



**EMAKINA**

building brand experiences

Suivez nous sur [@emakinaFR](https://twitter.com/emakinaFR)

Alexis Mons - [@alecm](https://twitter.com/alecm)



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**Alexis Mons**  
**Marketing et**  
**communication**  
**À L'ÉPREUVE**  
**DES FOULES**  
**INTELLIGENTES**  
[ Éloge de la tension ]





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## TREVOR EDWARDS / NIKE (2009)



TREVOR EDWARDS / NIKE (2009)

**WE'RE NOT IN THE BUSINESS  
OF KEEPING THE MEDIA  
COMPANIES ALIVE  
WE'RE IN THE BUSINESS OF  
CONNECTING WITH  
CONSUMERS**



**ADS : -40%**





## MUHTAR KENT / COCA-COLA (2012)



MUHTAR KENT / COCA-COLA (2012)

**YOU STILL NEED GREAT  
ADVERTISING, BUT THAT'S  
JUST PART OF A **DIALOGUE****



# DIGITALISATION



# **DIGITALISATION SERVICE**



**WE ARE TALKING ABOUT**

**BUSINESS**



**FULL SERVICE !**



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