



Abensour & Partners

**We give your brand a strong relevance
in popular culture.**

The strongest brands and the most successful innovations are the ones that deeply resonate in popular culture, and in people's lives. Their story is "insightful".

At the center of everything we do is a passion to find the most powerful insights possible, and to help create communications and narratives that resonate at the deepest level with people and their culture. This passion drives our ethnographies, our cultural explorations, our strategic thinking, our positioning work, our innovation programs, as well as our content creation, blogs, consumer videos or documentary based communications.

We find out and document how brands and innovations resonate in people's lives (ethnographies, expert interviews, anthropology, semiotics, cultural analysis). We take your brand or your innovation opportunity through a positioning journey, to identify a unique cultural "white" space and create the building blocks of your "foundational narrative".

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Abensour & Partners

**We explore the local cultures
in which you operate,
in search of The Insight.**

1. In search of the Insight

The first step of our process is to interrogate and document the cultures in which you operate, and to understand how people relate to your category and brand. We aim at unearthing a « white space », a need or a want that is unfulfilled. From this white space, we create The Insight.

To conduct our exploration, we use:

-Knowledge reviews – a review of your existing research, and of on line contents / social listening.

-Semiotics – an analysis of signs / codes / cultural artefacts that structure your market.

-Expert Interviews – we deepen our understanding with insights from cultural experts / anthropologists, or hands on people in the know (expert users, influencers, bloggers, professionals) <http://abensour.org/experts/>

-**Ethnographies**: ethnographies are our most important source. Unlike traditional research, we conduct one on one conversations with prosumers / consumers in the context of their lives, which allows us to go beyond “declaratives” and observe behaviour and rituals. We also make high quality video captions of our ethnographies for future use in brand videos. <http://abensour.org/for-ethnography/>

Markets where we have partners and teams: US, UK, EU (France Germany, Poland, Spain), Mexico, Brazil, China.

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We help you define your positioning and Big Idea.

2. In search of the Brand / Innovation Big Idea

Our strategic / positioning process is designed to be fundamentally collaborative, so that all stake holders involved (including creative teams in charge of comms) reach common understanding of the strategic intent behind the positioning / creative brief. We aim to build a meaningful alignment on what we call: "the Big Idea".

Our strategic / positioning workshop is typically built on the following funnel:


- a. Objectives.
- b. Competitive landscape: competitive review and social listening.
- c. Brand / Innovation opportunity: what is the white space we want to build upon.
- d. Target: who do we want to talk to. What do they currently do / think.
- e. The Insight: What is the core belief / behaviour we want to build from.
- f. Brand / Innovation purpose: what is our broad purpose, beyond our immediate objectives.
- g. Emotional Benefit. How do we want people to feel as a result of using our brand / product.
- h. Functional Benefit. How do we answer people's functional needs / wants.
- i. Brand / Product Truth. What is the truth about our Brand / Product that supports our benefits.
- j. Brand Personality.
- k. THE BIG IDEA: As a result of all of these dimensions, the distillation of how we propose to respond to the Insight, in order to occupy our white space.

In these workshops, we provide moderation as well as the key building blocks: white space analysis, target analysis, etc...

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We help bringing the Big Idea to life.

3. Bringing the Big Idea to Life

Once we have agreed on the Big Idea, we typically remain involved in the comms and creative processes.

A. From the Big idea to the Brand / Innovation story.

Our work usually goes beyond the brief, **working with creative teams to translate the Big Idea into narratives and brand / product stories, in the role of "Creative Planners"**.

If need be, we can also organize and moderate a **story telling workshop** to help trigger first creative ideas. More on it: www.abensour.org/storytelling/

B. Brand videos.

From the video captions of ethnographies and expert interviews, we very often produce brand / innovation videos to distil the strategy to broader audiences, with our editing team.

C. Content pieces.

Consumer video captions can also be used to produce consumer generated contents. Examples of our video productions can be found here: www.abensour.org/video/

Abensour & Partners

Who we are

Christophe Abensour is leading our team. On every project though, we use our team of partners to form the best possible team, based on skills required, and geography:

<http://abensour.org/ourpeople/> .

Christophe is a French and New Zealand citizen. Christophe is "agrégé de philosophie" and MA in Political Science. He was a teacher of philosophy before pursuing a career in advertising: he worked in strategic planning and management with Saatchis, Lowe, Bates, O&M, and BBDO. Advertising made him a world pedestrian, working and living in Paris, London, Chicago, Moscow, and Barcelona. In 2001, he created Abensour & Partners to conduct brand projects for Toyota, L'Oréal, Mars, Heineken, Esthederm Group, Nestlé, SNCF and Unilever, but also smaller brands, see below. He has a lot of experience with liquors and alcoholic beverages. Ballantine's, Glenfiddich, William Peel, Gautier, Sobieski, etc...

Below is our client list:



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