

Creating, developing and commercialising a unique agency

Context:

A competition is being held to find the most unique communications agency in Bordeaux with a prize of seed investment up for grabs.

Format

1. **Presentation:** Each group will be given **15 minutes** to present to and convince the jury, followed by Q&A. You will also be expected to **respond to questions** from the audience. A **visual projection** will help.
2. **Written Report:** In order to assess your agency's ability to provide solutions for a client, you will have to prepare a Digital Audit (case-study). Further information below.

Content

The following points are an indication (not a definitive list) of what the jury expects to discover in order to evaluate the merit of your project.

1. For your **presentation**, you will need to demonstrate **who** you are, **what** you offer and **how** you are going to succeed.

AGENCY CREATION

- Name
- Brand/ Image
- USP/ Specialisation
- Landing page

THE OFFER

- Value proposition
- Customer Segment
- Competitive advantage
- Differentiation

BUSINESS DEVELOPMENT

- Online
- Offline
- Tactics

Provide a clear **summary** at the end, to recap why you believe your agency is unique, why it will be a success and how you will ensure this.

2. WRITTEN REPORT: CASE STUDY

On the day of presentations (July 2021) you will be given a case study of a company requiring your agency to carry out a **Digital Marketing Audit**

- A company will be assigned to you during the final lesson where you will be given 3h30 to prepare.