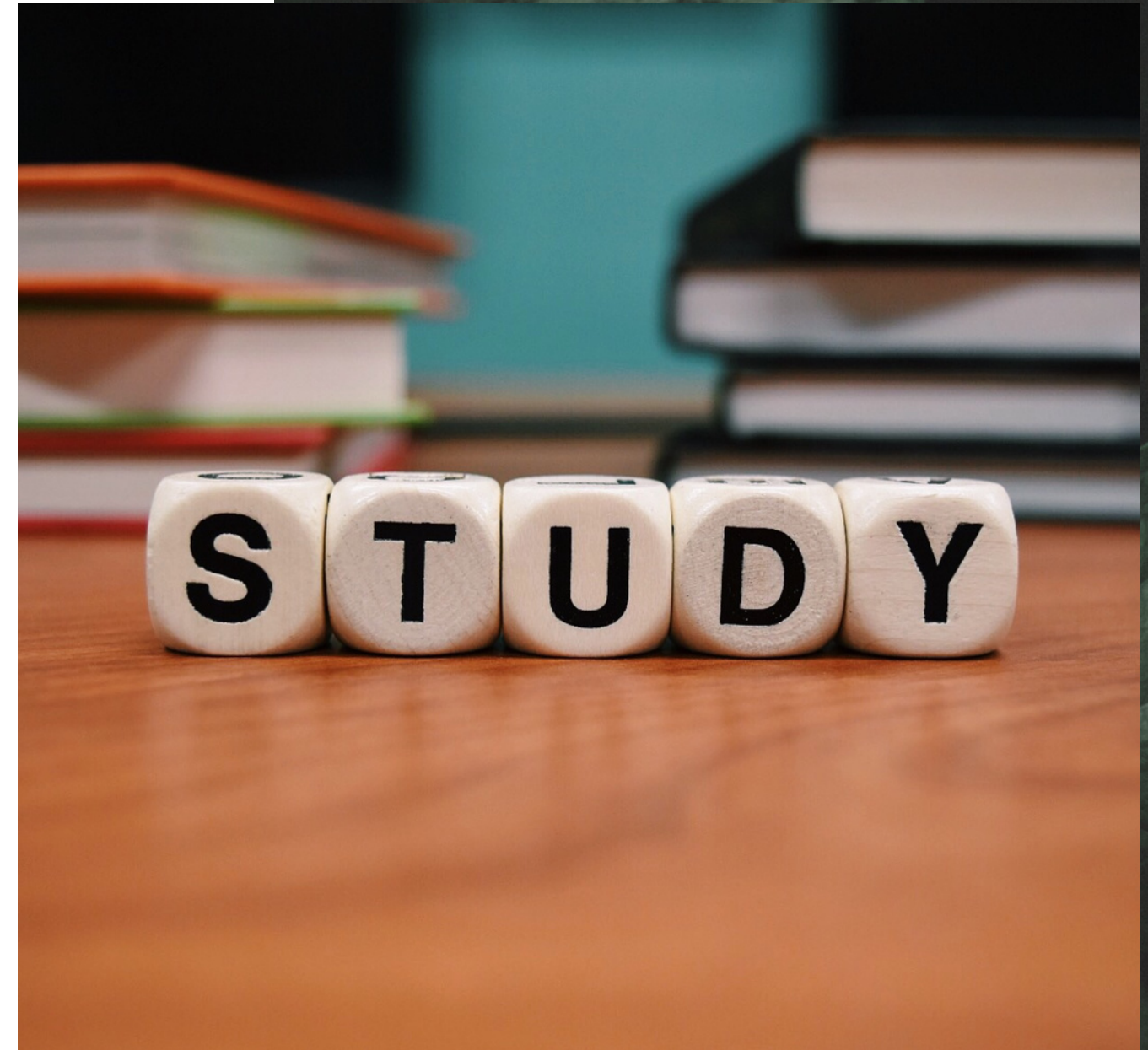


THE CRISP TEAM PRESENTS SOME

crīšp

# "CRISP" CASE STUDIES

Shape your society and build a sustainable  
ecosystem to empower your business



YOU ARE TALENTED, WE ARE **CRISP**. THE STORY BEGINS





01

YOU ARE TALENTED. WE ARE **CRISP**.  
THE STORY BEGINS...

## TWO FAMOUS THEATRES IN PARIS

**Issue:** "How to maintain awareness about a famous theatre in Paris, even during renovation»?"

### *BY CRISP*

*We created and communicated about an immersive artistic & art event programming running non stop for one month, including an aligned F&B offering aligned with the artistic theme and launched an initiative to reduce food waste during the entire renovation period.*

### *RESULT*

*Over 100,000 visitors came to the venue during renovation. The theatres received extensive international & French press coverage (traditional & social media)*



# 02

YOU ARE TALENTED. WE ARE **CRISP**.  
THE STORY BEGINS...

## GLOBAL HIGH TECH BRAND

**Issue:** "How to drive traffic to showroom and increase appeal of the brand in a highly competitive market»?"

### BY CRISP

*New concept for a "Third Place", showcasing flagship products of the brand including facilities that allow customers to experience the products and integrate them in their daily lives, as well as other services (such as "click & collect") to attract footfall. The brand's products are skilfully integrated into each and every experience on site, including a restaurant, an organic kitchen, private dining facilities and reception areas, butler services, laundry and more.*

### RESULTS

*These third place are being implemented across major capitals in the world to increase brand awareness and positive product perception by potential customers.*



03



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THE STORY BEGINS...

## TOURISTIC SITE & USER EXPERIENCE

**Issue:** "How to rework customer journey at a major tourist site (>6M visitors/year) »?"

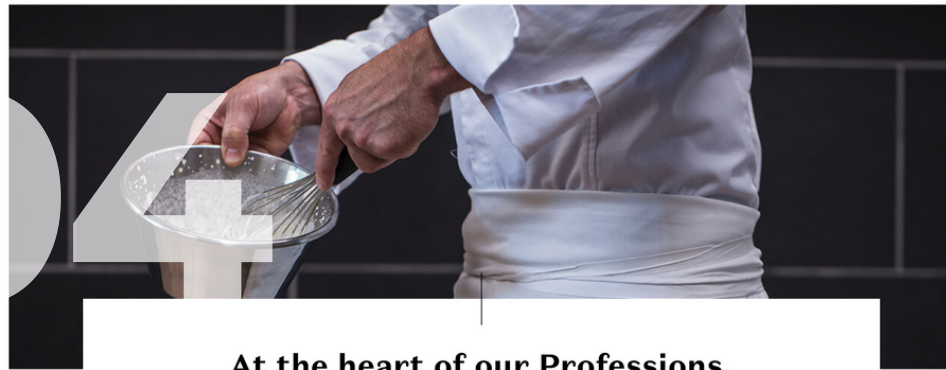
### *BY CRISP*

*Using phygital systems such as virtual queuing, agile payment systems and entertainment to drive traffic via different manners we streamlined visitor flow, reduced queuing times, encouraged visitors to use different means of transportation and renewed the F&B offering to be adapted to the target audiences including facilitated ordering systems and tailored entertainment. We also created a consistent and targeted programming for privatisation of the venue and special events.*

### *RESULTS*

*Streamlined visitor flows, reduced waiting times, upgraded visitor experience & feedback, increased spend per visitor.*





**At the heart of our Professions,  
a passion for taste...**

DUCASSE Paris, a house of reference in the domains of cuisine and lifestyle, is for the cuisine lover as much as for the professional wishing to deepen their expertise or develop a quality offering. Led by Alain Ducasse's vision, our eight Professions all express the level of commitment of our collaborators who keep our passion for taste alive in France and around the world.

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THE STORY BEGINS...

**DUCASSE PARIS**

**Issue: "How to restructure and consolidate the corporate and subbrand websites for Ducasse Paris»?"**

*BY CRISP*

*We created a corporate website to give a structure to the Ducasse Paris brand and give a clear rationale for its 8 major sub-activities. We also created an online market place for the restaurants, optimised luxury and used a strong SEO policy throughout to ensure consistently high website ranking.*

**RESULTS**

*We created a market platform and offered customers new means to reserve online, thereby increasing restaurant reservations and creating awareness about newer, less popular venues. Upon launching the new website, we recovered the traffic flow of the old website (10 years old) in only 6 months while increasing traffic by an additional 15% in the first year. We also increased the customer database of qualified leads by 8% in year 1.*

05



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THE STORY BEGINS...

## SOCIAL MEDIA AT DUCASSE PARIS

**Issue:** "How to develop the social platform for Ducasse Paris»?"

### *BY CRISP*

*Reworked the brand content, visual, wording, tone & voice, partnerships, cobranding, and made reasoned choices about which social platforms to use and how to communicate on each to be adapted to target audiences. We worked with tendencies and algorithms via constant market intelligence to always be at the forefront.*

### *RESULTS*

*Increased brand notoriety and appeal to a wider target audience, leading to increased sales as well as restaurant reservations.*





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THE STORY BEGINS...

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## HEALTHY FOOD FESTIVAL IN QATAR

**Issue:** "How to raise personality awareness for major minister in the Middle East via a trending subject: obesity»?"

### *BY CRISP*

*Worked a reputation plan to improve notoriety and image for Sheikha Al Mayssa in Qatar on the subject of obesity. We created a manifestor whereby she would spearhead the movement against obesity, signing with other countries equally affected by the syndrome. We created targeted actions for all stakeholders (children, nannies, parents, etc) by encouraging more movement, healthier living, cooking and raising awareness. We encouraged journalist visits to get people to talk about the country and the Sheikha from the food angle. We created a "Healthy Food Festival" event that was hosted as part of the Qatar food festival, to get families interested in healthier lifestyle through chef interventions, conferences (Alain Ducasse and international nutritionist), fun activities, etc.*

### *RESULTS*

*Over 400,000 visitors at the festival and extensive press coverage with over 50 journalists covering the event (traditional and specialised media).*

07



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THE STORY BEGINS...

## A HOTEL IN PARIS

**Issue:** "How to increase occupancy and average spend by creating a new experiential concept for a hotel"

### *BY CRISP*

*In order to competitively position a struggling hotel, we created a fully new experiential concept including immersive experiences from 4 to 48 hours (for a dinner or several nights) to encourage visitors to stay and spend at the property.*

### *RESULTS*

*The concept has not yet been implemented, but based on market study, it is anticipated that beyond differentiation the property from competition and providing an excellent communication axis, the initiative would increase occupancy to 85% (currently around 40%) and increase ARR from 120 - 140€ per night to 250 - 350€.*



08

WHAT  
IS YOUR  
PERSONAL  
BRAND?

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## BUILDING A PERSONAL BRAND

**Issue:** "How to improve personal notoriety in France for a major Eastern European industrial»?"

### *BY CRISP*

*We assisted this personality in building a strong and attractive image in France based on contemporary arts and wine culture. To achieve this we helped him set up a contemporary art foundation & promote new talents of his home country. We also created his positioning in wine as a major connoisseur and buyer.*

### *RESULTS*

*He was awarded the "Médaille des chevaliers des arts et des lettres". We also organised a dinner at the house of one of the main actors in the contemporary art's sector for him, inviting famous artists, gallery owners, and stakeholders in the industry to position him in contemporary art.*

09



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THE STORY BEGINS...

## POSITIONING A PERSONALITY THROUGH AN EVENT

**Issue:** "How to change perception of a VIP personality through a high quality event»?"

### *BY CRISP*

*In order to change the perception of a famous celebrity to become more "refined", we created a one-off personal event over 2 days located in an ephemeral and hidden place, designed with art master pieces, hosting world famous artist and showcasing a 3 Michelin star dinner for 300 VIP's coming from all around the globe.*

### *RESULTS*

*The personality's image was renewed as someone classy, refined and with a fine taste.*



10



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## RENEWED IMAGE FOR A MAJOR BANK

**Issue:** "How to modernise a bank's image to renew its aging customer base»?"

### *BY CRISP*

*With an ageing customer base, this bank wanted to appeal to a wider target audience. We achieved this by working on the bank's image, its brand content as well as providing better quality online services, aligned with today and tomorrow's customer's needs, requirements and expectations.*

### *RESULTS*

*Wider customer base, including descendants & younger people.*