

**THE  
MUZES**



**WE CONNECT  
BRANDS  
TO PEOPLE**

**GROUPE SEB MIDDLE EAST X THE MUZES**  
MARCH 24





# The Digital Hub team

Interconnected expertise across the digital chain.  
A team dedicated to innovative solutions.



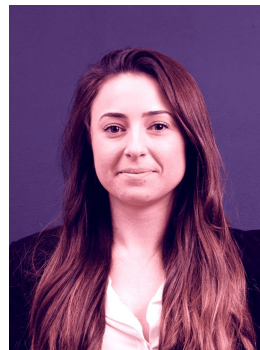
**MARC STEINMETZ**  
*Founding partner*  
**Digital & newtech**



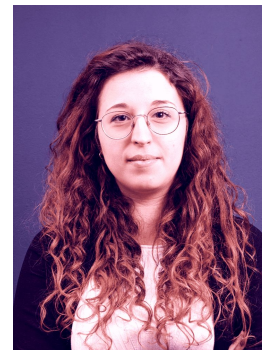
**NATHALIE TISSOT**  
*Consulting Director*  
**Digital strategy**



**MALAURIE DIDIER-NOËL**  
*DTC Project leader*  
**Digital coordinator**



**ROMANE BLANDIN**  
*Project manager*  
**Content production**



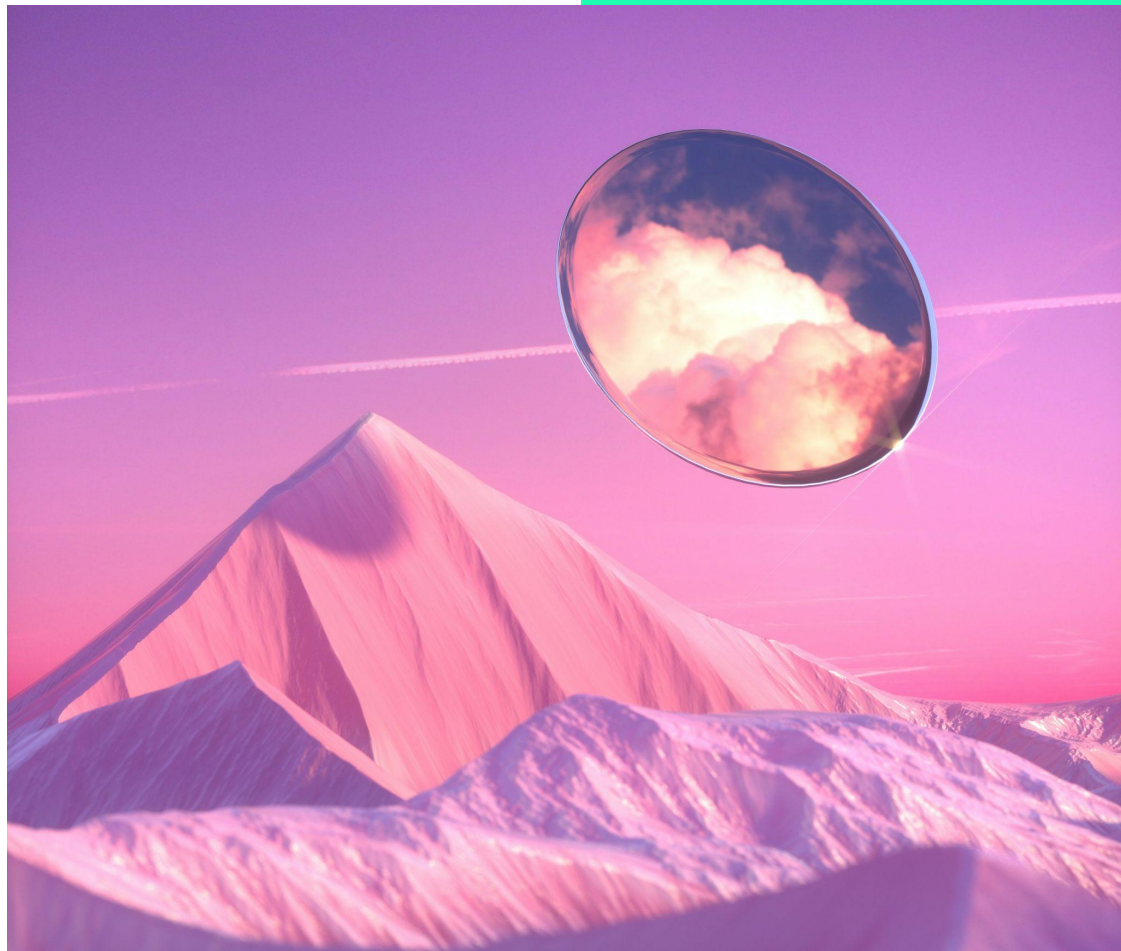
**BLANDINE LUPIN**  
*Project manager*  
**Social Media**



# Starting point:

*Passionate since 2007 about the economic, societal and technological issues shaping the future of brands,*

*We guide our clients to success by exploring the most exciting marketing and communication realms*





# It's about connect brands with people

It's no longer about simply communicating,  
but about knowing how to connect with  
your environment.

*The Muzes conceives,  
develops, produces, and  
spreads ideas, concepts to  
make them resonate with  
the world that surrounds  
businesses.*





# The Muzes' DNA

- Putting **branding at the heart** of every communication action.
- Relying on **strategic planning and trend detection** as the **keys to analysing** consumer and market expectations.
- Working as a hub around our **digital & creative factory** to offer THE MUZES' clients the most **connected and innovative** ideas and activations.





# Our divisions are interdependent and designed to cover all the key stages in marketing campaigns.

## 1

### CONSULTANCY

- Brand strategy
- Market positioning
- Go-to-market innovation
- Expression territory
- Trend detection
- Strategic planning

## 2

### CREATION - PRODUCTION

- Advertising campaigns
- Product launches
- Brand activation
- Video / Photo production
- Editorial production
- TV / Billboard / Radio
- Graphic design

## 3

### DIGITAL MARKETING

- Website development
- Landing Page Creation
- E-store management
- Social Media
- SEO
- Online Ads





# An international clientele spread over 6 activity areas

SPORTS / OUTDOOR

LUXURY WATCHES

FOOD / HOME

COSMETICS / FASHION

MOBILITY / INDUSTRY

TOURISM

MAURICE  LACROIX  
Manufacture Horlogère Suisse

L'ORÉAL  
PARIS

RICHEMONT

LANCÔME  
PARIS



Rowenta

L'OCCITANE  
EN PROVENCE

Moulinex

NTN

Sopalin



KRUPS



stpg



Tefal

ULYSSE  NARDIN

DIESEL



  
FREDERIQUE CONSTANT  
GENEVE



 DECATHLON



 INTERSPORT



  
LA ROCHE-POSAY

RALPH LAUREN

EUROCOMMERCIAL



  
la Clusaz

GRUPE  
Relais Vert  
La Vie & Vous

KALENJI

AVORIAZ  
1800



# Our brand support **skills** and scopes.

For innovative digital systems that drive performance.

## 1 BUILD

### ***Creating & Rethinking ecosystems***

Audit & Diagnosis  
Website development  
E-commerce platform  
Mobile Application  
DAM / CRM / ERP bridges

#UXDesign #UserInterface  
#DesignSystem #Development



## 2 ANIMATE

### ***Manage & update e-merchandising***

Media Digital Campaign  
Content Page / LP DP  
Catalogue management  
Product sheet enrichment  
Dataset / User Validation Test

#D2C #PromotionEngine  
#Dataset #MediaCampaign



## 3 ACTIVATE

### ***Promote & Improve the webmarketing's drivers***

Search Engine Optimisation  
Social Networks  
Online Advertising  
Influence Content Marketing  
Email Marketing

#SEO #SEA #SMO  
#DisplayAds #SocialAds



## /// Focus on our collaboration with Groupe SEB ///

How and why The Muzes is actually recognized as a strong partner for the intern digital teams.

- Perfect knowledge of the whole step of dvpt
- More efficient thanks to our combined skills in marketing & tech
- Dedicated in house team => reactivity & commitment
- High capacity to work on every tech











# “Digital experience at the heart of the kitchen”

Promote the recipes and digital services platform  
of My Moulinex and My Tefal

➤ *Explain and promote the revision of the culinary  
services integrated in the mobile applications of  
Groupe Seb's 2 emblematic brands.*

**Discover the case**



- ➔ Conception
- ➔ Web Design
- ➔ Web Development
- ➔ Promotional Banners Kit





# // PROMOTIONAL ASSETS //



ROWENTA



# “Creative toolbox for Brand Promotional Guidelines”

How do we ensure consistency of assets across  
the consumer journey?

➤ *Create a creative territory to ensure the brand  
voice is consistent during commercial highlights  
across all markets & digital channels of the  
owned media.*

- ➔ **Benchmark**
- ➔ **Artistic Direction**
- ➔ **Web Design**
- ➔ **Guidelines**
- ➔ **Toolkit**

**Discover the case**







**// ROLLOUT & RUN //**





Rowenta

Tefal

Moulinex

KRUPS

▲SEB

calor



# “Hello Direct-To-Consumer!”

Daily Webmastering and e-Merchandising of  
**24 e-Stores, 11 markets, for the 6 main brands**

*For over 10 years, we have been supporting  
Groupe SEB in its digital transformation.*

*Privileged partners in the evolution and  
day-to-day management of their e-commerce  
sites in Europe.*

**Discover the case**

- **1 International Group**
- **6 Brands**
- **24 eStores**
- **11 Markets EMEA**
- **UAT**
- **Webmastering**
- **e-Merchandising**







# Daily Webmastering

Backed by operational talent

11  
markets

24  
brand  
sites

+ 800 days  
of  
support





# Muzes & Daily webmastering

We support every day



1

The market have a new request and **create a new ticket** to us

2

We **analyze** the ticket and make recommendations

3

We **validate** a process with the website manager

4

We **execute** the validated actions

5

We **notify** the market when it is done

6

We subtract the **time spent** on the request off their **time envelop**





# WEBMASTERING SCOPE - BUILD

**BEFORE RELEASES TO HELP THE UATS  
AND ROLLOUTS**

PROMOTION ENGINE	BUNDLES	PRODUCTS	TESTS
<i>Promotion rules</i>	<i>Creation</i>	<i>Prices</i>	<i>Verification of compliance</i>
<i>Coupon codes</i>	<i>Modification</i>	<i>Price cuts</i>	
<i>Vouchers</i>			<i>Support for teams in case of anomalies or questions</i>





# WEBMASTERING SCOPE - RUN

**AFTER RELEASES TO UPDATE THE  
LEGACY WEBSITES EVERY DAY**

ANIMATIONS	HIGHLIGHTS	PROMOTION ENGINE	BUNDLES	PRODUCTS
<i>Creatives</i>	<i>Hybris banners</i>	<i>Promotion rules</i>	<i>Creation</i>	<i>Prices</i>
<i>Hybris banners</i>	<i>Special categories</i>	<i>Coupon codes</i>	<i>Modification</i>	<i>Price cuts</i>
<i>AB Tasty banners</i>	<i>Navigation</i>	<i>Vouchers</i>	<i>Creatives</i>	<i>Creatives</i>
	<i>Push product</i>			<i>Labels</i>
	<i>Landing pages</i>			<i>Color variants</i>
	<i>Header</i>			<i>Product finder</i>
	<i>Footer</i>			
	<i>Promo message</i>			
	<i>Payment methods</i>			





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# Since day one...

... We are brandsite's bestfriend!



## WE SUPPORT

*markets in their  
transition to D2C*



## WE FOLLOW

*the development of new  
functionalities to make relevant  
recommendations*



## WE STAY AWARE

*of customer's journey to  
suggest the best consumer  
experience*





# // SEARCH ENGINE OPTIMISATION //



ROWENTA®



# “Write, optimise, integrate”



**SEO content campaign to increase the visibility** of a little-known product category.

*With the warm weather approaching, Rowenta had a real challenge in informing its consumers about the benefits and use of air purifiers.*

[Discover the case](#)

- SEO writing
- Illustration
- HTML code
- Integration
- Optimisation



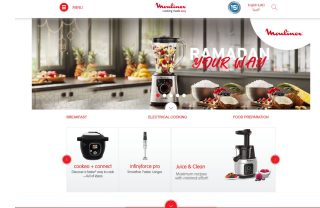
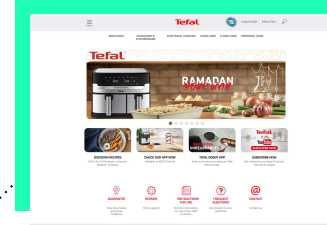


# What you need:

- Landing page development
- Update of website banners
- Update of push banners
- Web mastering (fonts / words changing / product arrangement)
- Linking banners to the respective landing page or product page
- Updating push videos
- Arrangement of lineup in category pages
- Disappearance of thumbnails / logos
- Change of pictos in drop down menu
- Change of product icon menu

Tefal®

Moulinex®



# Brand sites:

Tefal [www.tefal-me.com](http://www.tefal-me.com)

Moulinex [www.moulinex-me.com](http://www.moulinex-me.com)



**THANK YOU!**

<https://muzes.co/en/>