

Consulting in strategic & operational marketing of innovative services

- Expertise: **Telecoms & Medias**
- Targets: **BtoB, BtoC & BtoBtoC**
- Assignments: **France & Worldwide**

A global service addressing all the aspects of the innovation marketing:

- Market intelligence and benchmark
- Opportunity analysis, modeling and recommendations
- Marketing plans
- Project management in a multicultural environment
- Communication
- Performance analysis, KPIs
- Business development

Recent achievements:

- Design and set-up of new E&M-payment offers
- Set-up of "3-screen" audience assessments (TV, PC, mobile)
- Set-up of partnership & acquisitions projects « Audience & on-line advertising »
- Studies of « online cause marketing » concepts
- Market intelligence for social networks and blogs
- Opportunity study for the launch of an XVNO
- Design of services offer for rural telephony
- Planning of events

Cintel differentiators:

- A team of 10 junior and senior consultants, and associated partners with technical & marketing skills
- Integrated in your working teams, directly in touch with your internal & external partners
- Quick adaptation to local environments
- A customer-oriented approach focused on solutions and skill transfer

Your success is our worth