



May 2020



The agency.

Medialist is an **independent media planning & buying agency** created in June 2010
by Jean-Paul Le Fur.

As an alternative offer to big media holding agencies, Medialist's goal is to offer its clients
integrated media and digital solutions for their B2C and / or B2B issues.

Medialist is the only independent media agency endorsed by one of the media investment
Big 6, Group M. As such, Medialist benefits from the tools / data and the strike power of the
first buyer on the market, and shares media-planning / purchasing / management resources
for all media and digital levers, all for the benefit of its customers.





A vision defined by its founder



Jean-Paul Le Fur

has held various commercial and managerial roles serving all types of advertisers for more than 25 years.

A **personal involvement** in delivering media & digital solutions to clients and their top executives.

A hand-in-hand work with clients to provide his personal business experience & expertise.





Our values

Media productivity takes its value in the efficiency of every touch point, (intrinsic / efficiency in their combined and synergistic planning) and the effectiveness of each touch point – but also their use as a whole.

Therefore it is essential to assign the proper attributes and values of each touch point (media, digital and physical) and define their specific roles within a communication strategy.

Medialist's signature, **Sens & Coherence** (Meaning & Coherence), is a direct reference to the values and roles of all different channels and their interactions in a global device.





Our expertise.

Knowledge of customer context

Understanding its market and its evolutions.

Study of the competitive advertising market.

Media strategy

Understanding customer issues and creating ad-hoc solutions.

Brand content & experiential

Produce integrated communication plannings and deliver measurable insights.

Medi and digital strategy & Média-planning

Meaning & Coherence of each touch point.

Buying & negotiation

The accurate contact for the fair price.

Analysis & understanding of the results

Lessons from past actions in the service of future actions.



To be a partner
is to be associated in order
to reach a common goal...





The agency's clients.



2018 -



2019 -



2018



2019 -



2018 -



2017 -



2018



2010 -



2010 -



2019 -



2019 -



2015 - 2016



2018



2014 -



2013 - 2015



2016 - 2017



2020 -



2017 - 2018



2019 -



BASTILLE · GARNIER · 3^e SCÈNE

2016 -



2010 - 2016



France

2017



2017



2019 -





A **partners** network.



Traditional media off (TV, radio, press) and digital media (display, RTB, social, search, etc...).



Groupe Poster
conseil & stratégies ooh

National and local outdoor advertising agency.



thenetworkone

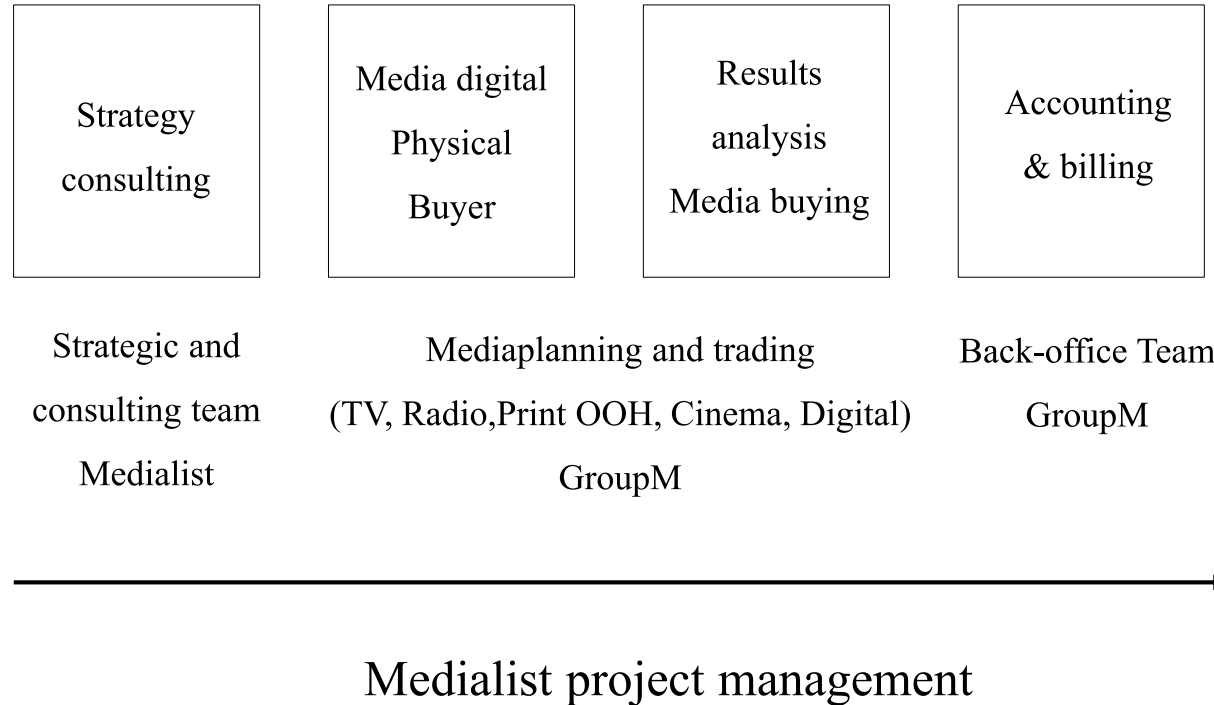
International issues.

International network of independent agencies.





A day-to-day partnership with the expert-teams.



Medialist, **guarantor of the quality of services** delivered to customers.



Full expertise at the service of
efficiency and performance
for our customers' campaigns





New brand platform Atol, 40 years old

March - September 2018





The issue.

Launch and install the new communication platform and new brand advertising codes.

Ultimately, make Atol the preferred optics brand for quarantineers.

From now, generate store visits (loyalty + recruitment).

The Medialist solution.

Event TV campaign with a launch in 90 " format on high visibility screens.

A replay on-line video presence (VOL) based on tailor-made targeting for "quadras".

A powerful and targeted distribution on Facebook, Twitter and YouTube.

The results.

Unparalleled visibility over the 3 weeks of the campaign.

More than 6 million videos watched on the 90 " film in digital.

Over 15,000 interactions on Facebook posts.

Devices that have generated numerous free media spin-offs.

Effects on store traffic measured from the start of the campaign.



france•tv

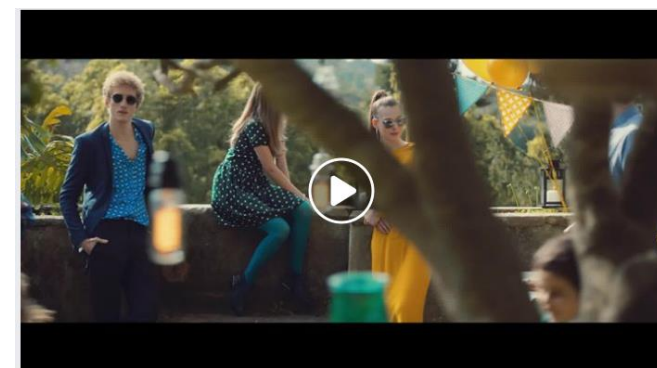


france•tv

6play



YouTube



A launch thought to be an **event**.

10 march 2018

9:00 p.m



A launch screen

The 1st broadcast of the 90 '' film is at the bottom of the screen located just before the flagship program The Voice on TF1.

9:00 p.m



A story that starts well

The 90 '' film is the 1st Atol message received by the user; after this 1st contact the new Atol conversation continues with 2 new posts.

11 march 2018

00H00



A 24 hour exclusive

The 90 '' film is the first tweet in the feed for all network users on Sunday March 11 as a whole (24H00).

10:00 a.m



100% 90''

The film is exclusively broadcast in 90 '' format for a 45-54 age target + affinity Eyewear.

10:00 a.m



Tailored targeting

Broadcast of the film in 45 '' and 20 '' on the replay platforms of TF1, FTV and M6 with the implementation of personalized targeting to reach the target audience.

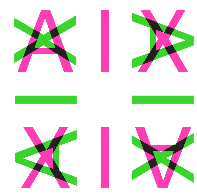
From 7:52 p.m.



7 spots 90''

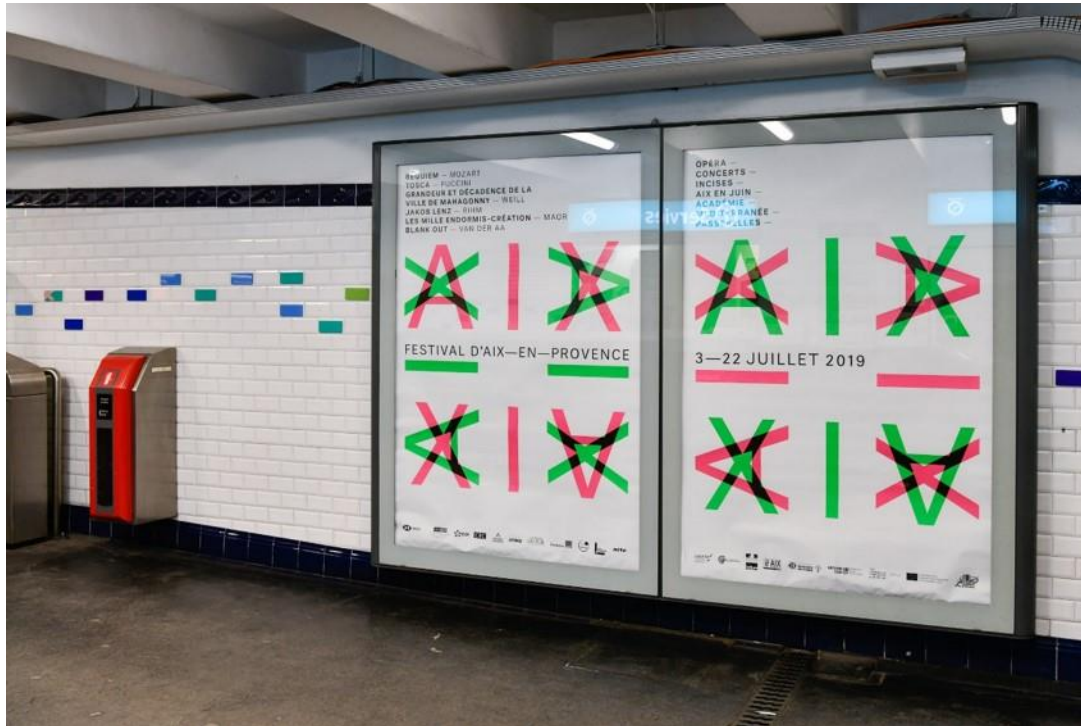
100% Peak 100% EP

7 broadcasts of the 90 '' film benefiting from premium slots, before the news at 8 p.m. on TF1 and FR2 and at 8 p.m. on FR3, C8 and TMC (+ at 9 p.m. on C8 and TMC). A 45 '' spot broadcast just before the Sunday evening film on TF1.



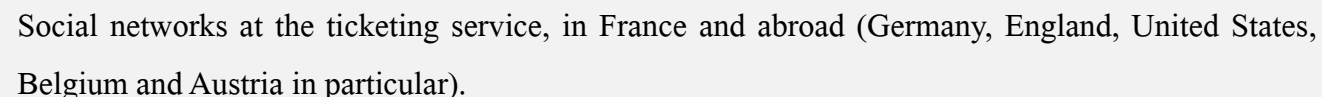
Season 2019 and ticketing support

February - June 2019





Support ticketing activity from January to June, in France and abroad.



+ 40,000 clicks towards the Festival ticket office.





New multi-support offer

September - October 2019





The issue.

Promote the new offer of Afer to the general public, and recruit new members.

The Medialist solution.

A presence in 3 press worlds (PQN, magazine press and economic & heritage press) and the selection of affinity titles on the recruitment target.

The choice of the Parisian metro, for its impact and its good coverage of Paris and its suburbs.

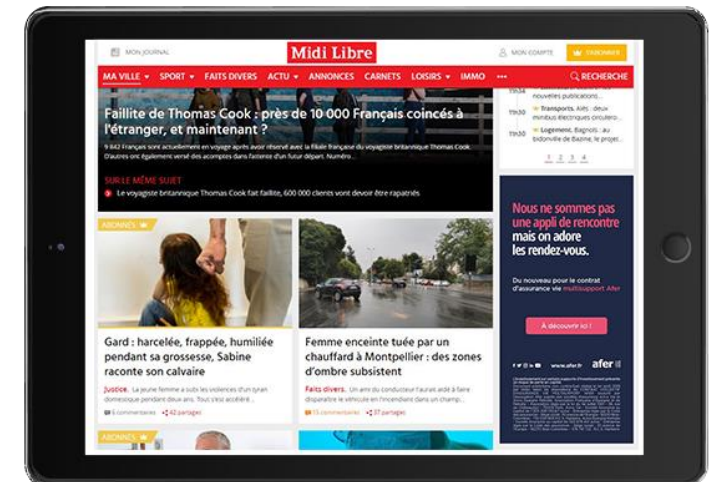
The dissemination of large digital formats on sites in affinity with the target via a powerful socio-demo programmatic campaign.

The results.

38 insertions and more than 22M of contacts (25+) in press

+ 119M contacts in the Parisian metro over the period

+ 9M digital impressions on a selection of 200 affinity sites for a level of recruitment in 2019 never reached by the association.





Back to school 2019
August - September 2019





The issue.

Support the start of the school year with a strong visibility of the heritage brand by relying on the film “Papiers d’émotions depuis 1858 / Emotion papers since 1858”: France, Belgium, Germany.

The Medialist solution.

In France, a speech on television on a TF1 / M6 base supplemented by affinity channels. Flemish and Wallon TV in Belgium.

A presence on Facebook, Instagram and YouTube in France, Germany and Belgium.

Creation of tailor-made targeting to specifically address parents with children and students via social networks.

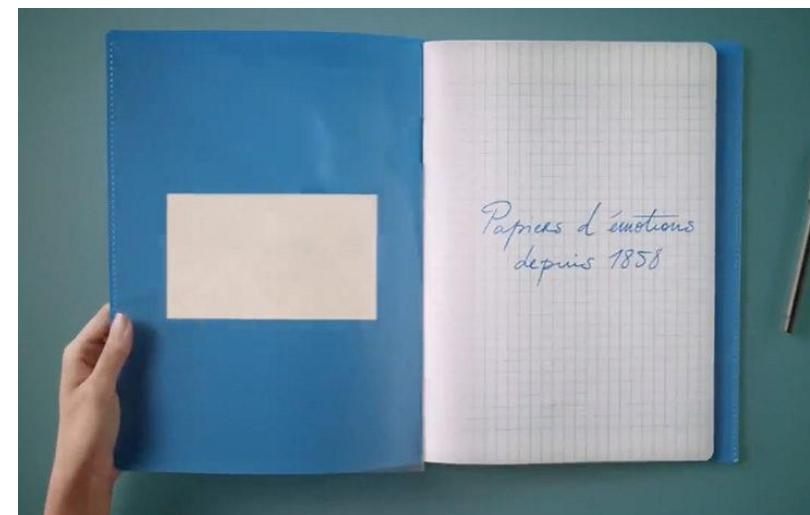
The results.

Number of impressions generated by the digital campaign

France: 26.4 million / Germany: 16.6 million / Belgium: 9.6 million

Number of videos viewed on the internet

France: 4.7 million / Germany: 3.5 million / Belgium: 2.5 million



décopatch®



Awareness campaign

December 2019





The issue.

Boost the notoriety of Décopatch and increase the brand's visibility

The Medialist solution.

Speaking on TV through the sponsorship of L'Atelier on M6:

- Perfect consistency between the program and the Décopatch offer.
→ the idea of creation (to revive a product) + the manual aspect.
- The audience of the program in line with the communication target.
- The presenter Flavie Flament in line with the communication target: a mom who builds and involves her children in building.

The results.

40 billboards broadcast over 8 weeks within the program.

More than 125,000 impressions on the target on 6Play.





Institutional campaign « faire œuvre utile »

July - October 2019





The issue.

Identify VINCI as a key player in improving daily life and mobility for French people.

Reinforce VINCI image items by sending a corporate message (Vinci Pride), embodied by major achievements to a target of opinion leaders in a time 1, then to an enlarged audience in a time 2.

The Medialist solution.

The choice of 100% of the national and regional daily press (time 1), and the event format, 2 successive fronts, + integration (time 2) of the magazine press.

Radio in premium use.

The choice of the digital extension of the press titles (daily, regional and magazine) chosen over time 2.

A presence on social networks (Facebook & LinkedIn) with targeting opinion leaders & students (time 2).

The results.

VINCI's "faire oeuvre utile / doing useful work" campaign is THE institutional campaign of the year 2019 : visibility / meaning / buy-in.

PQN + magazine press → 64 insertions or more than 15.3M of contacts

PQR → 5 insertions in the 58 titles of the PQR or more than 5.9M of contacts

Media → 973 radio spots broadcast, i.e. more than 78M radio contacts

Digital → 31.4M impressions on target opinion leaders

Social → 11.6M impressions on target opinion leaders & students.





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