

Agency description

RAISON DE PLUS

Raison de Plus
 Agence de Marketing Opérationnel
 Parc d'activités du Buisson, 6 rue des Entrepreneurs
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Main business areas:

- Market strategy
- Communication strategy
- Media planning and buying
- Creation
- Graphic Design and packaging
- Radio/press/poster campaign
- Promotion
- Direct marketing
- Internet/Webdesign
- emailing campaign

CommWorld contact person/s:

Frédéric Toulemonde
 Damien Toulemonde

Salient facts

Established
 1993

Corporation registration
 Société Anonyme

Management
 Damien Toulemonde
 Frédéric Toulemonde
 yves vincquier

Total employees
 18

Turnover
 EUR 2,000,000

Agency profile

Closing up the purchasing act and acting on the decision-making imply to control several techniques but stopping there would be mean forgetting the essential : The brand or corporate message must be at the center of the operational expression wich is often the main expression field of the compagnies.

Current major clients

Eugene Perma
 Produced capillaries

Groupe soufflet alimentaire
 Brand : Vivien paille

Yves Roche

Société générale

Monabanq

Ici paint

lafarge
 brand : Tollens

Bonduelle
 Brand : Cassegrain

Viva la vie

solution cuisine
 groupe wolseley

go sport

teleshopping

Inbev