



DESIGN ADVANTAGE FORUM

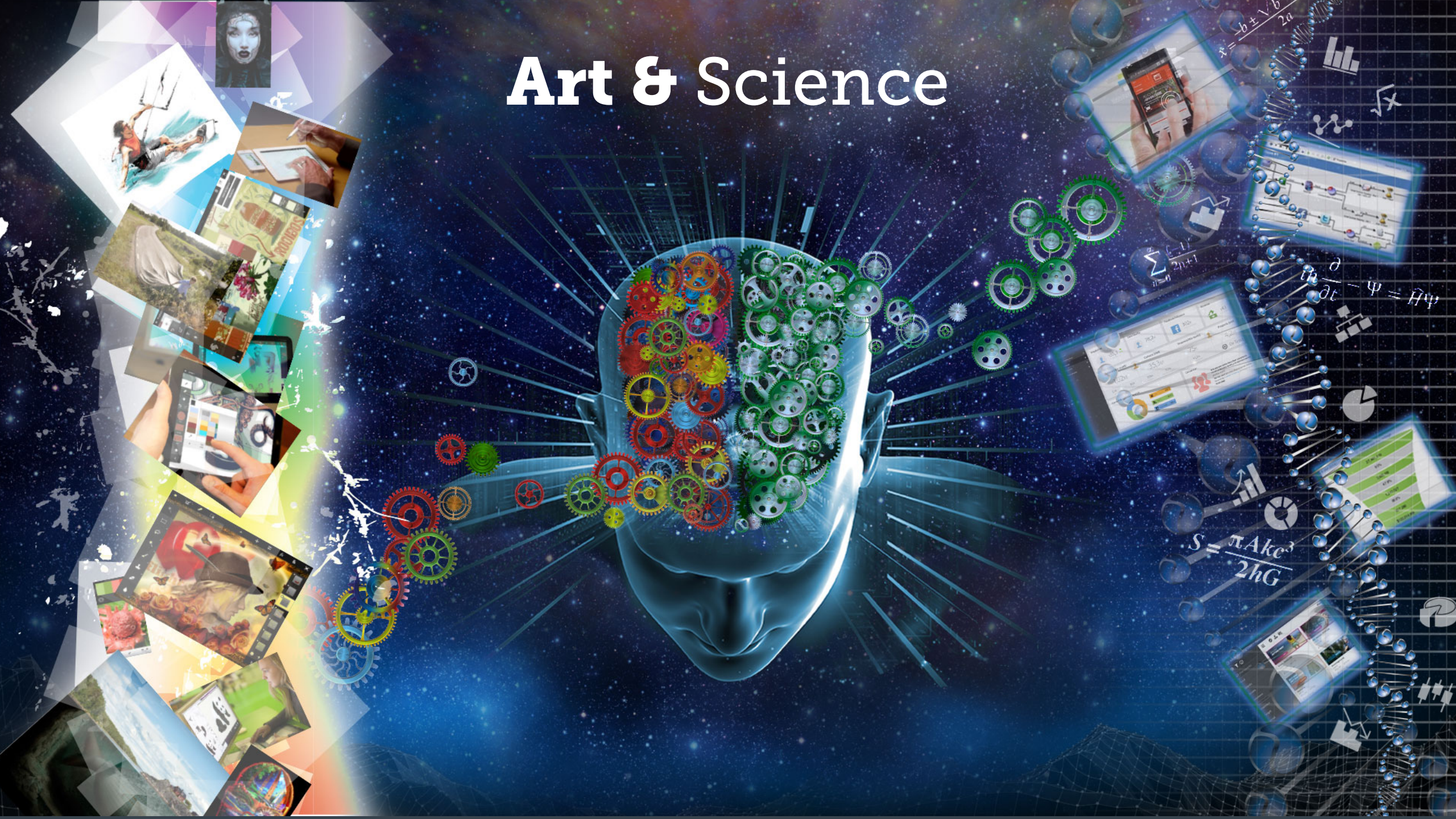
**CREEZ UNE EXPERIENCE CLIENT UNIQUE
POUR ACCELERER VOTRE BUSINESS**



Table-ronde: Transformation Digitale & Contenus

Fred Rolland | Manager Relations stratégiques, Adobe

Art & Science



Ce que les clients attendent

PERSONNALISÉ

PERTINENT

TEMPS-RÉEL



L'utilisateur détourne son regard si

68%

le contenu est trop long

78%

l'accès au contenu est
trop long

81%

le contenu est incomplet

75%

si le contenu n'est
pas attractif

Réorganisation ?

Transformation digitale & Contenus



LOUIS VUITTON



Transformation digitale & Contenus



Frédéric Elkoubi

Directeur général adjoint
Stratégies digitales,
eg+ France - Omnicom



Arancha Vega

Directrice Studio
Graphique, Edition &
Multimédia
Louis Vuitton



Nathalie Nyault

Responsable des
projets digitaux à la
Communication
LCL



Frédéric Elkoubi

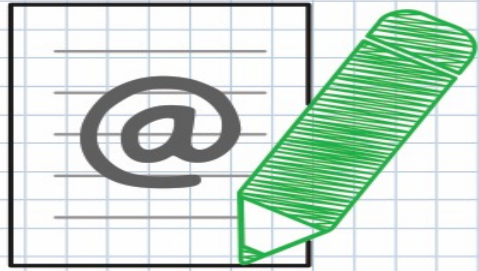
Directeur général adjoint Stratégies digitales



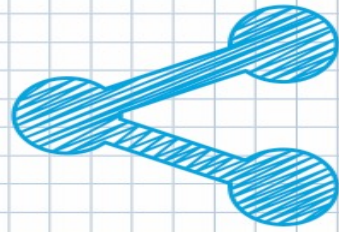
potential

A hand holding a blue marker is shown in the upper right quadrant, drawing a white arrow that starts from the word 'potential' and points towards the right. The arrow is composed of a horizontal line that curves upwards and then continues as a straight line ending in a white arrowhead. The background is a dark, textured blue.

CREATING

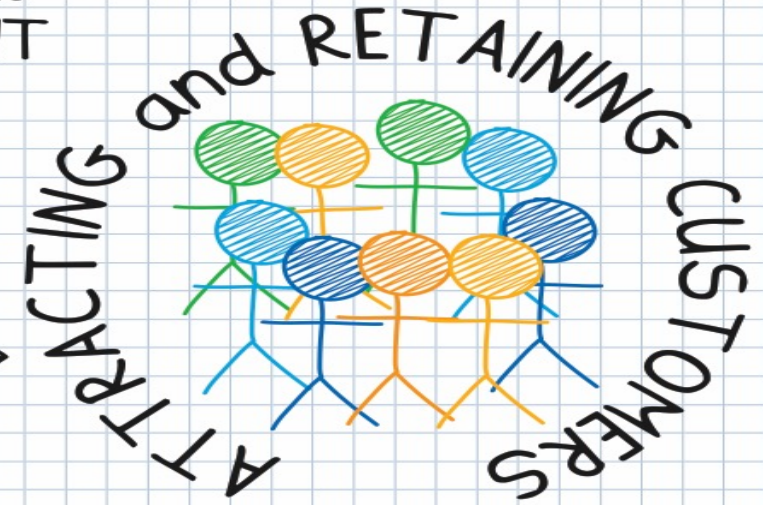


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SHARING

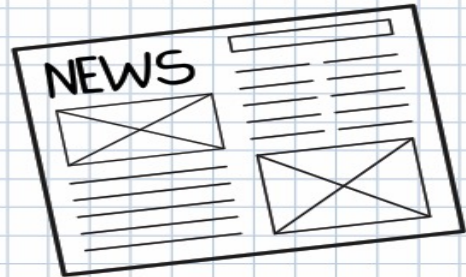
Information that Customers WANT



CONTENT

Various FORMATS

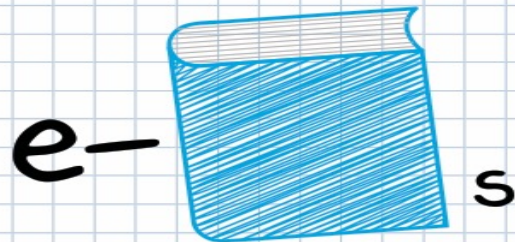
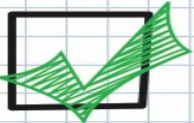
MARKETING



digital

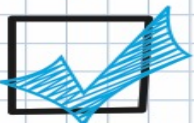


online



INFOGRAPHICS

mobile





Adobe

Arancha Vega

Directrice Studio Graphique Éditions et Multimédia

LOUIS VUITTON









Adobe

Nathalie Nyault

Digital Communication & Marketing Manager





CREDIT LYONNAIS





LCL
BANQUE RELATIONNELLE ET DIGITALE







Start

Merci !



LOUIS VUITTON





Adobe