



Marketing Consulting and Research  
in Leisure, Sports, and Gaming

Member



Member



Research  
Partner



# Our Company



## ◆ Who We Are

Our company was created in 2003 as a natural extension of our founders' business activities. We are small multidisciplinary team of research analysts and research directors (sociology, psychology, ethnology, statistics, econometrics, etc.) combining our dual expertise in consulting/research and the leisure industry.

## ◆ Our Positioning

We are the only independent firm wholly dedicated to strategic and operational marketing consulting AND research in Leisure, Sports, and Gaming, industries where consumers are also passionate enthusiasts.

## ◆ What We Do

We will help you to:

- \* Define, reposition, or optimize your marketing strategies
- \* Resolve your marketing issues.

## ◆ Our values

Proactivity, ethics, commitment, listening, skill, creativity, readiness, objectivity, traceability, quality, enthusiasm, durability, confidentiality, intelligence, and transparency.

# Our Company



## ◆ Our Methods

We are a member of Adetem and Géfil. We develop advanced iterative and interactive methodologies for you, drawing from our marketing research results, high-tech solutions and knowledge base in Leisure, Sports, and Gaming.

## ◆ Our Partner Network

We have a network of reliable partners in France and Western Europe, specialized in our fields of expertise, ranging from fieldwork companies (CAPI, CAWI, etc.) to translators and interpreters to experts in architecture, programming, scenography, law, taxation, finance, HR, and communications.

## ◆ How We See Our Business

We implement Marketing 2.0, integrating the latest communications and sales media, while focusing on your issues and delivering real expertise, perfectly tailored ad hoc methods, and strong commitment to ensure added value and your full satisfaction.

We are a Top 100  
Research Firm!





# Our Areas of Expertise



## ◆ Leisure :

- Tourism, travel, and vacations: accommodations, food services, transportation, shopping, etc.
- Amusement parks, theme parks, recreational parks, nature parks, etc.
- Cultural activities: music, cinema, theater, fine arts, museums, books, TV, Internet, collecting, etc.
- Gardening, DIY, arts & crafts, food & wine, etc.
- Multimedia products: MP3 players, TVs, mobile phones, tablets, APNs, etc.
- Pets

## ◆ Sports :

- Individual/team
- Elite/amateur

## ◆ Gaming :

- \* Multimedia (video, TV, etc.), serious games, board games, role-plays, etc...
- \* Picks, lotteries, scratch cards, sweepstakes, etc. ...

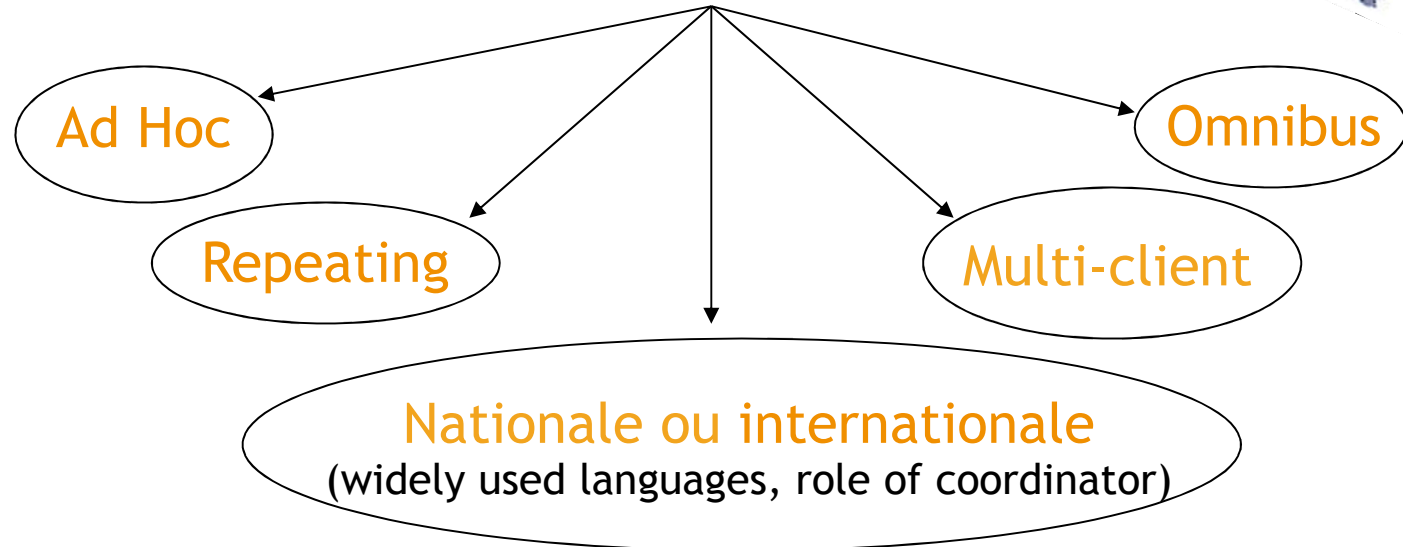
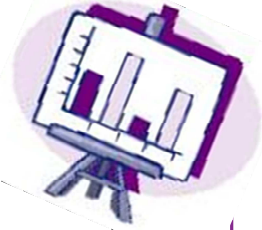
Recreation Industries

## ➤ Areas where your marketing approach must take into account:

- \* Consumer behaviors with strong symbolic, emotional, irrational, and identity-related dimensions...
- \* Customers motivated by pleasure rather than needs
- \* Expanding practices and very narrow market segmentations due to widely varying profiles and types of practices
- \* Activities expressing certain values (often with strong social, educational, or competitive connotations), whose economic impact is disproportionate to their media exposure and which can be used by sponsors and patrons as communications media



# Our Research Types

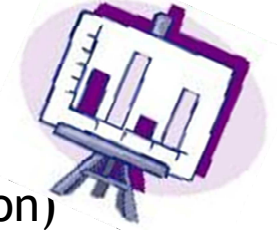


## ◆ Targets

- ↪ B2C : preteens, teens, adults, seniors, *parents/children, lead users, groups of friends, etc.*
- ↪ B2B : executives, opinion leaders, experts, buyers, partners, store, managers, employees, etc.



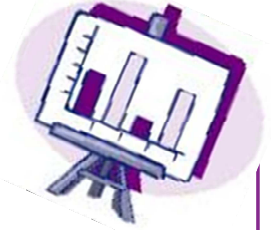
# Your Marketing Issues



- ◆ **Qualitative studies** (exploratory, explanatory, in any location)
  - \* Observation/immersion/experiments (mystery shoppers, store checks, shopping tours, ethnographic tools, etc.) using photography and video
  - \* Semi-structured interviews conducted face-to-face, over the telephone, or online (synchronous and asynchronous, diary mode): one, two, or three interviewees
  - \* Mini groups & focus groups, in-person or remote (online, via blog and forum), using interactive, depth, projective, creative, conflict, and engaging techniques (role-playing, workshops, etc.)
  - \* Content, semantic, lexical, semiotic, syntactic, and transactional analysis
- ◆ **Quantitative studies**
  - \* Telephone surveys (CATI), mobile phone surveys, mail surveys, online (CAWI, blogs, discussion forums, online research panels), face-to-face (CAPI)
  - \* Analysis of survey results: frequencies, cross-tabs, gap, principal components, factorial correspondence (AFC), regression, discriminant, typological, trade-off, etc.
- ◆ **Mixed-method (qualitative + quantitative)**
- ◆ **Intelligence and research** (ad hoc DocSearch™ and Netogr@phie Express™ research, with Early Warning™ subscription):
  - \* Publications, databases, websites (including blogs and discussion forums): e-reputation, opinion tracking
  - \* Benchmarking by industry/company/range/business, etc.



# Your Marketing Issues



- ◆ **Knowing Your Market and Territory ;**
  - \* Studies of market potential, economic impact, and trends
  - \* Competitive analysis/benchmarking, intelligence, observatory
  - \* Market player analysis (Mactor): decision-makers, buyers, users, influencers, opinion leaders
  - \* Sector, segment, and market studies
  - \* 360-degree fundamental or prospective studies and studies on impact of new regulations
- ◆ **Measuring the Effectiveness of Your Communications :**
  - \* Tracking recognition, image, and (e-)reputation for your Brand, Event, Show, Business, or People
  - \* Brand territory and identity research
  - \* Study of touchpoints (IMC) and expectations in terms of brand content
  - \* Pre- and post-testing: TV/radio ads, websites, direct mail, press releases, logos, sponsoring, brochures, promotions, in-house magazines, catalogues, Facebook fan pages, iPhone apps, etc.
  - \* Employee sentiment and in-house perception surveys
  - \* Analysis and quali-/quantitative assessments of media coverage, sponsoring, public relations, and calls for projects (corp. philan.)

# Your Marketing Issues



## ◆ Optimizing Your Distribution :

- \* Store checks, client visits, street interviews
- \* Pre/Post-testing of store concepts, staging, and layouts
- \* Observation of consumer behaviors, in-store decision factors, and categories
- \* Buyer listing process
- \* Retailer/franchisee satisfaction and expectation surveys
- \* Studies on sales outlets, distribution channels, websites, catalogues: synergy, complementarity, redundancy, etc.
- \* Influence/position/profile of opinion leaders

## ◆ Understanding Customers and Prospects :

- \* Explicit/latent/emerging insights, needs, and expectations
- \* Selection criteria and processes for products/services/brands/stores/equipment
- \* Consumer paths/experiences/histories/relationships (before/during/after purchase), habits, behaviors, feelings, attitudes, and opinions
- \* Fidelia™ surveys of delivered and perceived quality, satisfaction, trust, perceived value, loyalty, and overall attrition for aftersales service, customer service, etc.
- \* Prospect/customer dynamic panels, loyal/lost customer focus groups, failed prospects
- \* Segmentora™ segmentation/typology





# Your Marketing Issues



- ◆ **Innovating and adapting your Products/Services/Equipment:**
  - \* Idea, name/brand, new concept searches (NeoSearch™)
  - \* Designing sustainable development solutions
  - \* Customer & Expert co-design
  - \* Eva Mix™ : Pre-testing of new products, services, equipment, names, packaging, collections/assortments, labels, styles, etc.
  - \* Developing mixes and segmentation
  - \* Price testing (psychological price points)
  - \* Post-launch testing, first-time buyer surveys
- ◆ **Determining territory and areas for development in Leisure/Sports/Gaming:**
  - \* Image and positioning
  - \* Motivations and constraints to playing, identifying insights
  - \* Perception of rules and learning
  - \* Player, sports club member profiles
- ◆ **Identifying positioning and developing Events and Territories:**
  - \* Identity, image, positioning
  - \* Motivations and constraints to attendance
  - \* Visitor, spectator, audience profiles
  - \* Changes to format, shows, staging, ticketing, partnerships

# Consulting Services



- ◆ Marketing audits, assessments, diagnostics, reviews
- ◆ Development, feasibility, opportunity, positioning studies
- ◆ Research into new business models and new sources of revenue (including sponsoring and corporate philanthropy)
- ◆ Master plans, strategic development, positioning, business, and range planning
- ◆ Planning:
- ◆ Marketing plans (product/service/solution/equipment)
- ◆ Quality plans
- ◆ Communication plans (sponsoring/corporate philanthropy)
- ◆ Business plans (partnerships, referencing, sales)
- ◆ Design of custom tools, sales pitches, reports (dashboards)
- ◆ Facilitation of cross-functional project teams (work meetings, consultation meetings, etc.)
- ◆ Project management assistance: defining projects, calls for tenders, marketing project management
- ◆ Post-study operational assistance
- ◆ In-house training or individual coaching for product managers, marketing/market research managers (Approved training provider no. 11753828675)

# Our Commitments

## For Our Customers:

- ◆ Manufacturers of sports equipment, game consoles, etc.
- ◆ Service providers: casinos, hotels, gymnasiums, tour operators, camping sites, restaurants, recreational parks and facilities
- ◆ Event organizers
- ◆ Sponsors or patrons
- ◆ Sports federations/clubs /non-profits/foundations
- ◆ Online or offline media
- ◆ Distributors: travel agencies, large retailers
- ◆ Public-sector agencies, chambers of commerce, tourism offices, etc
- ◆ ...

## We Deliver:

- ◆ Time-saving
- ◆ Organizational flexibility
- ◆ An objective perspective
- ◆ Business/Industry expertise
- ◆ Tried-and-tested methodologies
- ◆ Profitable action drivers
- ◆ Secure decision-making





# Our Guarantees



- ◆ Confidentiality and compliance with Syntec/Esomar code of ethics
- ◆ Methodological choices aligned with the targets set
- ◆ Experienced team members who are competent in the mission assigned
- ◆ Validation of all tools and materials provided
- ◆ Strict supervision and monitoring of recruiters and interviewers
- ◆ Traceability and frequent reporting
- ◆ Internal quality control procedures
- ◆ Adherence to deadlines
- ◆ Readable, attractive, and multimedia reports
- ◆ Interactive, participative, and constructive debriefing sessions

# Our Customers





# Contact Us

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