



PARIS 2024



# Olympic Games

Friday, July 26 – Sunday, August 11

What if this was an opportunity for you?



# The Olympic Games in figures



**15.1 million**  
visitors

according to the organization

of which

**1.9 million**  
foreign visitors

**206**  
Nationalities  
represented

 **56,6 %** Europeans

 **43,4 %** long-haul

# The world's biggest sporting event



All eyes will be on the Olympic Games.

Organized in France for the first time since 1924!

**329**

sports events



**59**

disciplines

## With significant economic benefits



A customer base with

**purchasing power**



**3,2 billion**

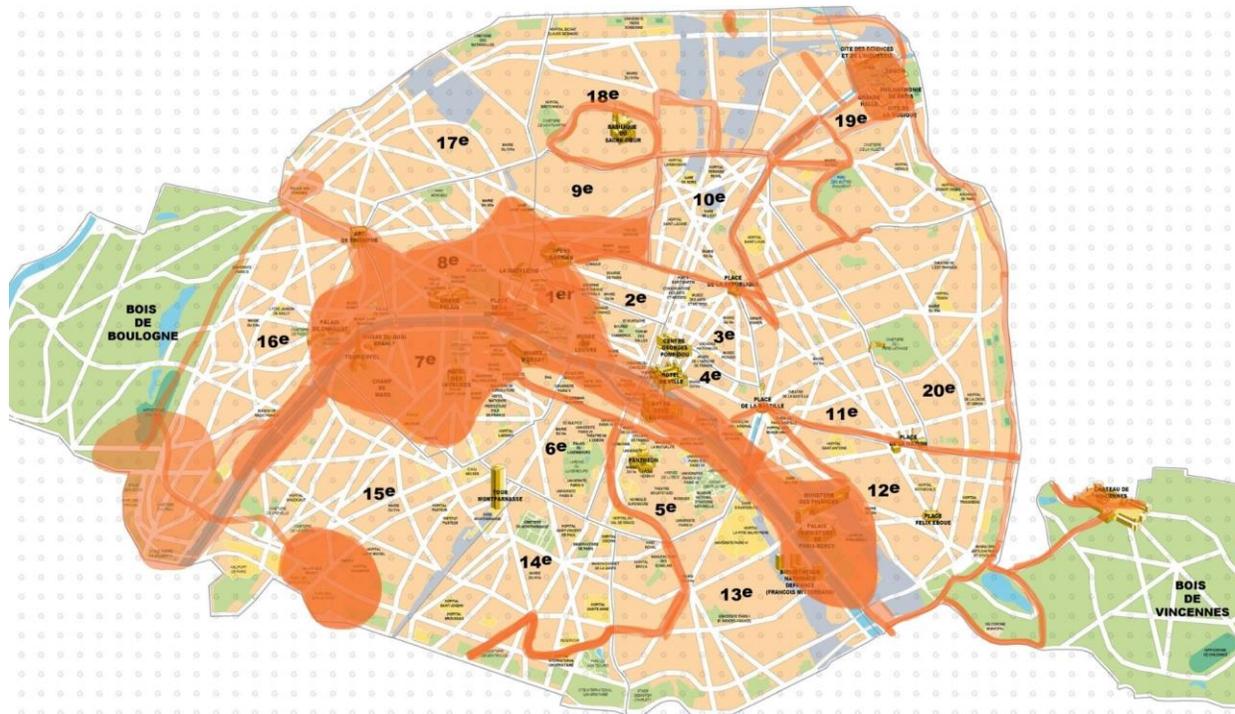
euros in projected expenditure  
excluding ticket sales

According to the organization's forecasts

# Communication opportunities

## Impossible

Zones reserved exclusively for partners



## Possible

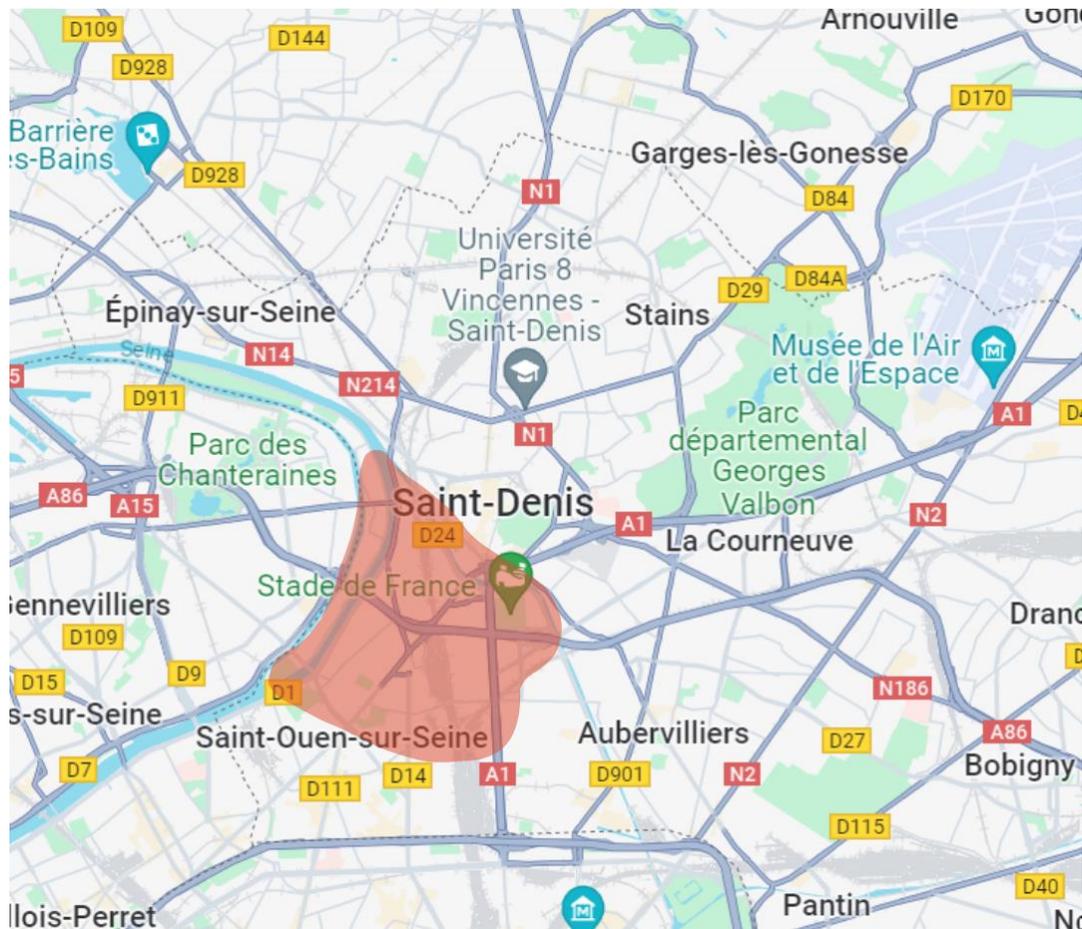
Zones with possible presence



# Communication opportunities

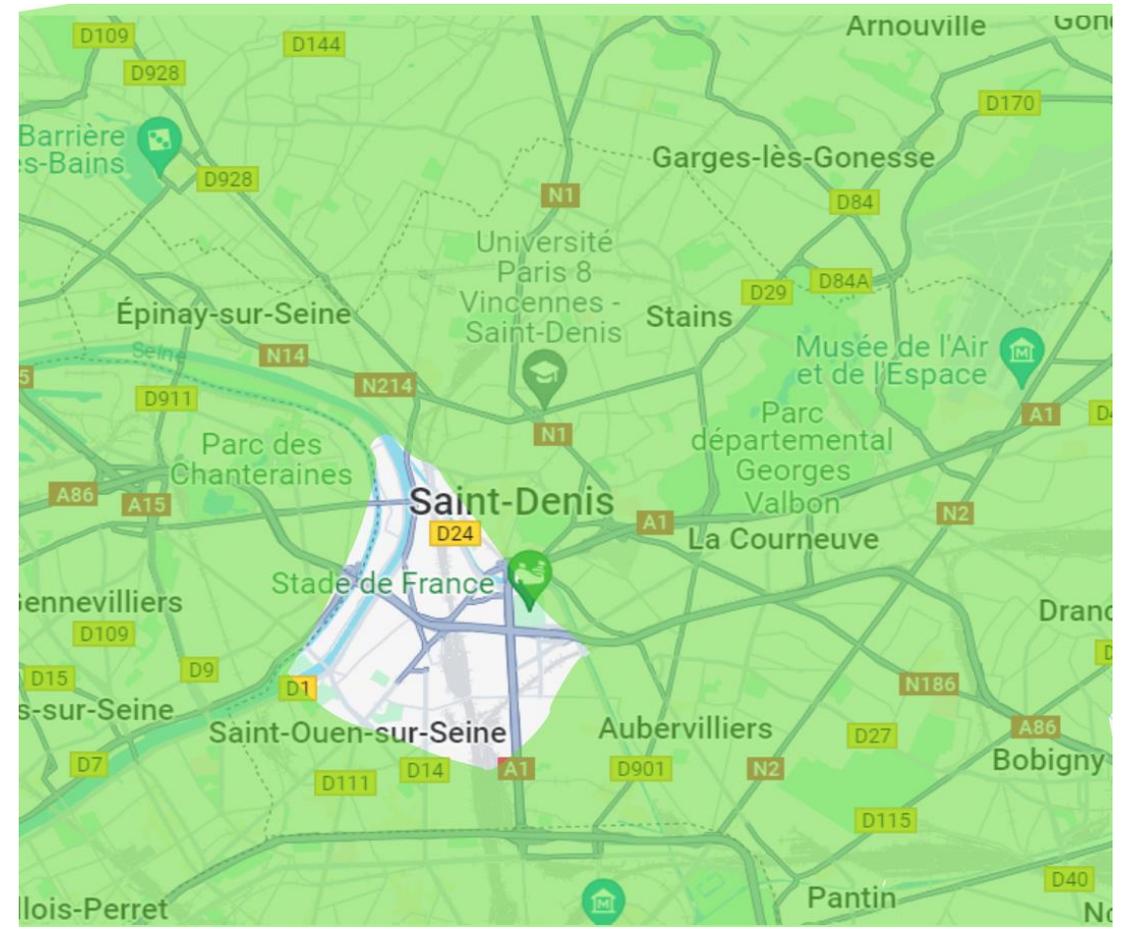
## Impossible

Zones reserved exclusively for partners



## Possible

Zones with possible presence





# We therefore propose :

**3 activation opportunities to take advantage of Olympic highlights**

Retail marketing

Street marketing

Digital

**Promote your brand to a national & international target audience**

# Retail marketing



**POS as a means of communication.**

- ✓ More than 150 partner outlets
- ✓ A long-term collaboration based on trust.
- ✓ Accessible POS despite the Olympic Games

## POS activation

**All over the Paris Region, before & during the Olympics Games.**

**Goodies adapted to each sector of activity to take advantage of the demand.**



## POS display

**All over the Paris Region, before & during the Olympics Games.**

**Over 200 local store windows to display your brand/your message.**

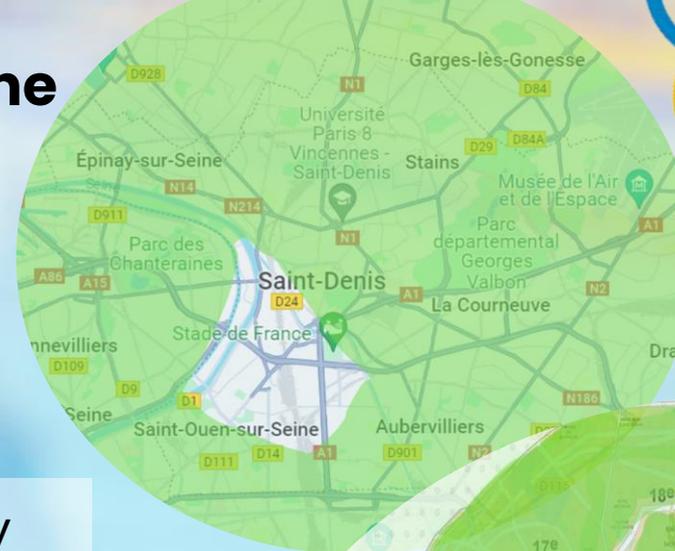


# Street marketing



**Before and during the Olympics Games.**

[Plus de détails ici](#)



## Full adaptability

A database of over 1,000 promoters of the nationality you're looking for. Your goal? Reach your target.

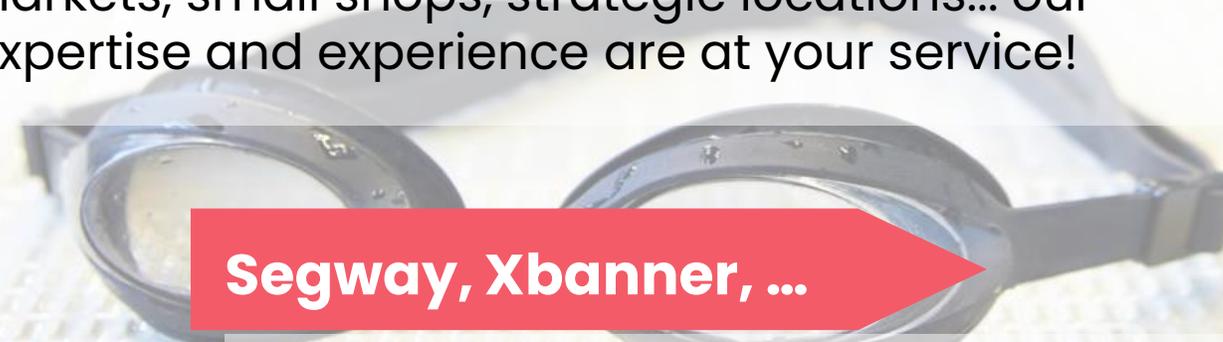
## Our expertise at your service

Markets, small shops, strategic locations... our expertise and experience are at your service!



## Segway, Xbanner, ...

Segway, Xbanner, electric scooters, led display... We'll adapt to your needs!



# Digital campaign



Before and during the Olympics Games.

[Plus de détails ici](#)

Reach your target everywhere according to your criteria:

By target – by neighborhood – by sporting discipline

Geolocation, geotargeting



DEEZER



Citymapper



Drive to Store, notifications

Attract international customers to discover your shops/flagship



Web branding on sports sites visited by your target audience (thanks to IP addresses)

We target foreign sites visited during the Olympic Games from France



KOOORA



# Offer can be duplicated

**in all other competition cities**



**Versailles**



**Bordeaux**



**Marseille**



**Nantes**



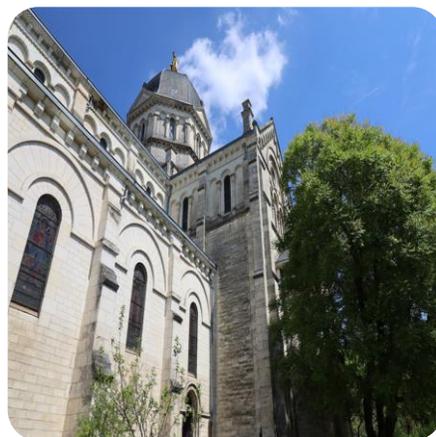
**Lyon**



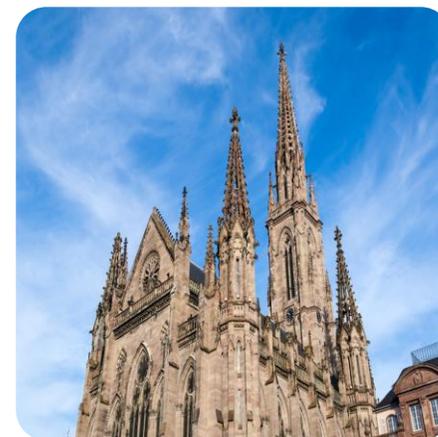
**Nice**



**Tahiti**



**Châteauroux**



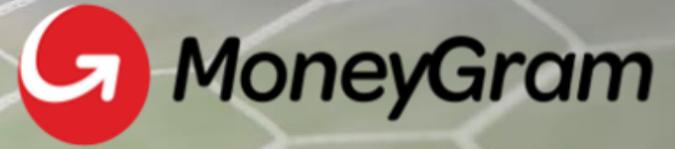
**Saint-Etienne**



**Lille**



# They trust us!



# I-CAN SERVICES

## In a few words



### AN OMNICHANNEL AGENCY WITH STRONG LINKS WITH PROXIMITY.



Founded in 2014, I-Can Services is an independent omnichannel marketing & business development agency specializing in **international populations** operating in France, Europe and Africa.



Our DNA is to build long-term collaborative partnerships with our customers, enabling them to generate and, above all, sustain **growth**.



Our overriding ambition is to take ownership of the subjects we work on as **if they were our own**, and to put all our energy into ensuring that our actions are crowned with success.



The quality of our services is reflected in the fact that most of our customers have been with us for **several years**.

**Immediately available to help you  
Let's talk about it, contact us!**



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# Appendices





# Our expertise



1

## ONLINE

- Communication
- Media buying
- SEO, SEM, SEA
- Influencers
- Social networks

2

## OFFLINE

- Street marketing
- Point-of-sale installation
- Content creation
- Events
- Graphic charter creation
- Offline media strategy

3

## BUSINESS DEVELOPMENT

- Sales force
- B2B partners
- New domains
- New distribution channels
- Customer loyalty

4

## CONSULTING

- Market research
- Competitive intelligence
- Data analysis
- Campaign ROI
- Optimizing the customer experience



# Why choose us?

## Adaptability

We adapt your values and identity to each of our operations, so that they can be **fully customized**. We're here to listen!

## Experiences

Our many past operations have enabled us to compile extensive databases. We look forward to hearing from you!

## Expertise

Long-standing expertise in **your sector**  
Expertise **of our promoters** who excel in direct interaction

## Your ROI!

Our databases, our expertise and our experience enable us to carry out specific actions and **fine-tune** strategies for **greater efficiency!**



# Street marketing

Our expertise



Our offer

 [More details here](#)

✓ Study an audience, study it, and **speak to it directly**

**25,000 direct interactions**

✓ **By selecting the most strategic strategic**

**Spread over 6 selected cities**



**Example of a campaign realized  
With Royal Air Maroc**



**Video review!**

→ 2 days of 5 hours,  
with 4 promoters

**2400 €**

→ Design + printing of 4000  
flyers + Xbanner

**1300 €**

→ Supervision, logistics, HR,  
promoter training, customized outfits

**1200 €**

(All prices are given as examples)

**Total : 4900 €**

# Retail marketing

Our expertise



Our offer

✓ **Increase visibility** in local stores popular with your target group by establishing the brand there

✦ **Our advantage?**  
Our expertise in diasporas + our extensive dedicated databases

→ Design and printing of 200 A3 posters + 1000 advertising flyers **1800 €**

→ Supervising and coordinating the operation, preparing POS lists, planning, negotiating with stores **400 €**

→ Logistics and physical installation of communication media **1700 €**

→ Agency management and working hours **800 €**

(All prices are given as examples)

**Total : 4700 €**



# Digital campaign

Our expertise



Our offer

[More details here](#)

- ✓ **Precisely target** your audience (website, social networks...)
- ✓ **Amplify the message** via social networks for maximum interaction
- ✓ Get **strong, immediate results**
- ★ **Our advantage?**  
Our knowledge and relationships with influencers

- **Purchase of advertising space** **2000 €**  
(+ design of banners for social networks, websites and other media adapted to your needs)
- **Project development and monitoring:** **800 €**  
creation of a customized proposal, rigorous monitoring of its effective launch, weekly activity report.
- **Agency management and working hours** **600 €**

(All prices are given as examples)

**Total: 3400 €**

# Graphisme



Our expertise

Our offer

- ✓ **Adapting** an identity to a graphic universe!
- ✓ **Powerful images** for all media (print + digital)
- ✓ **Stand out from the competition** through innovation and originality
- ✦ **Our advantage?**  
Our relationship with influencers

- **Creation of a campaign identity** **2000 €**  
**brand identity**
- Search for a graphic universe that can be applied to all communication media
  - Illustrative research
  - Typographic work
  - Color search
  - A variety of communication media

(All prices are given as examples)

**Total : 2000 €**

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