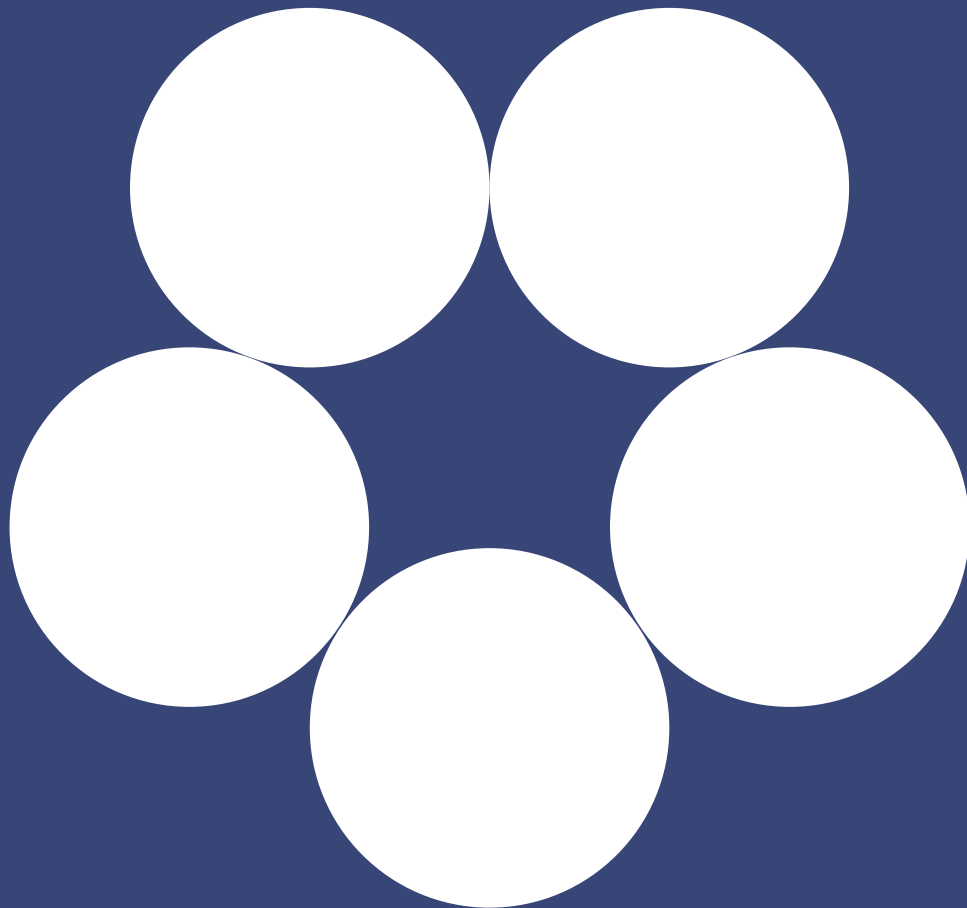


VO2 APAC INTRODUCTION

LUXURY DECK

NOVEMBER 23



WHY VO2 GROUP.

VO2 GROUP IS A GLOBAL
TECH & DIGITAL
CONSULTANCY. WE
UNLEASH THE
TRANSFORMATIVE MIGHT
OF TECHNOLOGIES TO
PROPEL LEADING BRANDS
INTO AN ERA OF ENDLESS
POSSIBILITIES.

+700

CONSULTANTS

80M

REVENUE 22

70%

LARGE GROUP

BORN IN PARIS IN 2011

NOW GLOBAL



VO2 ASIA PACIFIC. SINCE 2011

WE ARE A DIGITAL CONSULTANCY DRIVING TRANSFORMATIVE CUSTOMER EXPERIENCES THROUGH INNOVATIVE TECHNOLOGIES, MARKETING ACTIVATIONS, CRM IMPLEMENTATION, AND DATA-DRIVEN SOLUTIONS ACROSS ASIA.

HEADQUARTERED IN SHANGHAI, WE HAVE A STRONG PRESENCE IN BOTH NORTH ASIA AND SOUTHEAST ASIA.

10+
YEARS OF
EXPERIENCE

700+
PROJECTS
DELIVERED



WHY VO2 GROUP

OUR CLIENT CENTRIC END-TO-END EXPERTISES

STRATEGY & INNOVATION

- INNOVATION STRATEGY
- DIGITAL STRATEGY
- INNOVATION ROADMAP
- IA LAB / WEB3 STRATEGY
- TECH FOR SERVICES & PRODUCTS

BRAND EXPERIENCE

- INTEGRATED DIGITAL AGENCY
- UX & IMMERSIVE STUDIO
- WEBSITES / APPS / PLATFORMS / ECOMMERCE / SOCIAL MEDIA
- FULLSTACK DEVELOPMENT

TECHNOLOGY & PLATFORM

- HIGH-QUALITY, SCALABLE ARCHITECTURES, PRODUCTS, AND SERVICES,
- INTEGRATING THE MOST ADVANCED TECHNOLOGICAL SOLUTIONS

DATA & PERFORMANCE

- TRACKING & PERFORMANCE
- DATA ARCHITECTURE
- DATA MARKETING
- COMPLEX API DEVELOPMENT

CLIENT ENGAGEMENT

- CRM & MARKETING AUTOMATION
- DIGITAL FACTORIES FOR GLOBAL PROJECTS
- SALESFORCE SPECIALIST
- CRM OPERATIONS
- INFLUENCE (KOL / PR / LIVESTREAM)
- SOCIAL CAMPAIGNS
- TRADE ACTIVATIONS

SUCCESS MANAGEMENT

- INTERNATIONAL TRANSFORMATION PROGRAMS
- CHANGE / GOVERNANCE / ADVISORY TEAMS
- DIGITAL / CRM / CONTENT FACTORY
- ROLL OUT OF CORE & OPERATING MODELS
- LEARNING EXPEDITIONS



VO2 APAC | LUXURY & OMNICHANNEL

DIOR

LOUIS VUITTON

LOEWE

GIVENCHY
PARIS

AUDEMARS PIGUET
Le Brassus

Van Cleef & Arpels

FRED

BERLUTI

Christian Dior
PARFUMS

TIFFANY & Co.

CHAUMET
PARIS

apm
MONACO



Diamanti Per Tutti

narciso rodriguez

GUERLAIN
PARIS

PIERRE MARCOLINI
BRUSSELS

PINEL  PINEL
PARIS

STELLA McCARTNEY



ARMANI
beauty

CHINA CASES

DIGITAL TRANSFORMATION

01 - LOUIS VUITTON

02 - AUDEMARS PIGUET

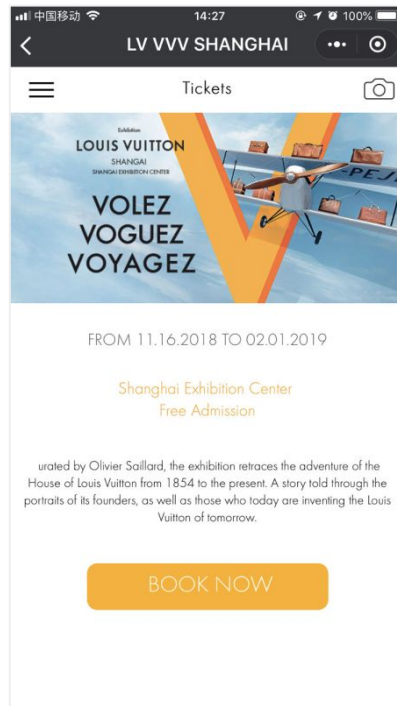
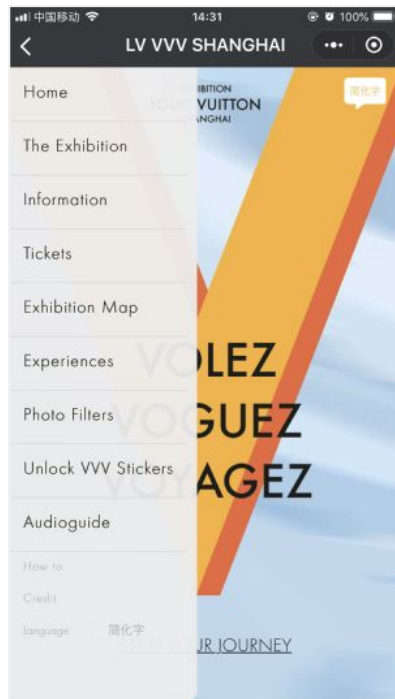
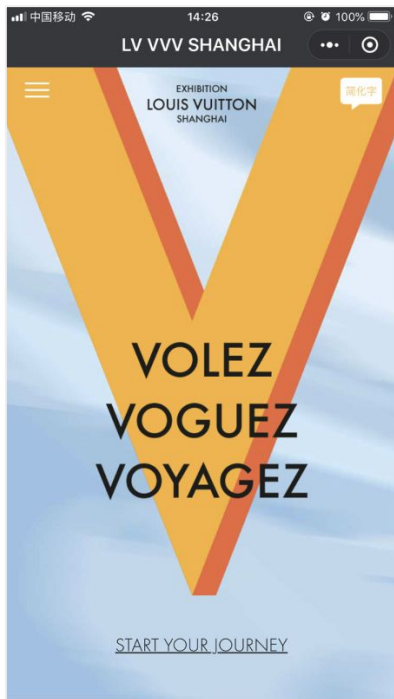
03 - DIOR PARFUM

04 - NARCISO RODRIGUEZ

CHINA CASE

LOUIS VUITTON

Volez voguez voyagez



CHINA CASE

LOUIS VUITTON

Volez voguez voyagez

The “Volez, Voguez, Voyagez” exhibition retraces the adventure of the Maison Louis Vuitton, from 1854 to the present.

The exhibition follows different chronologies as it takes visitors through 15 rooms, each dedicated to an emblematic chapter in the history of Louis Vuitton.

EVENT REGISTRATION

Pre-event
D-day attendance

DISCOVERY

Exhibition content
Exhibition map

ACTIVATION

On-site activations
On-site direct QR codes

DATA

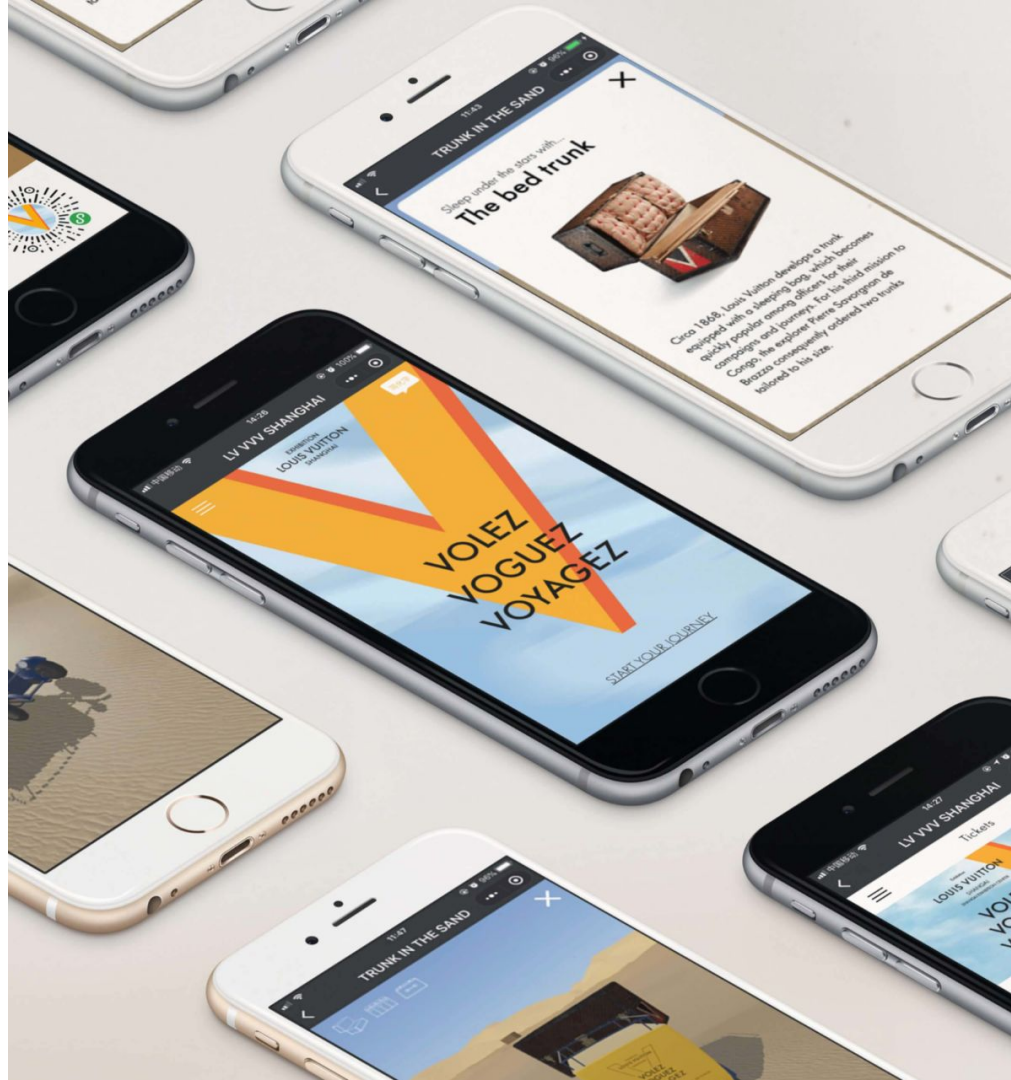
CRM integration
Analytics

EDUTAINMENT

Product insights
Backstories

GAMIFICATION

3D game experience
Selfie filter



CHINA CASE

AUDEMARS PIGUET

Royal Oak 50 years anniversary

Audemars Piguet is a Swiss manufacturer of luxury mechanical watches and clocks. For the celebration of the 50th anniversary of the Royal Oak, their iconic watch, events were organized in Zurich, Dubai and Shanghai.

To enrich these offline experiences, we created a digital game which is both entertaining and educational, exploring the brand's craftsmanship and unique design features.



CHINA CASE

AUDEMARS PIGUET

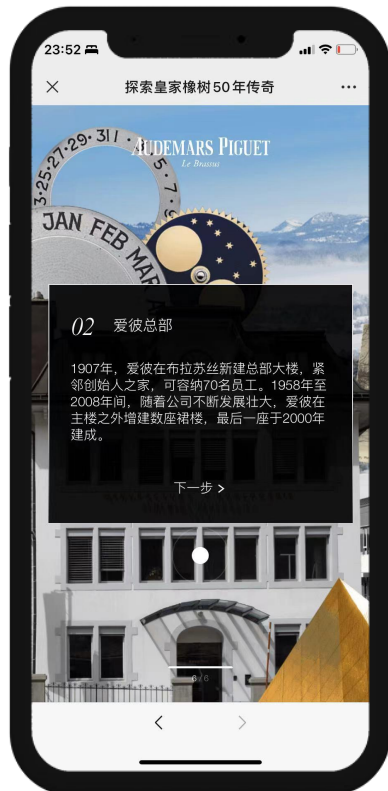
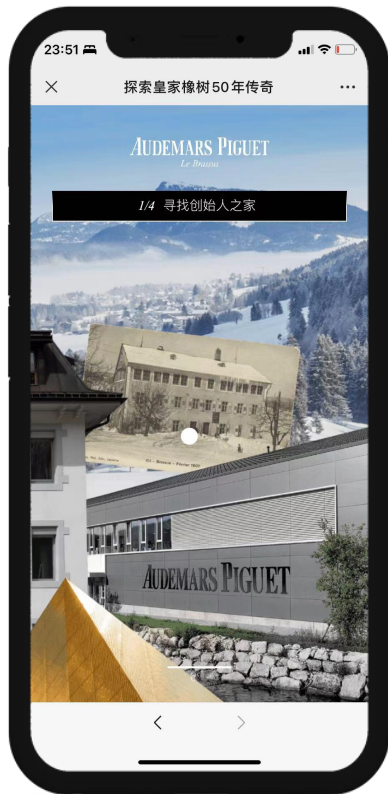
Royal Oak 50 years anniversary



CHINA CASE

AUDEMARS PIGUET

Royal Oak 50 years anniversary



CHINA CASE

DIOR PARFUM

J'adore parfum d'eau

As Dior relaunched their iconic perfume: j'adore while revealing their first-ever alcohol-free and water-based fragrance, our agency was hired to design and develop an immersive online experience to promote J'adore Parfum d'Eau on their e-retail partner websites.

To showcase this innovative formula which involves blending a high concentration of floral oils and water, we created an mini-site which highlights both the floral and water aspects of the product.



DIOR

j'adore
PARFUM D'EAU



DISCOVER THE NEW PARFUM D'EAU

An exclusive & innovative new fragrance, a concentrate of flowers and water for an intense, generous, longlasting scent and a new natural feeling.

 ORDER



An innovative formulation, a prowess enabling an highly concentrated perfume in a water base for an intense and longlasting scent. Closer to flowers, the bouquet feels more natural, spontaneous, refreshed. Sprayed in a generous and enveloping cloud of perfume, the fragrance melts into the skin, remaining fully and entirely all day long.

 ORDER

 ORDER

FLOWERS. WATER. THAT'S IT



The J'adore white flowers bouquet is reinvented and perfected in the new water-base. The orange blossom of Vallauris, stemmed from our exclusive domain, lends its freshness to the solar notes of Jasmine Sambac and the velvety notes of Magnolia. An immediate fresh floral fragrance that is intense with a natural feel.



PARFUM D'EAU IS THE NEW EAU DE PARFUM

PARFUM D'EAU IS THE NEW EAU DE PARFUM



j'adore & j'adore

PARFUM D'EAU



FRESH & VELVETY
FLORAL BOUQUET

LIMONCE & SENSUAL
FLORAL BOUQUET



EXCLUSIVE NEROLI
FROM VALLAURIS, FRANCE

EXCLUSIVE JASMINE ESSENCE
FROM GRASSE, FRANCE

CHINA CASE

NARCISO RODRIGUEZ

Launch Eau de Parfum Ambrée

To support the launch of Narciso Rodriguez Eau de Parfum Ambrée, we developed a visual experience website.

This conceptual experience allows users to upload photos of shadows, with an amber filter, to a collaborative gallery, which reflects the spirit of the new fragrance.

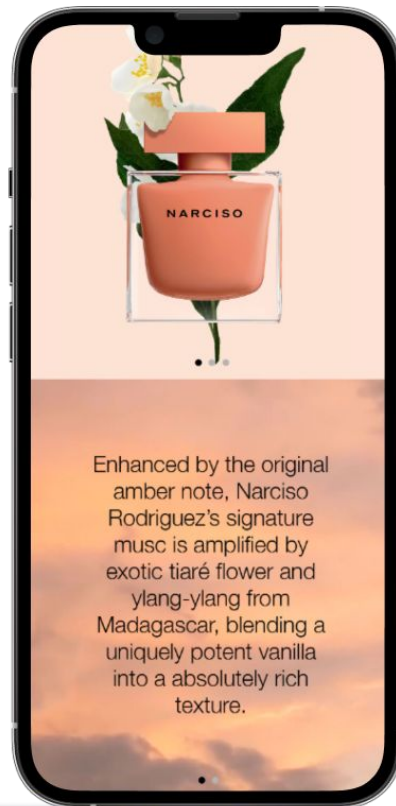
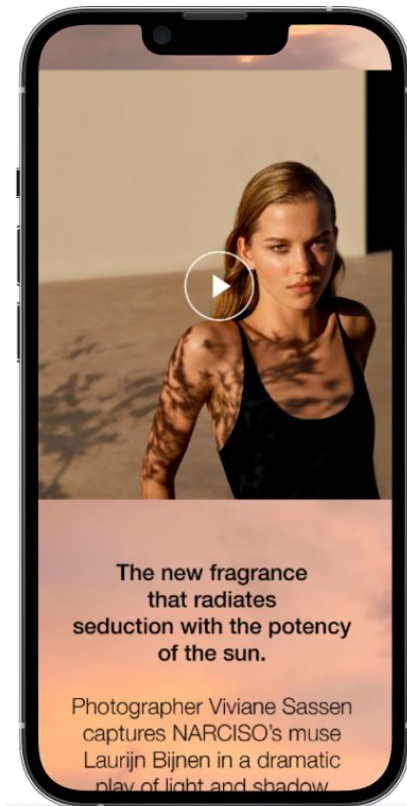
To collect user data and feed the brand's CRM, a lucky draw was organized. Users participating to the campaign could win the full NARCISO range, including the new Ambrée perfume.



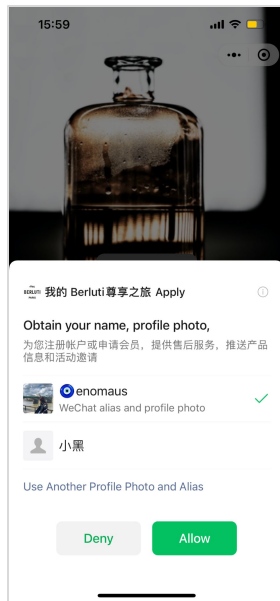
CHINA CASE

NARCISO RODRIGUEZ

Launch Eau de Parfum Ambrée



CHINA CASES
LUXURY
Clienteling



FRED DDC



BERLUTI DDC



PINEL  PINEL
PARIS

CHINA CASES

COMMUNICATION

01 - ARMANI BEAUTY

02 - DIPTYQUE

03 - PINEL ET PINEL

04 - GERARD BERTRAND

CHINA CASES

ARMANI BEAUTY

Consulting

Our agency worked on elevating the presence and success of Armani Privé, Armani Beauty's exquisite haute couture perfume collection, in key global markets including China, the United States/European Union, and France.

- DELIVERABLES -

AUDIT & LEARNINGS

Evaluating Armani Privé and its competitors current presence both online and offline in key markets

Identifying successful tactics and areas where Armani Privé can differentiate and excel.

Conducting evaluations of the purchase experience on key French competitors' websites.

STRATEGY ROADMAP 2024

Creating a strategic plan to enhance Armani Privé's online footprint in an omnichannel framework.

Focusing on innovative digital marketing, impactful social media presence, and strong retail strategies.



CHINA CASES

DIPTYQUE

Consulting

We conducted an extensive project for Diptyque, focusing on a comprehensive benchmark study and comparative analysis.

- DELIVERABLES -

Benchmark Study and Comparative Analysis

Comprehensive comparison between Douyin and TikTok, identifying key similarities and differences.

Identifying successful tactics and areas where Diptyque can differentiate and excel.

Conducting evaluations of the purchase experience on key French competitors' websites.

Creative Inspiration for Content

Insights into trending content styles, with a focus on perfumes and home fragrance.

Strategies for creating inspirational and engaging content tailored for Douyin's audience.

Platform Tools and KPIs

Detailed exploration of Douyin's unique platform tools.

Analysis of Key Performance Indicators (KPIs) to guide effective platform use and measure success.



CHINA CASE

PINEL ET PINEL

China communication

Pinel et Pinel is a French luxury house producing contemporary trunks and high-end leather goods. Our agency has supported the brand's communication in China, from building their digital strategy to managing their social media accounts, influencers and co-branding opportunities.

STRATEGY

Digital strategy
Market update

SOCIAL MEDIA

WeChat management
Red management

CO-BRANDING

Collaborations management
(eg. Helena Rubinstein)
Co-branding development

INFLUENCERS

Store visit & Styling



CHINA CASE

PINEL ET PINEL

China communication



CHINA CASES

GERARD BERTRAND

Crossborder Livestreaming

On March 28, 2022, amidst the challenges posed by the ongoing COVID-19 pandemic, we organized a livestream event aimed at introducing users to Gérard Bertrand's Biodynamic Winery.

This live broadcast was conducted from Narbonne, France, featuring none other than the esteemed founder of the brand himself, Gérard Bertrand, and the renowned Wine KOL (Key Opinion Leader) Expert, Julien Boulard. The broadcast reached a diverse audience in China, further expanding the winery's global reach.

This live event drew in hundreds of enthusiastic followers and fostered engaging interactions with wine aficionados. It not only showcased the winery's exceptional offerings but also created a memorable and entertaining experience for wine enthusiasts.



CHINA CASES

CONTENT CREATION

01 - GENESIS

02 - CARITA

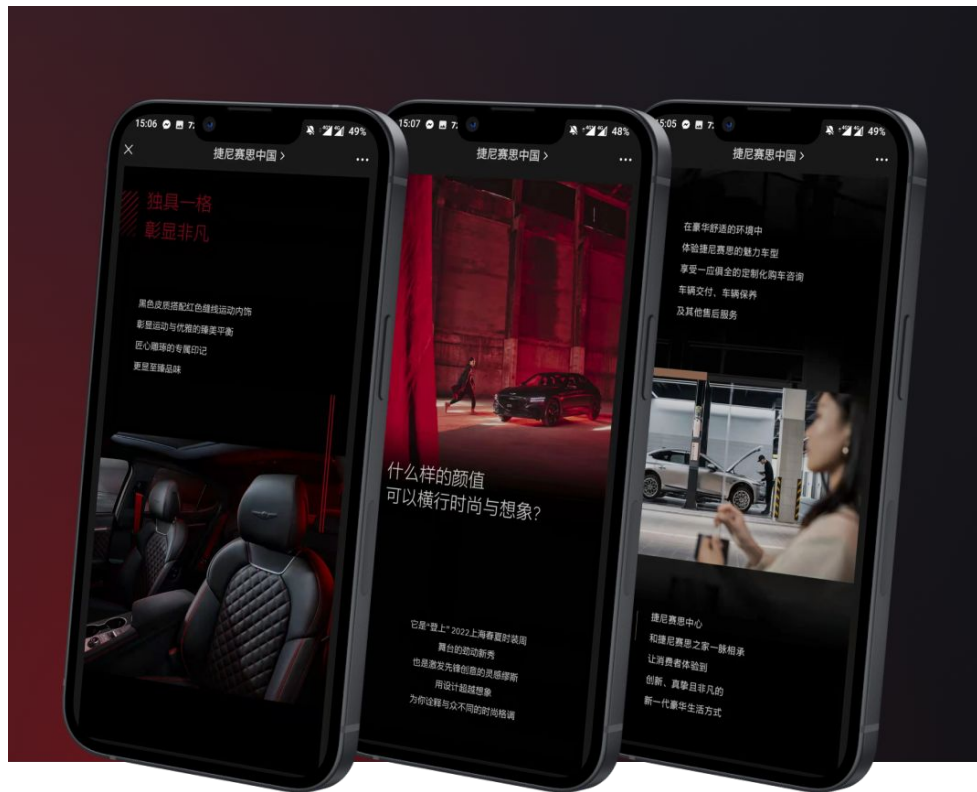
CHINA CASES

GENESIS

Wechat Design & Copy

Genesis is a new luxury brand that was created in 2015 as Hyundai's upscale spinoff.

Our agency has been selected as one of Publicis' suppliers to produce high-end and trendy content for Genesis WeChat and Weibo Accounts, based on the brief and key visuals provided by the agency.



CHINA CASES

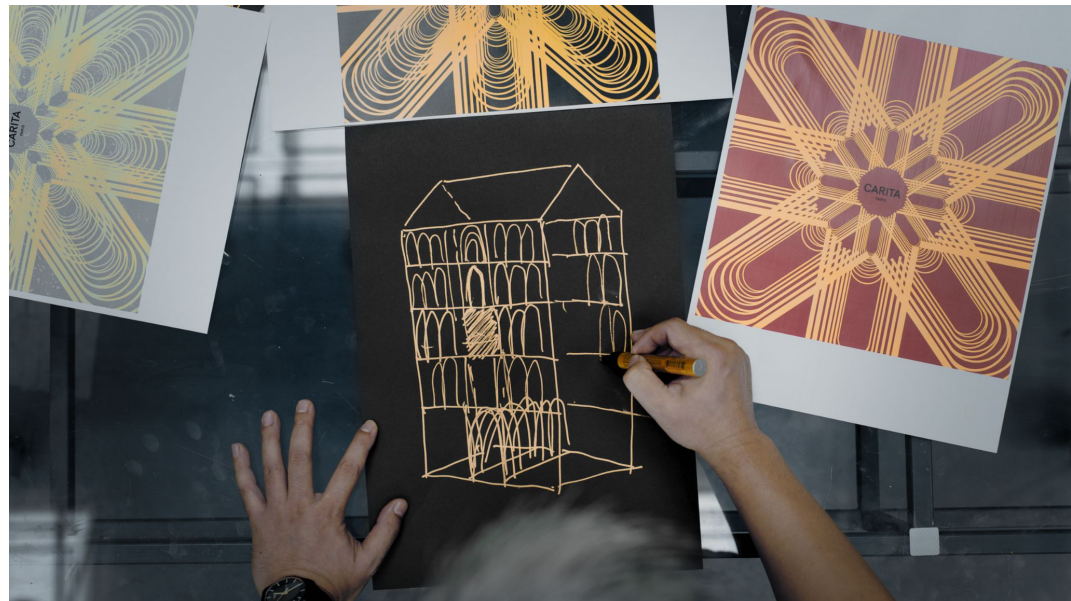
CARITA

Video production

Our agency has overseen the creation of a film for L'Oréal's Carita Beauty House, highlighting the collaboration between Gao Weignang and Carita, from which a masterpiece of gold was artistically forged.

Filmed in the artisan's workshop in Beijing, the film captures Weignang's exquisite craftsmanship.

It was unveiled at the Paris flagship store and in museums, and has been featured on both Western and Chinese social media platforms.



CHINA CASES

CARITA

Video production



CONTACT

SOPHIE COULON
Managing Partner

50 YUYAO ROAD, JINGAN, SHANGHAI
SOPHIE.COULON@VO2-GROUP.COM
+86 185 0214 0542

