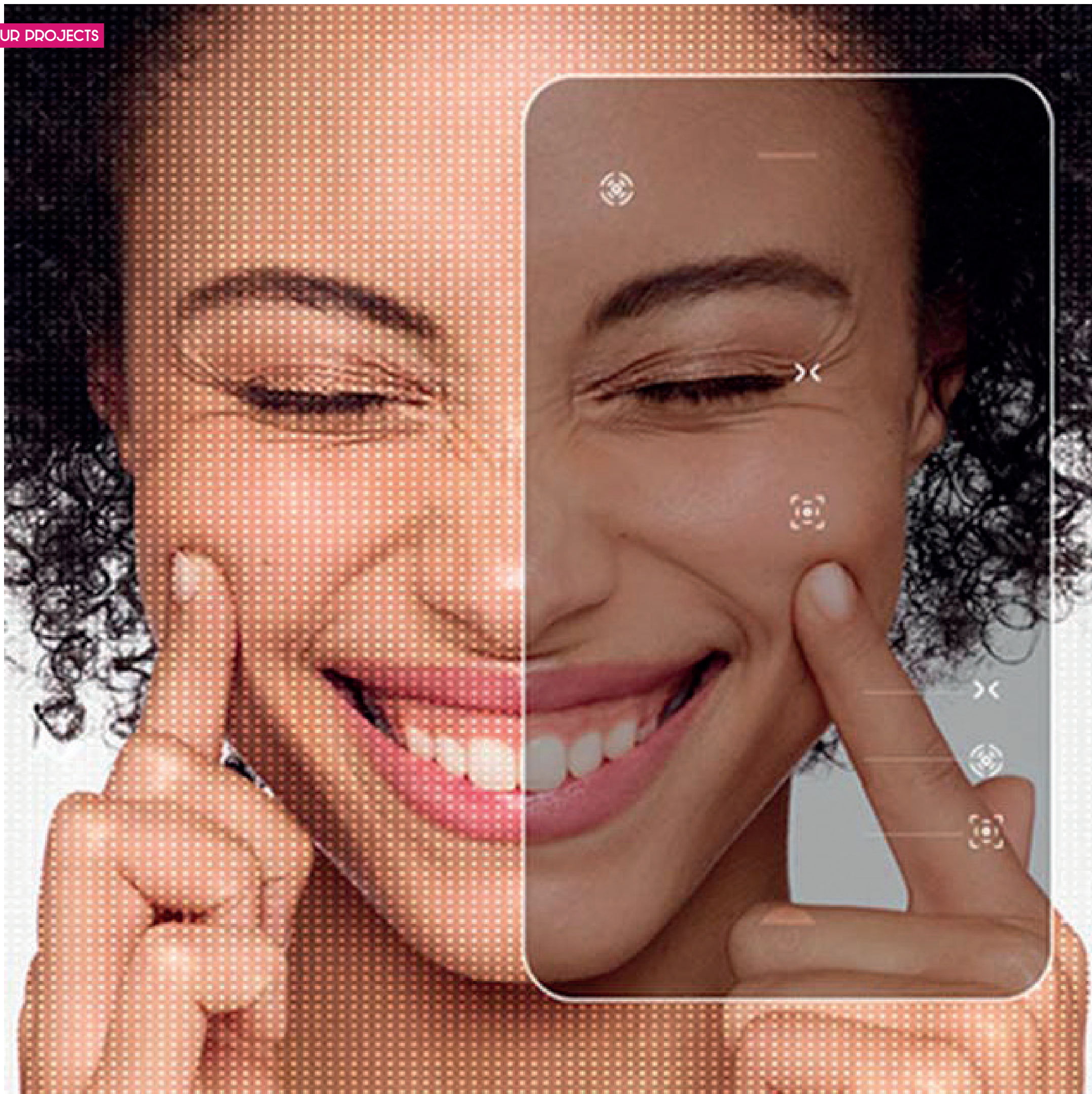
Christmas has its codes, of course, but the brand's DNA must not be erased behind the pretty decorations. To do this, the brand content teams have chosen to strike the right balance between fantasy and reality, putting real Tefal products directly in the hands of Santa's elves. The pretty story was broken down into a multitude of posts to last several days on the networks. These daily encounters with the Tefal community have made more than one person want to give great gifts for Christmas!



RESULTS

Magic KPIs

Tefal's Christmas digital activity campaign has reached a cumulative reach of 10 million people and 50,000 engagements in total. The cherry on the cake: as a bonus, Tefal surpassed the 30,000 followers mark on Instagram. While the brand spoiled its community, it also had a great Christmas!



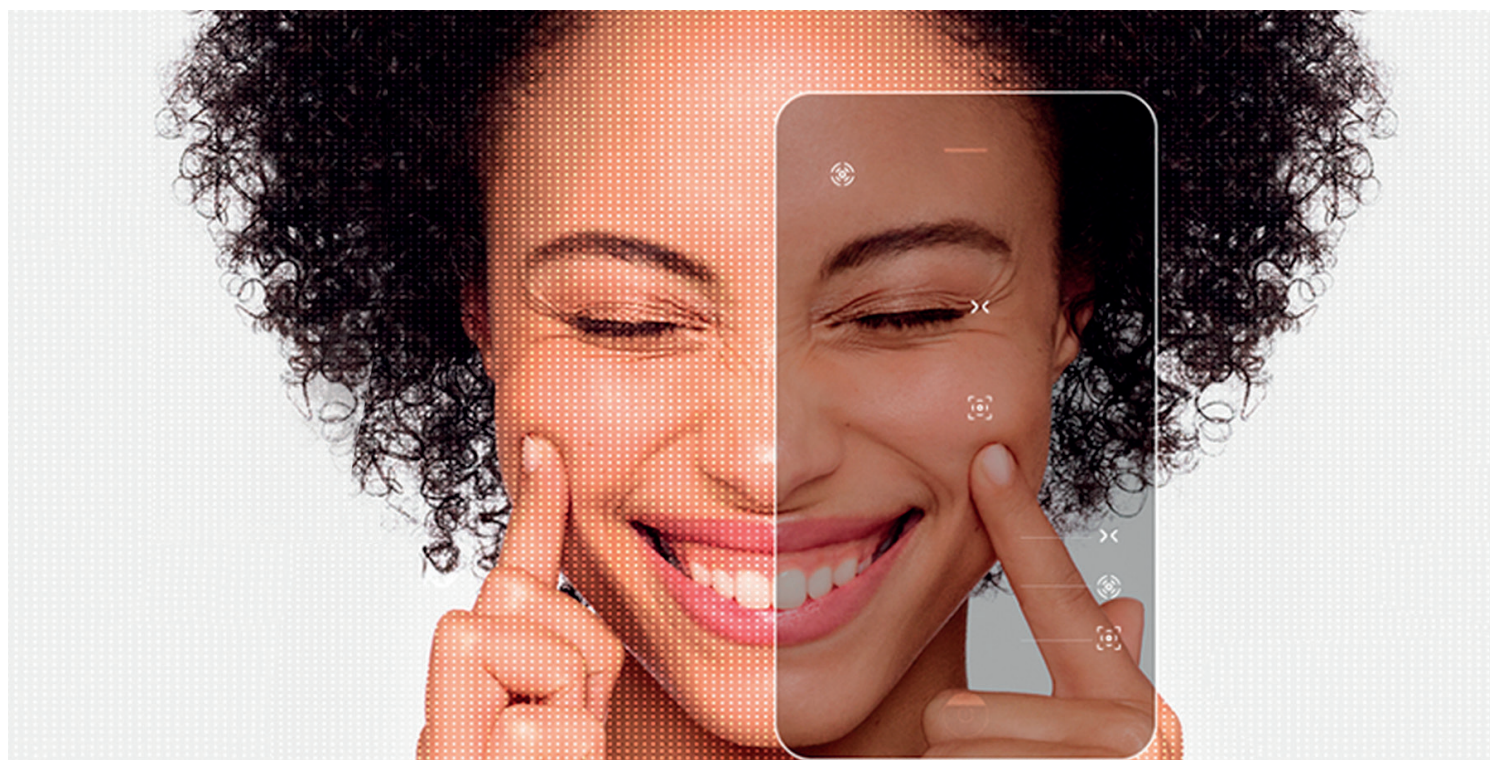
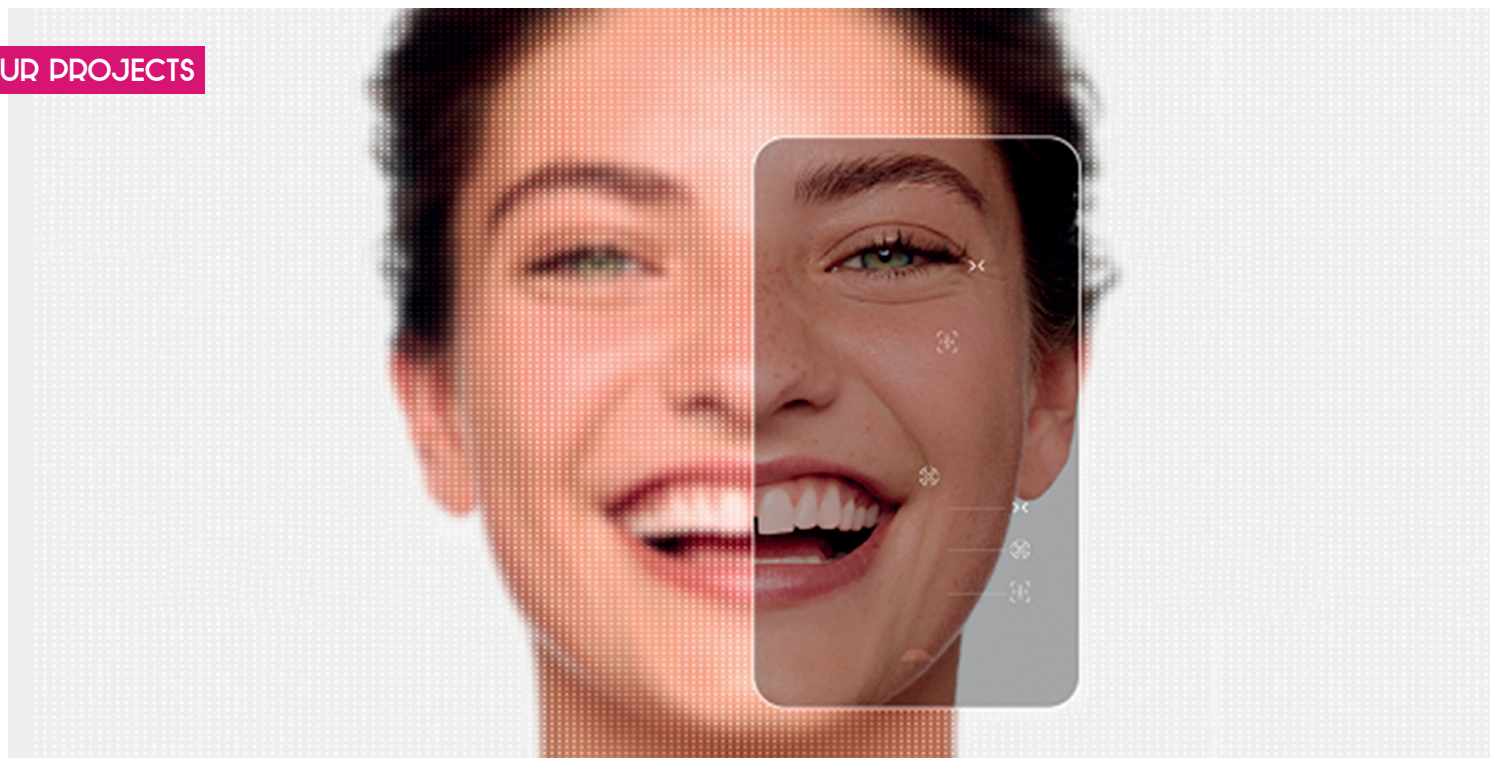
L'ORÉAL **BRANDSTORM**

HR support

CHALLENGE

Sourcing new and young talents

How to boost innovation within the L'Oréal group? How can we better embrace the expectations of millenials? And how to attract new talent? Like every year, L'Oréal Switzerland participates in the international Brandstorm challenge; and for the 4th consecutive year, the MUZ agency is proud to be working alongside the teams to promote the attractiveness of L'Oréal Switzerland as an employer brand. A look back at an extraordinary competition driven by creativity».



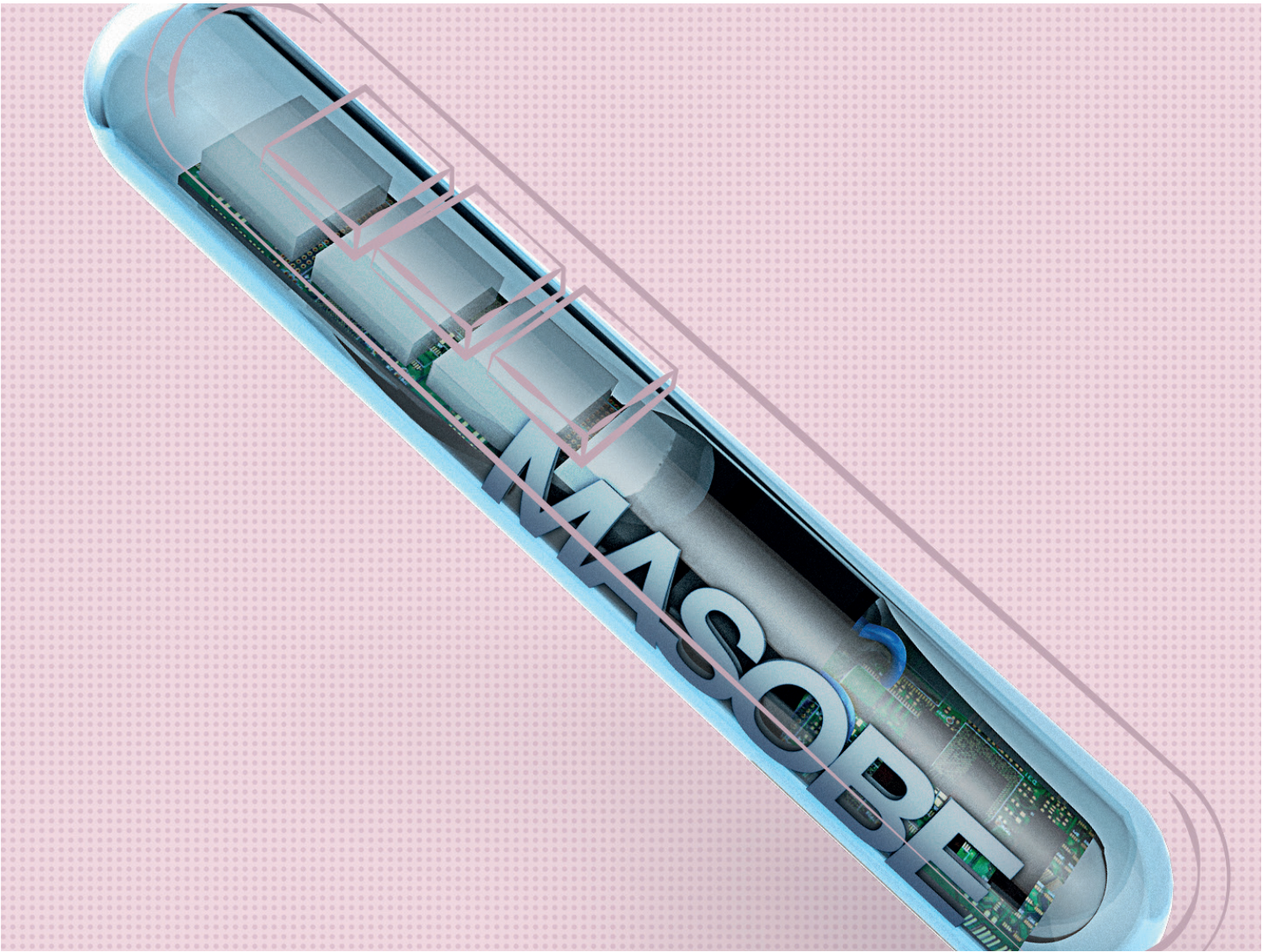
ANSWER

For the 2019 edition, the teams had to bring new solutions to the Active Cosmetics division in terms of user experience to guide the consumer towards his ideal product. And as in every edition, the competition is tight. As a partner of L'Oréal Switzerland, the role of the MUZ agency is twofold. In addition to providing strategic advice on project ideas, fed by exchanges with students and the brand, the agency has accompanied the participating teams on a whole creative aspect. The idea? To visually translate project ideas into marketed concepts.



RESULTS

Masobé is the name of the winning Swiss team for the year 2019. It represented Switzerland during the world final in Paris by finishing 12th out of 53. A very positive edition which gathered this year more than 40 000 students around the world. For its part, the HR department of L'Oréal Switzerland was delighted to have reiterated its participation because Brandstorm represents a key project to recruit new profiles in a very atypical way. This annual event contributes to L'Oréal's employer image by allowing young talents to discover the company, its challenges and its culture «from the inside».





Content creation and
community management

CHALLENGE

**TO ENLIVEN A COMMUNITY OF ENTHUSIASTS
DAILY!**

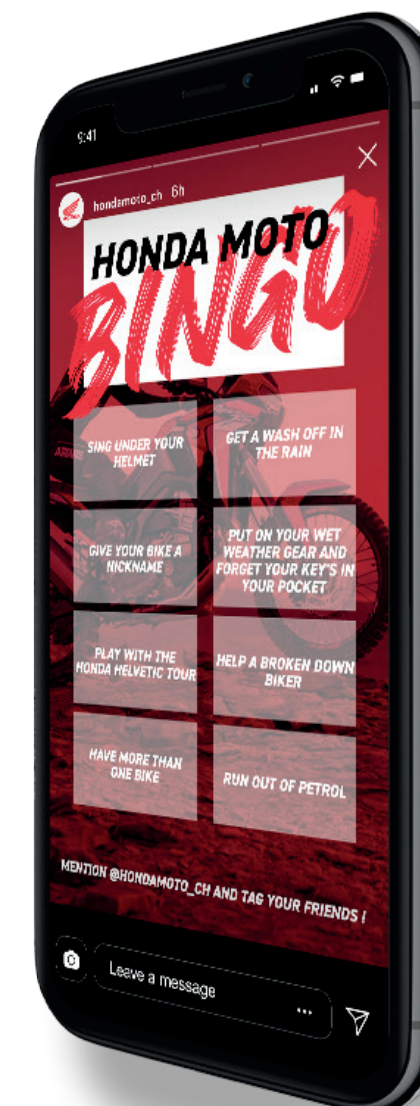
Honda Moto is fortunate to enjoy a community of passionate motorcyclists on its social networks. However, it is not easy to keep it involved all year round. Honda Moto, thus entrusts its social networks to the agency's community management teams. Our missions: editorial planning, design-editing, trilingual content creation, and community management.



ANSWER

Differentiating and passionate content

Social media requires being particularly responsive. In order to be able to answer questions from the community, the MUZ Agency team first had to learn to speak «the biker language». Once this was approved, an editorial schedule in 3 languages was defined: a balanced mix of engaging content between peak & off-season, launches & special operations, events, etc. While managing responses to followers remains the foundation of community management, the agency wanted to go further by offering differentiating content, such as an adapted Spotify playlist. And since all good management requires time for analysis, MUZ dissects each metric. In order to reorient the strategy and optimize efforts, the agency focuses on posts with a lower performance.

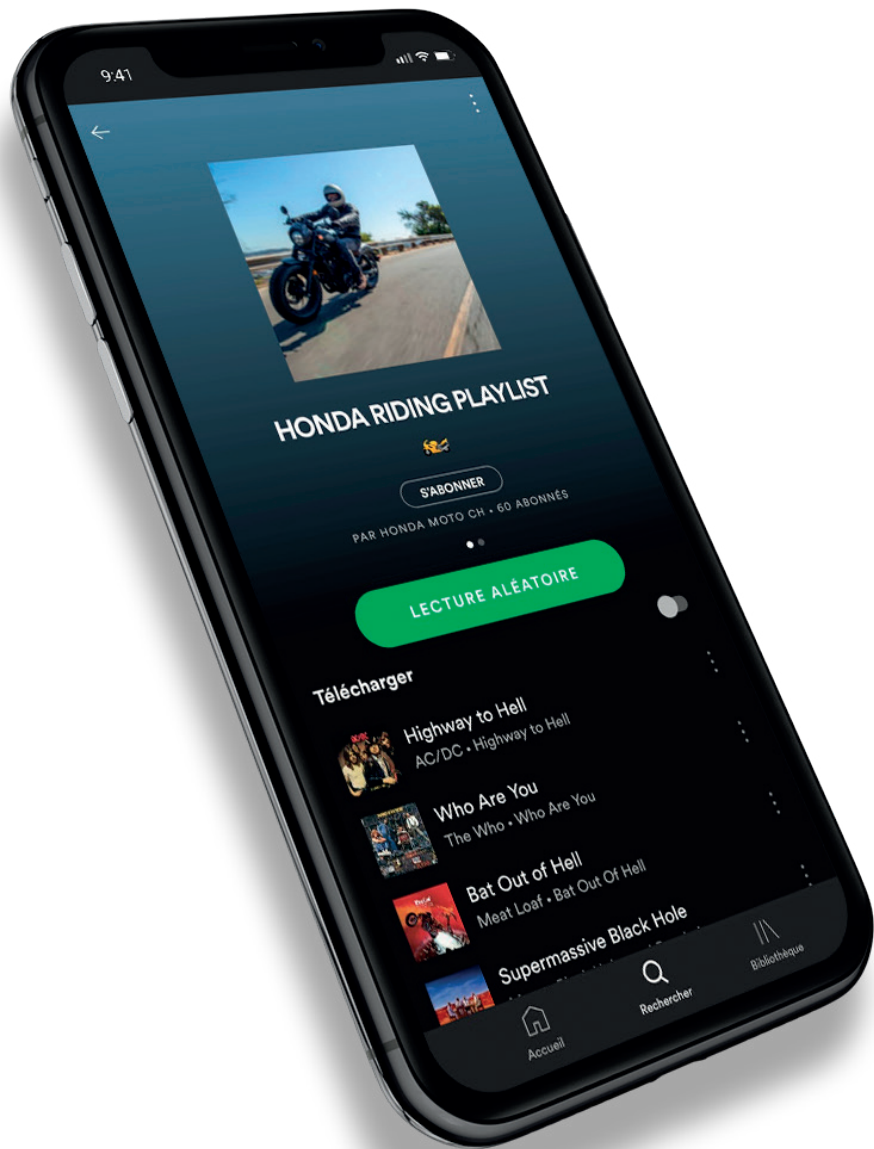


RESULTS

Sensational KPIs

Community management is the result of a long process of reflection, adaptation, and monitoring of the brand's networks and website. Knowledge of the brand's environment, original content, reactivity, and the right analysis of the metrics added up to produce great results. Conclusion: a 25% gain in subscribers on Instagram in 6 months while maintaining the engagement rate at the same level.

OUR PROJECTS





Product design and core story

CHALLENGE

AN ALPINE RANGE DEDICATED TO WOMEN

After having excelled in the men's segment, Salomon's Alpine Skiing Business Unit (AMER Sport Group) wanted to focus its efforts on the women's segment. But how to translate product emotion according to consumer logic? To whom should this product innovation be addressed? The MUZ agency assisted the Salomon brand in the creation of the new S-Force women's range's identity with the definition of a targeted market discourse in line with consumer desires.



ANSWER

Touching Women's Hearts

It seemed essential to us to address this audience in a precise and emotional way. Therefore, the agency focused on a «coup de coeur» strategy centered on design.

First step: identifying the consumer target. To which skier profile is this ambivalent, powerful, and light ski aimed at? Second step: interpreting the technical characteristics from a design point of view. What materials, colors, and rendering should be used to embody the concept of feminine strength? Third step: telling a relevant story in line with the market. Which wording elements should be used to reflect the positioning of this new product?



RESULTS

Guaranteed coup de coeur!

The new range launched in the Fall/Winter 2021 season was crowned with a very positive reception. The range created surprise among distributors because of its differentiating and confident positioning.

It is therefore a promising start! The next steps? Maintain the attractiveness of the offer through a modern and trendy design by associating complementary equipment, starting with the alpine shoe





Range identity creation

CHALLENGE

A brilliant sports positioning

Petzl and its headlamps have one ambition: to turn the night into a new playground rather than an obstacle. In 2018, Petzl takes on the challenge of accompanying a practice that is booming: running. And it is with MUZ that the brand takes up the challenge: strategy and creative concept, storytelling, artistic direction are given to us in mission. It is a global creative approach that we have put in place for a successful launch in 2019.



ANSWER

The individual at the center

Our strategic approach? To put the human being back at the center. After several years of sublimating the product during its campaigns, it was necessary for Petzl to give a central place back to the users.

Based on strategic planning and trend studies, we built a triangular approach:

- The individual, whether a regular practitioner or a hero performer;
- His/her practice, discovering or rediscovering at night;
- The product, the element without which night practice would not be possible, not «accessible».

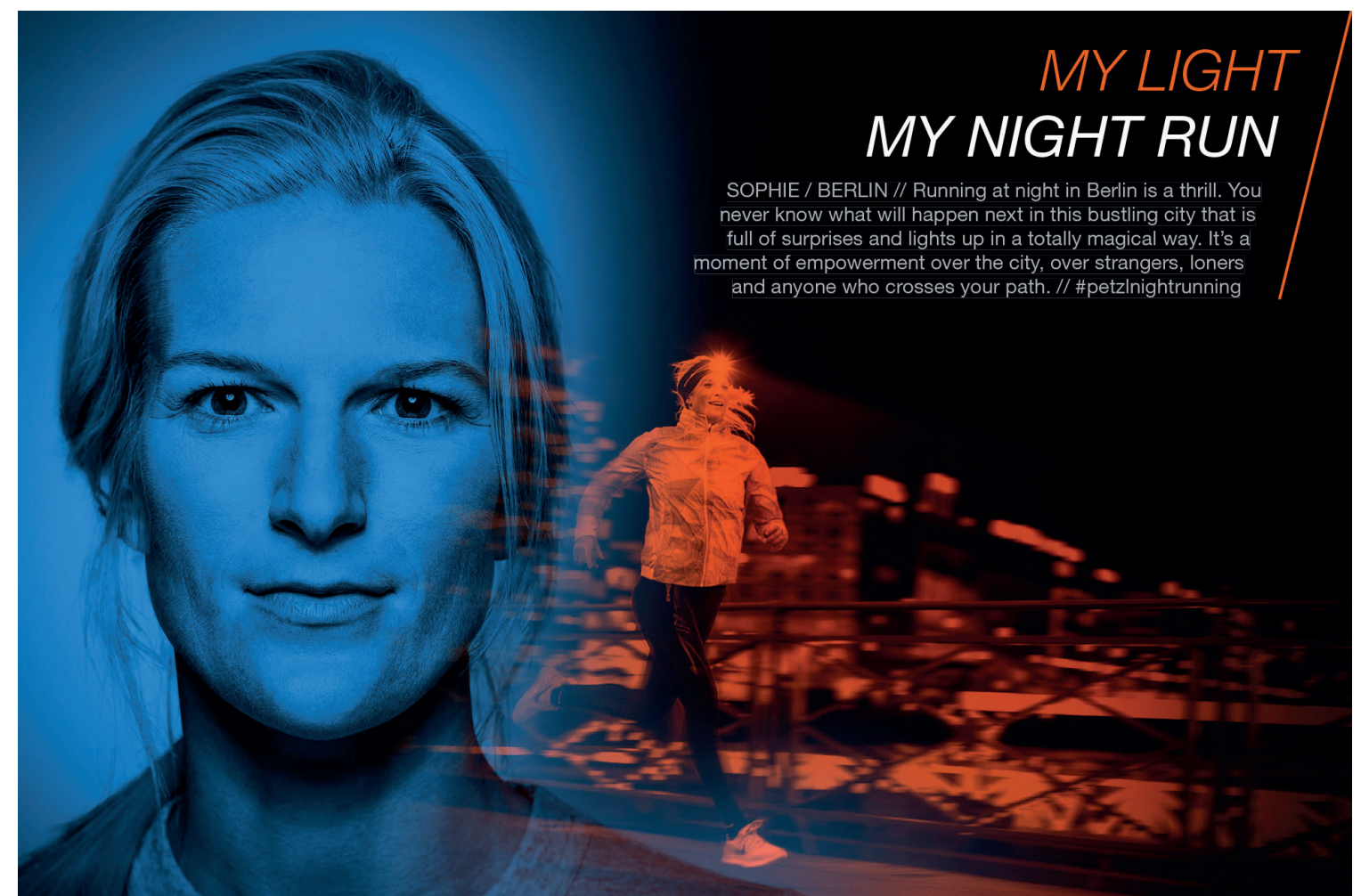
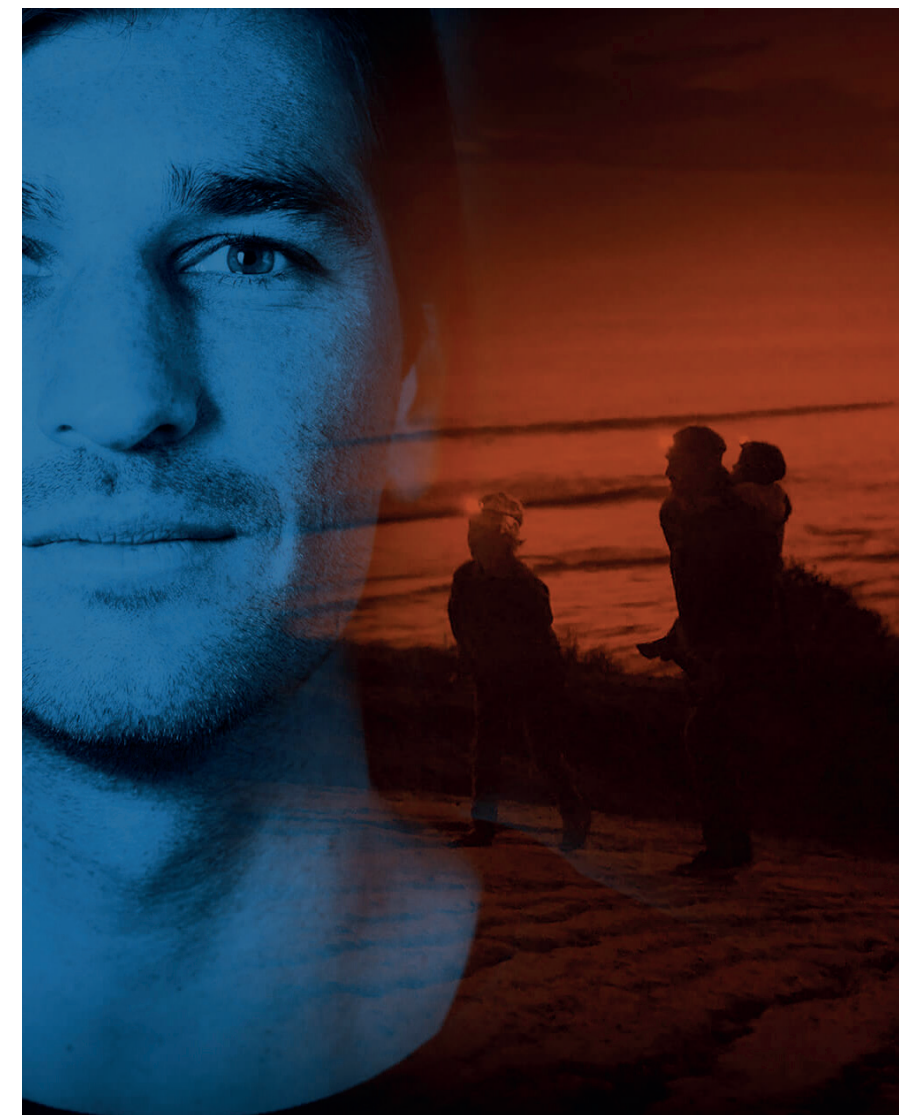
RESULTS

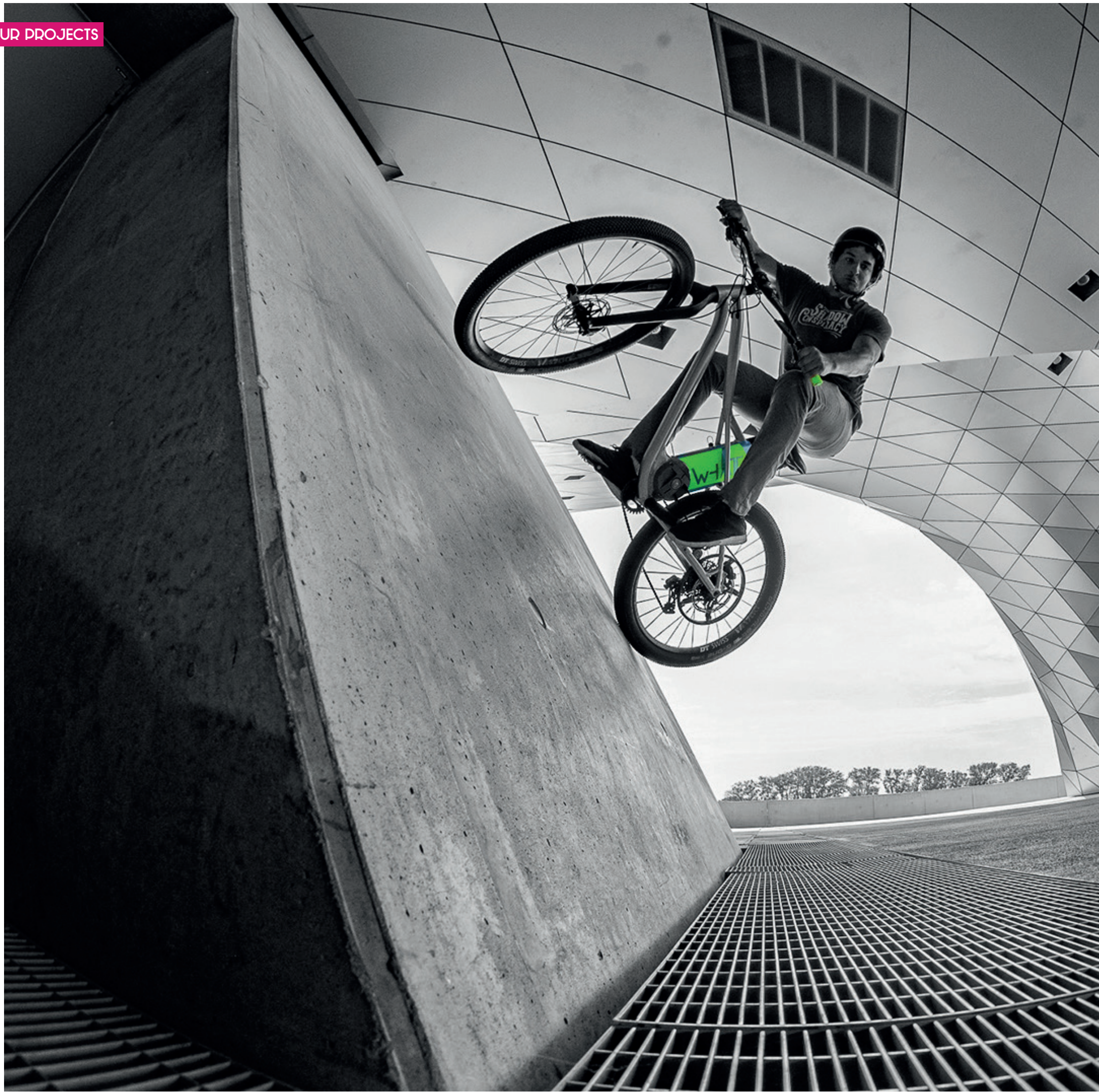
My Inaccessible, My Workout

Authentic storytelling thanks to the testimonials of the Petzl team athletes. Stories that highlight the most beautiful moments spent facing the darkness with their Petzl headlamp.

Captivating and intimate visuals thanks to a «double exposure» photographic montage combining midnight blue and Petzl orange, as well as camera portraits and moments of sport and exercise. The final rendering seduced the Internet users on the brand's website, surprised the followers on Facebook & Instagram, and stopped passers-by in their tracks at trade shows and at the brand's resellers points of sale.

OUR PROJECTS





WHATT FOR NOW

Brand strategy

CHALLENGE

FROM SCRATCH

Whatt For Now is the story of a project that has been supported by the agency's teams since its birth. In 2016, in the electrified minds of the WHATT pioneers, the desire to offer the landscape of electrically assisted bicycles a new horizon was born. The first intuitions? Sports, urban, outdoor, daring and energy? Lots of energy! For BOOST, a «»Brand Creation»» support as we love them with multiple challenges at stake: brand DNA, brand expression, sport community and communication!



ANSWER

WHATT THE F*CK?!

Lively atmosphere: our proposal for a radically sporty positioning is based on the surprising «boost» offered by the vehicle on the market. In terms of artistic direction, the wild and the electric come together: contrast, desaturation, black, but also an electric green that suits the brand so well. The «16kg of new sensations» calls out to the curious with a large «WHATT THE F*CK?!» that is not afraid of anything and especially not to surprise all bike enthusiasts.



RESULTS

TIME TO BOOST

From 2016 to today, the project has not lacked stamina! Since the first pedal stroke 4 years ago, it is with power and determination that the brand has created a real community of pros and amateurs. Content creation and community management still animate the MUZ AGENCY teams today.



somfy®

Range communication
creation

CHALLENGE

New international momentum

As the world leader of the connected home, SOMFY wanted to boost the visibility and marketing of its WireFree range of motorized interior curtains. Although this market was rather small in France, it had enormous potential in Northern Europe, as well as in America and Asia. These two markets represented a major development challenge, especially as the SOMFY brand is less renowned there than in Europe. It was therefore a real challenge to find a creative concept that would respect both the codes of interior design, the brand's DNA, and the cultural specificities - American and Asian - in terms of interior design. Challenge!

OUR PROJECTS



ANSWER

Freedom and creativity for the WireFree range

After an exploratory and strategic planning phase to understand the context, the creative concept was naturally integrated into the communication of the existing range. The intention? To make the expression evolve by grasping widespread modern codes, to inspire BtoB customers as well as end consumers.

RESULTS

The creative concept was deployed on the overseas and Asian markets, thanks to a complete communication kit for the subsidiaries: key visuals, English language signature, long and short videos to adapt to different platforms, photo kit, and BtoB and BtoC brochures.

OUR PROJECTS





BRÉAL 

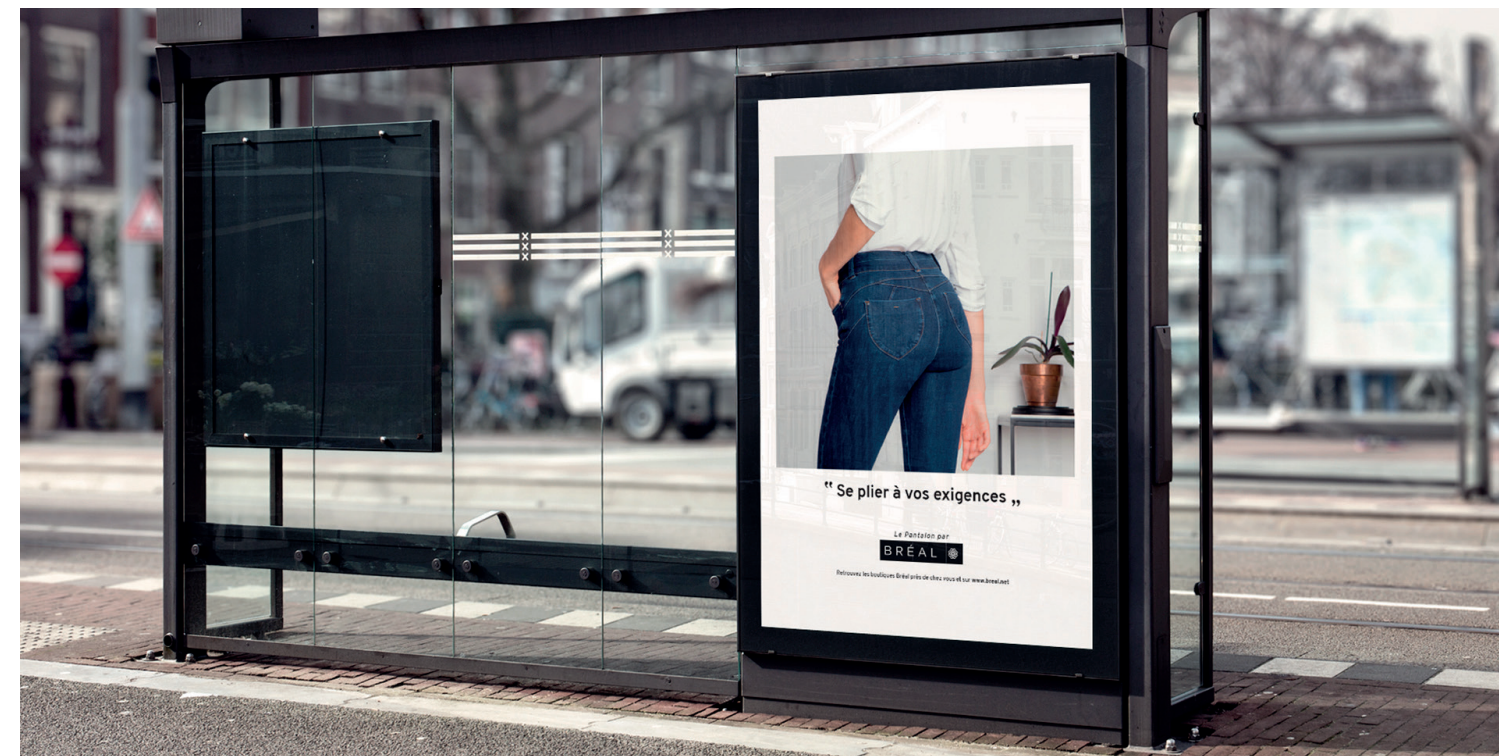
Communication campaign

CHALLENGE

REJUVENATE THE BRAND IMAGE

Bréal is one of the 4 brands of the Beaumanoir Group. In the face of ever-increasing textile competition, the situation was clear. The visibility of the women's ready-to-wear brand needed to be revived with a younger target group! The agency accepted the mission to boost Bréal's notoriety and modernize its brand image. All this while respecting its core values, such as the closeness it maintains with its customers and its expertise. Did you know that Bréal has pant making savoir faire? Neither did we!

OUR PROJECTS



ANSWER

Advertising campaign and in-store retail concept

For more than 40 years, Bréal has been working on pants as a sublimating accessory for women. We had to personify this expertise, make it more palpable and closer to women! The concept was born. Who else but the pants could express themselves on this subject? The «I'm the only one» campaign was an audacious reworking of the brand universe, with work on brand expression, an optimized 360° communication plan, and an engaging digital and content strategy. Since an advertising concept has more impact when it resonates closest to consumers, MUZ agency submitted the idea of a new service offer: «Personalized appointments». This retail concept rolled out throughout the national network was the subject of a real acquisition strategy. Between influence and UGC, a merchandising and media campaign, and a new in-store concept...

RESULTS

The power of phygital

While the proposal for a new retail service seemed at first glance to be daring; this is precisely what appealed to Bréal's customers. The brand was able to regain a younger, more modern clientele. The result was a high level of commitment, community growth, and a drastic increase in the average shopping cart in stores! In short, a well-honed phygital strategy.





ZAGO

A WORLD OF DESIGN

Brand strategy

CHALLENGE

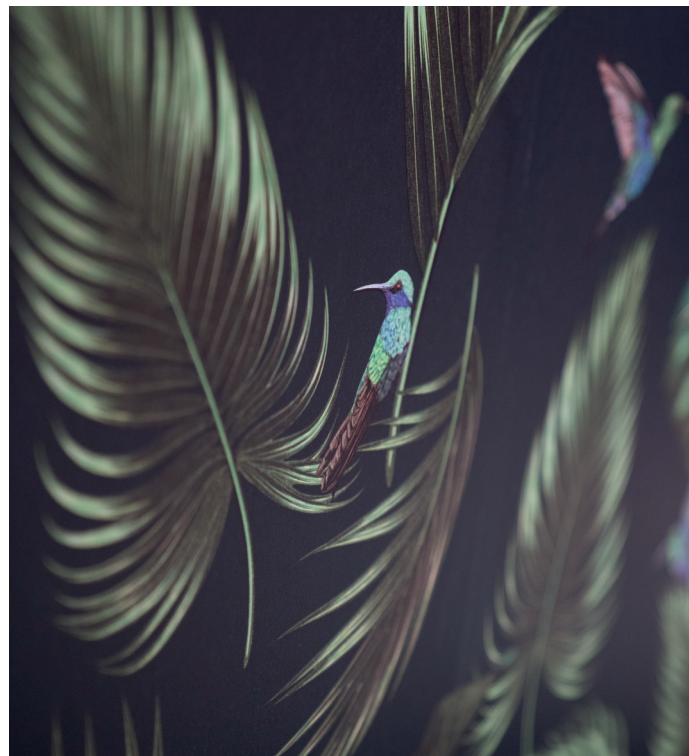
NEW AMBITIONS!

ZAGO is THE contemporary and cosmopolitan digital furniture brand of the Pro Living Group (a multi-brand group from Haute-Savoie that also offers products that have become iconic in the Fly and Alinéa stores...). In 2019, it was time for great ambitions: to go from a single store to a set of franchises throughout France! A national roll-out project that appealed to an obvious need for the group's CEO: to better define the brand's DNA and give its language it's own tone and style.

OUR PROJECTS

ZAGO

A WORLD OF DESIGN



ANSWER

HERE BUT ELSEWHERE...

To carry out this mission, MUZ BOOST implemented a workflow tailored to the brand: full of agility and intuition. Interviews and workshops allowed the team to bring to life the brand's 3 pillars (the French Touch, the taste for elsewhere and the design community), as well as its new emotional and stylistic territory: the travel diary. A response in total harmony with what has made the brand unique since its beginnings! One foot in Annecy and the other in Asia, the ZAGO team is a team of design enthusiasts anchored in Haute-Savoie but with hearts, minds and eyes everywhere else...

RESULTS

A WORLD OF DESIGN

A new signature, yes. But not only! A world of design is a whole universe of creative possibilities to enrich the brand's future activations and communication campaigns. MUZ BOOST then went into coaching mode to guide the operational teams in the application of the new identity: a brand platform that is both structuring and inspiring.

OUR PROJECTS



ZAGO
A WORLD OF DESIGN



LES PORTES DE
TAVERNY

Visual Identity creation &
deployment

CHALLENGE

A NEW LEASE OF LIFE

Located near Paris, the Les Portes de Taverny mall aims to attract a new clientele. Modernizing its image and getting up to speed with the sector's trends are two necessary steps. The objective? To give this shopping temple a strong identity, without breaking with the past.



ANSWER

A refreshing identity

For this large-scale revamp, the agency relied on a concept that embodies the atmosphere and excitement of a shopping break for a young and urban target. This storytelling came to life thanks to the resulting photoshoot. The visual translation remained in phase with the location's DNA since the main graphic elements use the mall's strongest emblem: its logo with its easily identifiable "V".



RESULTS

In 2020, the Les Portes de Taverny mall benefited from a very eloquent 360° media campaign, deployed on a multitude of on- and offline media. Its rejuvenated and dynamic positioning - as it is punctuated by numerous commercial highlights! - strongly sets this shopping hot spot apart from its direct competitors.





ULYSSE NARDIN

Social media strategy &
content creation

CHALLENGE

**Enlivening a brand platform on social
networks?**

The Swiss watch brand Ulysse Nardin, belonging to the Kering group, consulted the MUZ agency in the context of a reflection on the digitalization of its new brand platform. A major challenge that comes in response to the need to standardize the brand's speech on all of its digital channels and to boost its brand 2.0 ecosystem.



ANSWER

A digital strategy between social and content

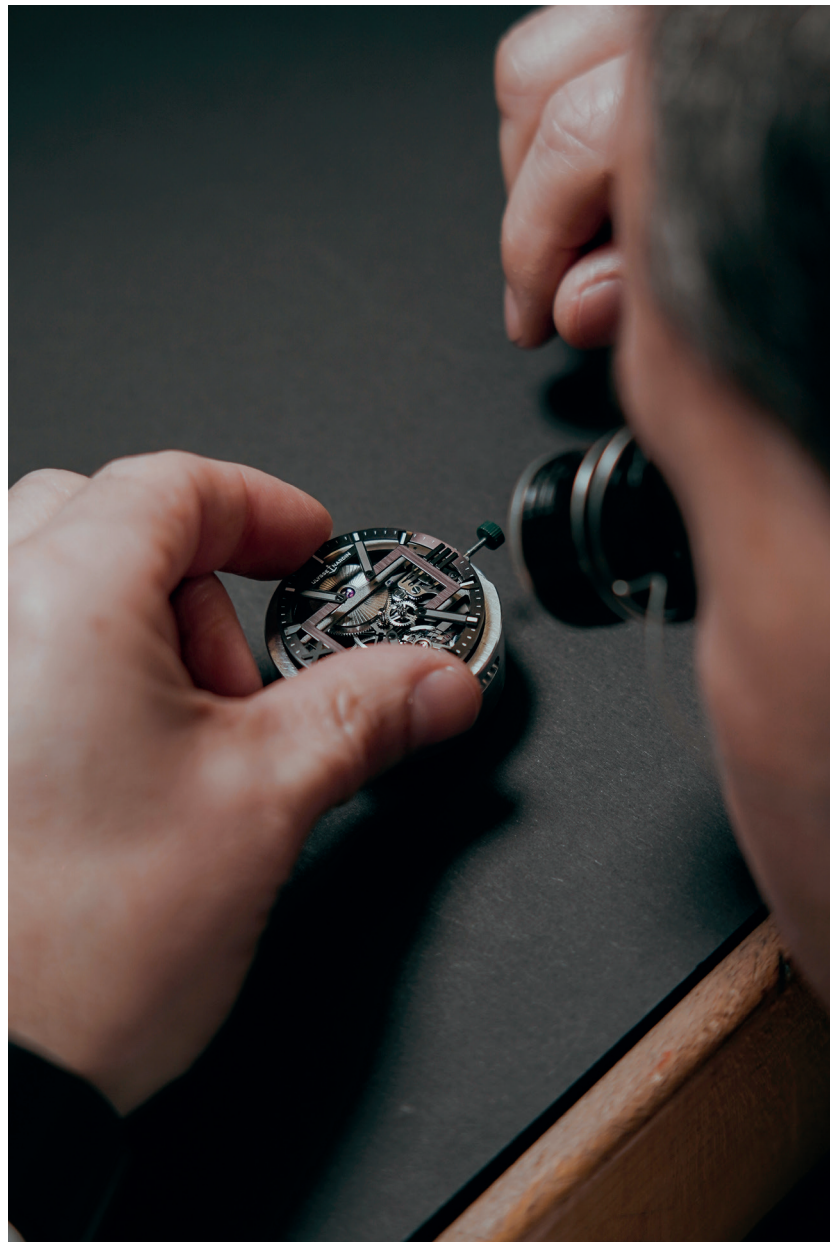
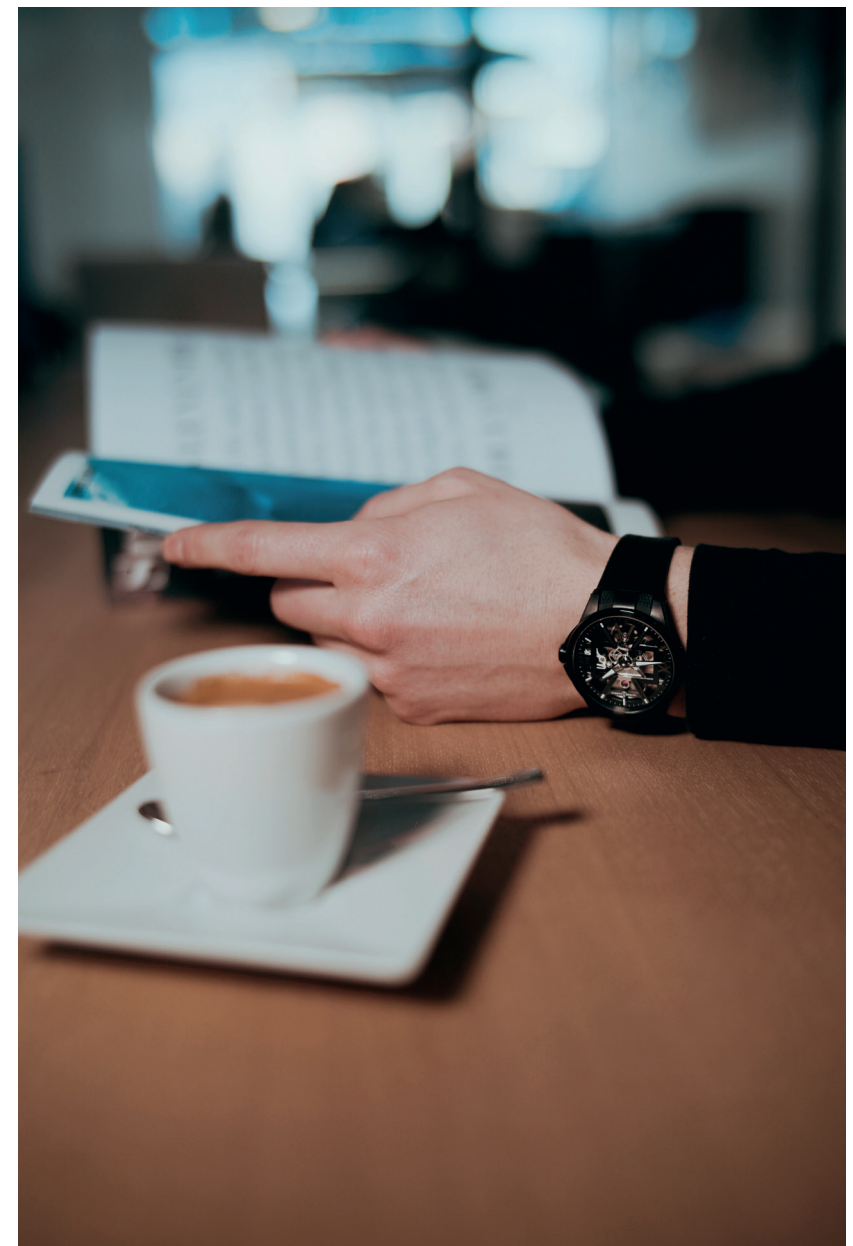
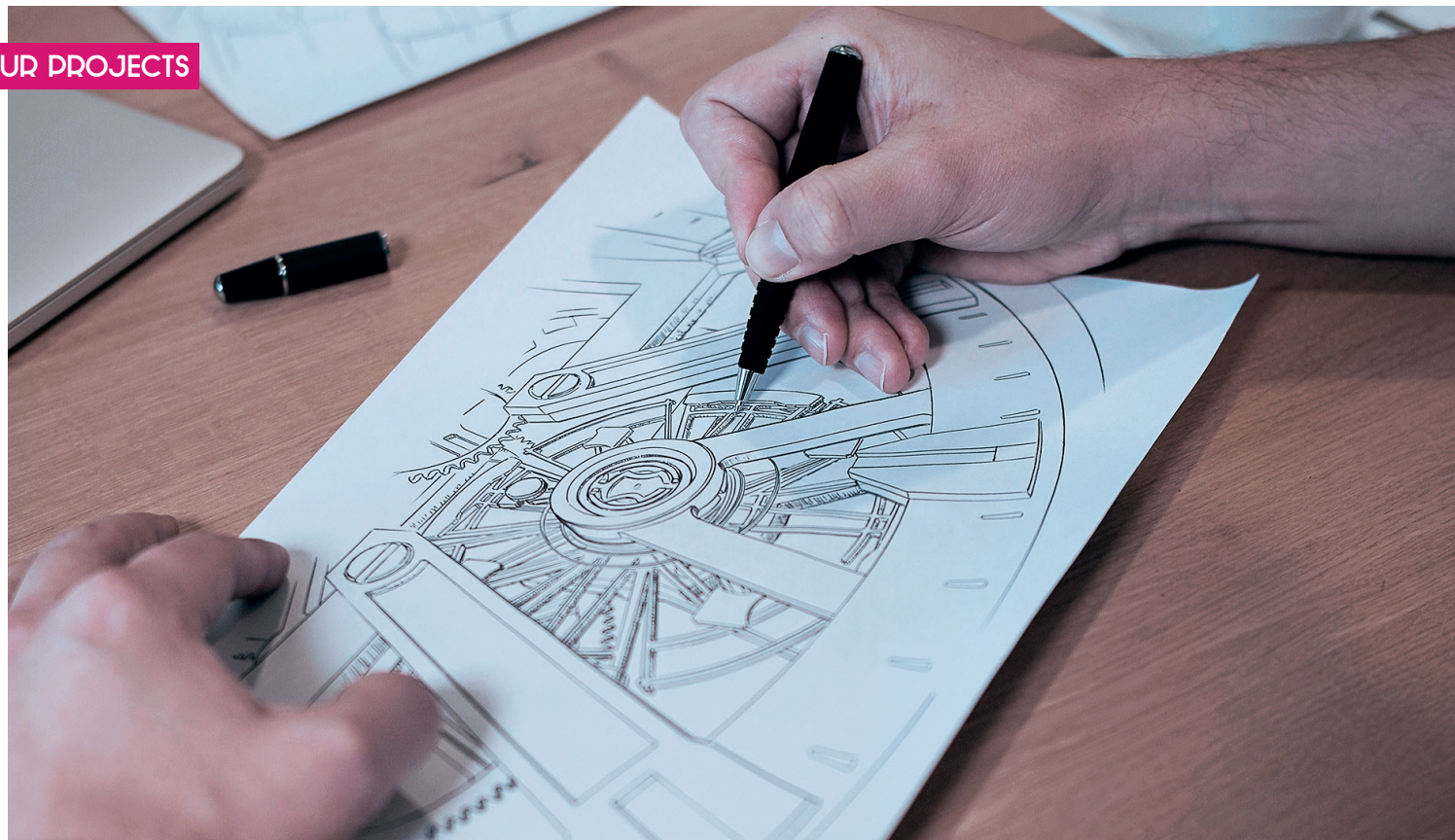
During a collaborative workshop on the subject, the MUZ agency was able to bounce back and propose a digital strategy adapted to the brand's social networks. A first brick that launched the definition and production of static and animated content for the launch of a new timepiece, Skeleton X.



RESULTS

Impression and engagement

Results on product content have been strong, with 8300 organic views for videos and 3200 organic «likes» for photos. All of which is encouraging the brand to continue its emphasis on digital.





MUZ

•SOCIAL SPRINT•

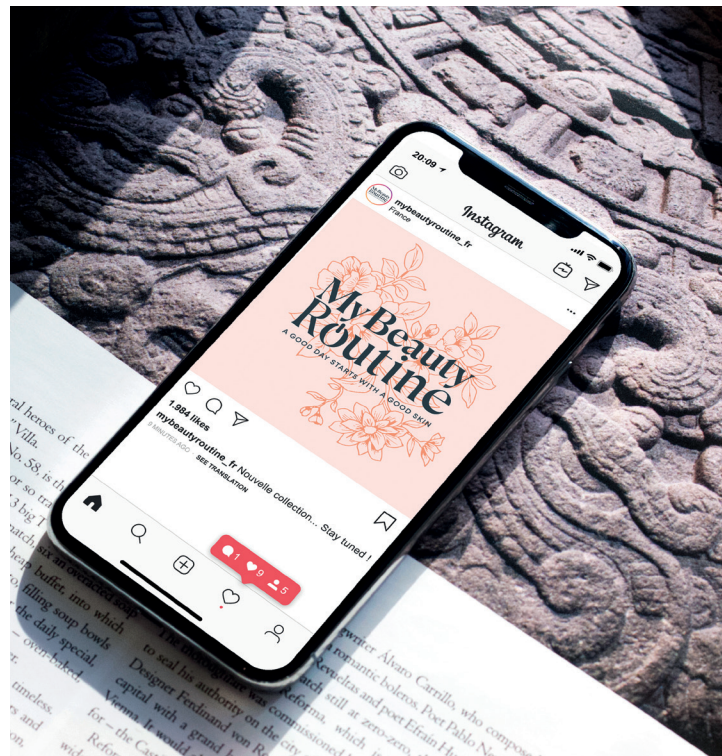
Workshop leading

CHALLENGE

One shouldn't neglect socials!

We all know it, but a reminder never hurts: social networks are no longer a bonus. They are a true must-have. Users open the Instagram app an average of 10 times a day and the first reflex for 83% of them is to consult a brand's account on this platform before even going to Google. Addressing social issues must be done with a strong, differentiating strategy and all entities concerned by the subject must be aware of it. It is from this observation that the idea was born to organize and run a workshop for our customers: the MUZ SOCIAL SPRINT.

OUR PROJECTS



ANSWER

The MUZ SOCIAL SPRINT

In a few words, it is about bringing together experts around a common reflection on the launch of a brand or the implementation of a specific campaign in order to embody it on social networks, together.

What happens during a social sprint? Generally, you will find trend watching, sharing and exchange, brainstorming sessions, storytelling, and individual and collective reflection... In short, a lot! But as each case is unique, the workshop program is never the same from one social sprint to another.



RESULTS

Ready, set, go!

At the end of the day, the master operational team leaves with all the keys in its hands: enough to concretely and brilliantly implement all the thinking done by all the brains gathered together. Ready, set, go!





MUZBOOST

A NEW HUB

1+1=3

*Different horizons
and expertise, but
complementary...
Inseparable.*



*Let's facilitate
trade, make
encounters
happen,
confront
opinions.*



*Gather around the same
methods, all the links
in the company's value
chain.*

+
+
+
+

*Finally make agility and
innovation realities... and
not concepts.*



A TEAM

A TEAM OF SENIOR EXPERTS

MUZAGENCY

No longer do digital but converse in a digital world.

"ALL IDEAS GROW OUT OF OTHER IDEAS."

— ANISH KAPOOR

No longer do storytelling, but tell a brand story.

who run the world?

+
+
Girls

Experts for a

100%

RECEIVER CENTRIC

Go-To-Market.

creativity doesn't need limits.

advertiser, exchange