

**FRENCH
MORNING**

NEW YORK SAN FRANCISCO LOS ANGELES MIAMI TEXAS

studio.

CATALOGUE 2016

OUR MISSION

“

We aspire to be the leading ad agency connecting your brands to the French-speaking community in the U.S. and francophiles across the globe through meaningful communications, innovative and creative solutions.

”

Sarah Montan

WHO WE ARE

Founded in 2007 by Emmanuel Saint-Martin, French Morning has become the leading media organization among French-speakers in the United States and a unique and powerful voice in the community of francophiles both here and abroad.

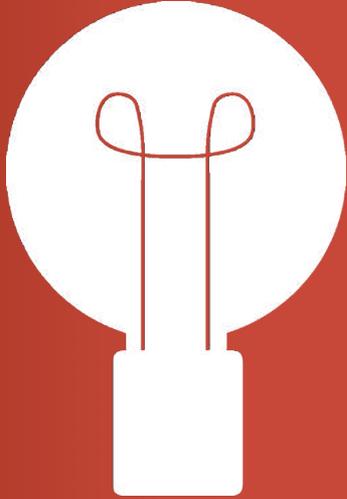
As we've grown over the last decade, our readership and advertising partners have grown with us. Always facing forward and conscious of the ever-changing landscape of marketing and advertising, we've decided to expand our operations to offer more qualitative and innovative solutions to our partners.

This year, we launched our own in-house creative agency, serving advertisers with our trademark voice and ambition: *French Morning Studio*.

We provide the mechanism for your brand to build and retain its audience, to strengthen branding and brand recognition, and to garner new customers in the United States through consultation, production, and other services dedicated to the success of your campaign.

We create—in concert with you—cross-channel advertising campaigns with top-flight creativity and the agility and ingenuity of seasoned professionals.

WHAT WE DO



CONSULTING



PRODUCTION



SERVICES

Whatever your needs, we take the time to listen to your goals and help you articulate your communication objectives, immersing ourselves in your brand's values in order to provide the highest quality service and ensure your satisfaction.

CONSULTING

/ CAMPAIGN CREATION /

After listening carefully to your objectives and familiarizing ourselves with your company's values, we craft the message, tone, and media for your advertising campaign, including graphic design and strategic planning.

/ PRODUCTION MANAGEMENT /

Even if your campaign was created by another agency, we can produce banners, videos, and other media, acting as an intermediary between imagination and implementation, with the utmost dedication to the fidelity of your campaign strategy and specifications.

/ MONITORING AND REPORTING /

We place a high priority on keeping the lines of communication open throughout our relationship with advertisers, especially when it comes to the metrics of our results. With our data-driven approach, you can monitor the success of your campaign in real time, allowing you to make the necessary changes to ensure the maximum performance of your campaign.



PRODUCTION

Based on your communications strategy, we carefully select the solutions and creative personnel necessary to bring you the desired results.

- / **VIDEOS** / Conceptualize your own web series to engage the audience and promote your brand identity.
- / **DISPLAY BANNERS** / Increase your profile and improve your click rates.
- / **BRAND CONTENT** / Augment your brand through high-end bespoke content.
- / **SOCIAL MEDIA** / Let us do the leg work by managing your social media and developing your online community.
- / **EVENTS** / Create a dynamic network of prospects and develop a strong local presence.
- / **STREET TEAMS** / Leads and promotion through grass-roots campaigns.
- / **SMS AND TELEMARKETING** / True cross-channel marketing that increases your conversion rate.
- / **RADIO SPOT** / Get your message out and imprinted on the collective consciousness.
- / **EMAILING** / Inform and engage your audience by creating a dialogue and fostering community.
- / **WEBSITE** / Dedicated promotion of your products, services, or events.
- / **APPS** / Build a focused, portable community around your brand.

SERVICES

/ TARGETING /

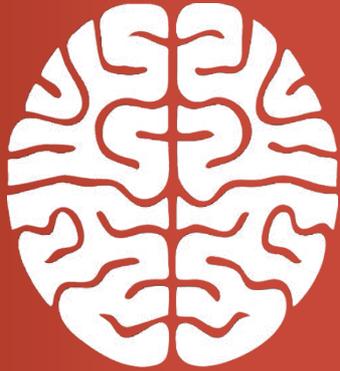
Whether it's through the reach of *French Morning's* website and newsletter or through your own channels, we carefully target the audience you're looking for, increasing the import and effect of your message.

/ ADVERTISING /

With French Morning Studio, you don't just have access to our built-in audience —we also handle your advertising elsewhere, coordinating ad buys across media channels that match the audience you're after, increasing your message's impact and improving its performance.

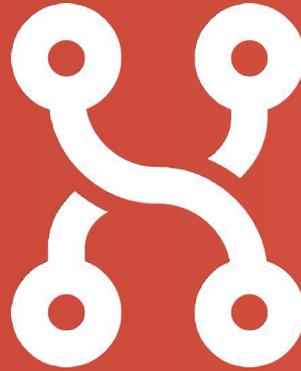


WHY WE'RE DIFFERENT



CREATIVITY

Our team is made up of a wide variety of creative professionals, all experts in their fields. Each has unique and comprehensive experience in marketing, communications, and advertising strategies.



CROSS-CHANNEL

Not only do we excel in cross-channel campaigns, we also believe deeply in the results they bring and their growing power in media.



QUALITY

From our first meeting to analyzing the success of your campaign, we remain an attentive and adaptive partner, ready to match our creative capacities with equally excellent customer service.

MEET SOME OF OUR
HAPPY CUSTOMERS

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Airways France

Objective: to assert the XL Airways brand across the francophile and francophone audiences living in the United States.

Duration: 1 year

We delivered:

- creation of display banners for websites and newsletters
- editing of branded content for tone, clarity, and impact
- production of web series through twenty episodes

LA COMPAGNIE

Boutique airline

Objective: to target and reach the francophile and francophone audiences in New York and Miami for boutique airline La Compagnie.

Duration: 1 year

We delivered:

- creation of display banners for mobile
- segmentation of the *French Morning* audience to send dedicated email matching the brand's promotion calendar
- Branded content editing for articles on *French Morning*
- creation of web series and production of the first twenty episodes

FRENCH MORNING



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