

CASE EXAMPLE - 2025

COMPANY	CASE
AIR LIQUIDE	Imagine new solutions and ways of recruiting and retaining women.
AMAZON	Leveraging Amazon's vast technological capabilities to create unique, high-value premium experiences.
CAPGEMINI INVENT	Imagine a futuristic connected accessory that fosters brand loyalty and engagement.
CARREFOUR	Regarding act for food products, what marketing activations could be implemented on the app to increase the current consideration of our family with teenagers prospects?
CEVA LOGISTICS	Imagine solutions to better predict prices of freight.
DANONE	How can we encourage employees to invest, take action, join Danone communities, read our communications, follow our news, and feel involved?
DECATHLON	How can we effectively showcase the value and impact of a change management strategy through compelling proof points?
DELOITTE	Boost direct-to-consumer sales in the premium & luxury champagne industry.
EY	Develop innovative ideas for EY to enhance EY France performance on gender equity - making sure your initiative complies with CSRD expectations.
FORVIS MAZARS	How can Generative AI be used in recruitment processes while guaranteeing a positive, personalized, inclusive and transparent candidate experience and respecting CSR values?
GALERIES LAFAYETTE	Optimize our product life cycle management and better manage the end-of-life strategies.
GROUPE CASINO	Developing new business ideas to expand proximity services for Monoprix and Franprix.
L'ORÉAL	Design a launch plan for our new scalp tool service.
LA POSTE	Design innovative solutions to attract young people in our physical points of sales.
LVMH	Create a unique worldwide conciergerie for LVMH VICs.
MOËT HENESSY	Boost French Bloom's customer retention (online).
RENAULT GROUP	Identify use cases and maximize the customer value of the features enabled by the smartphone for the automotive.
SIA	Reimagine banking offers for students: how to transform Distribution (physical & digital) and advisors?
SOPRA STERIA NEXT	Swiftling loan consumer decentralized subscription to a new payment experience in store through the opportunity of Web3 and Gen AI?
TNP CONSULTANTS	Design a strategy to boost the adoption of renewable energy production for corporates and administrations in France.

