

Internal Sales kit

Luxury Incubator

frog Part of
Capgemini Invent

Introducing the Luxury Sales Pitch Kit, meticulously crafted for Invent's Luxury Community and its ambassadors. This kit introduces the distinguished **positioning of Capgemini Invent within the luxury and premiumization market**, under frog brand.

Our goal is to create an **actionable, bespoke sales pitch deck** that showcases our unparalleled savoir-faire, addressing the challenges of the luxury sector **across our various capabilities** (II, Synapse, Cambridge, frog, ET...) **and industries** (CPR, Mobility & Automotive, Hospitality, Health, Financial Services, Culture & Entertainment...).

We aim to inspire both local and global teams to deliver a unified and compelling message that highlights our value proposition and offerings, resonating with the **codes and language of the luxury world and premiumization in diverse sectors**.

This document serves as a comprehensive guide to effectively pitch our value proposition in the market. It is a **living document**, intended for continuous updates based on field application. As a generic kit, the pitch can be tailored to meet your specific needs.

For further assistance, please do not hesitate to **contact the Luxury Core Team**.



Anne-Laure
Coley
Deputy Lead
Global, focus NA & MEA



Jean-Michel
Rocuzzo
Creative
Lead



Joya
Takchi
Global
Focus NA & MEA



Maïté
Perron
Global
Consultant



Anthony
Martin
Creative
Manager



Emma
Peton
Editorial
Manager



Genesis of the Luxury Incubator... Rethinking luxury through consumer insight, industry disruption and data-driven innovation

Transcending boundaries across industries

We challenge and **transcend traditional boundaries across various luxury industries** such as CPR, Mobility & Automotive, Hospitality, Health, Financial Services and Culture & Entertainment, creating exceptional luxury experiences and exceeding the highest client expectations.

A global approach to luxury

Luxury is inherently global. We foster **seamless cross-market collaboration**, enabling the exchange of insights and best practices across regions, mirroring the dynamic mobility and refined tastes of luxury clients.

Innovation and Research & Development

We drive innovation through exclusive, **proprietary research with Capgemini Research Institute's World Report on Wealth Management**: an in-depth work on High-Net-Worth Individuals. We explore current market expansions and new opportunities of growth.



What you will find in this Sales Kit

PART I

Value proposition for
internal upskilling on
the luxury incubator

[Click here
for redirection](#)

PART II

Global model to
answer the mutation era
of the luxury industry

[Click here
for redirection](#)

PART III

Dedicated offers to
target industries in
luxury

[Click here
for redirection](#)

PART IV

Emblematic credentials
and success stories in
the luxury sector*

[Click here
for redirection](#)



* These credentials are not exhaustive, as they will evolve with future projects.

This sales kit will provide you with the key inputs to embody our vision and address the luxury market challenges

Value proposition for internal upskilling

We have developed a distinctive Value Proposition, driven by a clear vision and deep expertise to continuously enhance our team's capabilities.

Global model to answer mutation era

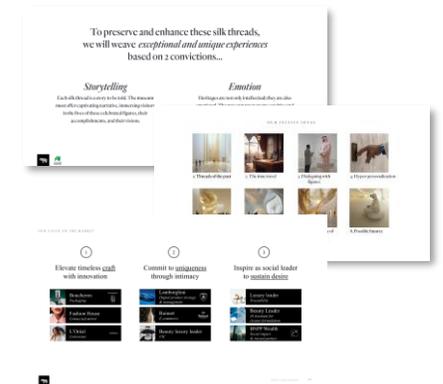
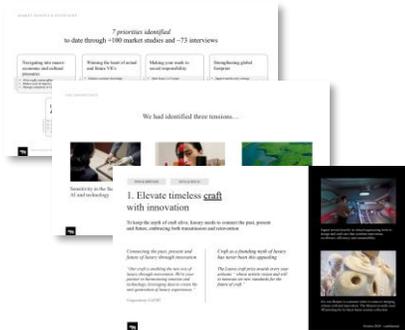
We have developed a global response model to address the evolving luxury industry, serving as a door opener to understand your client current and future challenges.

Dedicated offers to target industries

We've created 3 generic offers tailored to clients needs and to be pushed as opportunities in dedicated sectors Health & Wellness, Financial Services and Retail.

Emblematic credentials of success stories

We can respond to strategic opportunities. You will find some emblematic credentials as Al-Habtoor.



PART I

You want to know more about the positioning of this
incubator or *upskill your team*.

Discover the value proposition of the Luxury Incubator
(for internal use)



Steerco members

Roshan Gya	Charlotte Pierron
Anne-Laure Colcy	Moise Tignon
Jean-Michel Roccuzzo	Laetitia Grozellier
Gagandeep Gadri	Todd Taylor

Luxury incubator Core Team



Anne-Laure Colcy
Deputy Lead
Global, focus NA & MEA



Jean-Michel Roccuzzo
Creative Lead



Joya Takchi
Global
Focus NA & MEA



Maité Perron
Global Consultant



Anthony Martin
Creative Manager

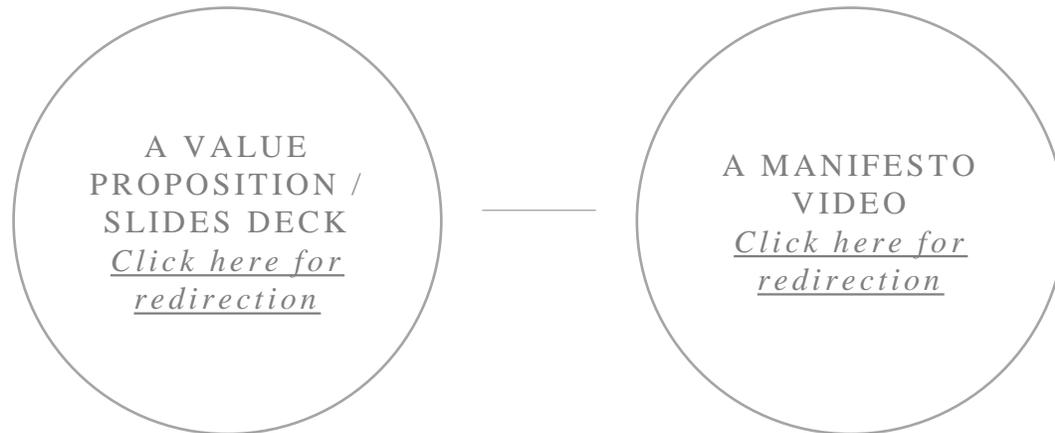


Emma Peton
Editorial Manager



VALUE PROPOSITION

Content ready to be used:



In this value proposition, we share how we see the world of luxury and how we want to make a mark. The uniqueness of our vision relies on the concept of **sustainable desire**.

NARRATIVE OF THE MANIFESTO VIDEO

Desire moves us.
It guides our decisions. Shapes our perception.
It **connects us** to people, to brands, to stories, to products
through **emotions** that transcend reason.

We see desire as a force,
Maybe the greatest **creative power** of them all.
The one that makes us unique and pushes us to think differently,
to **craft** beauty and **to innovate**.

Desire is the key
to making something truly extraordinary, to **making memories**
And to leading **change**,
with the power of our imagination.

That is why believe **sustainable desire**,
defines true luxury.
We fuse tech, science and creativity to find our inspiration,
to craft change **for brands, people and the planet**.



Our value proposition in a nutshell

OUR PROMISE

We enable sustainable desire for luxury industry in the Eco-Digital Era

HOW WE DO IT

We fuse tech, science and creativity to enable sustainable desire for the new global luxury era

FOR WHOM

Business profiles in care, mobility, wealth management, consumer products: CEO, CMO, CCO, CXO, CDO, CPO, CHRO...

WHICH INDUSTRIES

Consumer Products & Retail, Mobility & Automotive, Hospitality, Financial Services, Health, Culture & Entertainment

VALUE DRIVERS

Elevate timeline craft with innovation.

We deliver product and experiences through innovation / quiet technology and digital

Commit to uniqueness through intimacy

we bring the power of imagination into real, exceptional, emotional experiences and products

Inspire as social leader to sustain desire

We think brands, people and planet to sustain desire and long-lasting value



7 priorities identified to date through +100 market studies and ~100 interviews

<p>CHALLENGES</p> <p>Navigating into macro-economic and cultural pressures</p> <ul style="list-style-type: none">• Drive traffic online/offline• Reduce costs & improve efficiency• Manage complexity in China	<p>CHALLENGES</p> <p>Winning the heart of actual and future VICs</p> <ul style="list-style-type: none">• Enhance customer knowledge• Master differentiators and segment customer base• Find alliances & partnerships	<p>CHALLENGES</p> <p>Making your mark in social responsibility</p> <ul style="list-style-type: none">• Meet Scope 1,2,3 target• Promote biodiversity• Enhance circularity• Implement or enhance traceability	<p>CHALLENGES</p> <p>Strengthening global footprint</p> <ul style="list-style-type: none">• Support market entry strategy• Make retail network more efficient (high real estate cost)• Optimize and de-risk supply chain
<p>CHALLENGES</p> <p>Delivering a lasting unique & crafted experience</p> <ul style="list-style-type: none">• Fueling growth through moment of delight• Pursue omnichannel transformation• Improve the appeal of the employer brand and the retention of talents	<p>CHALLENGES</p> <p>Exploiting the power of data & GenAI</p> <ul style="list-style-type: none">• Hyper-personalize experiences• Leverage customer data and behavior• Reinvent business workflows	<p>CHALLENGES</p> <p>Boosting innovation respecting heritage</p> <ul style="list-style-type: none">• Find the right balance between innovation & human touch and sensitivity	



We had identified three tensions...



Sensitivity in the face of data,
AI and technology



Global footprint for
unique experiences



Desire
and responsibility



From three macro tensions

At the heart of the conversation today



We identified three opportunities

For us to create lasting value



1. Elevate timeless craft with innovation

To keep the myth of craft alive, luxury needs to connect the past, present and future, embracing both transmission and reinvention

Connecting the past, present and future of luxury through innovation

“Our craft is enabling the new era of luxury through reinvention. We're your partner in harmonizing emotion and technology, leveraging data to create the next generation of luxury experiences.”

Gagandeep GADRI

Craft as a founding myth of luxury has never been this appealing

The Loewe craft prize awards every year artisans “ whose artistic vision and will to innovate set new standards for the future of craft.”



Jaguar invests heavily in virtual engineering tools to design and craft cars that combine innovation, excellence, efficiency and sustainability.



Iris van Herpen is a pioneer when it comes to merging artisan craft and innovation. The Maison recently used 4D printing for its latest haute-couture collection.



2. Commit to uniqueness, through intimacy

Luxury is more than a component of consumers' lifestyle, it has become an expression of their unique reality, values and aspirations

Embracing consumers' many realities

"What would be needed would be an enriched and more accurate CRM or database for better targeting and customization."

Elisa WELTERT / GM South Europe for Maserati

Led by Gen Z and Millennials, luxury now means "extraordinary everyday"

*76% of 20-35 years old consumers consider luxury is part of "their everyday life" vs. 32% for 50-75 years old consumers.**



Louis Vuitton has embraced gamification to connect with consumers. Its Louis The Game has been downloaded +2M times already.



Porsche's Design Tower in Miami is a real estate project comprised of 132 units featuring luxury amenities and a patented technology of Robotic Car Elevators.



3. Inspire as social leader to sustain desire

As social responsibility becomes a standard, luxury is expected to go further, leading social change thanks to its economic, cultural influence

Social responsibility is no longer a differentiator, it is a requirement

“Social responsibility has become a legal requirement, compelling luxury brands to lead in this area. [...] Brands must balance compliance with standards like ESG while remaining appealing to customers, which may require operational changes.”

*Antonella BOMPENSA | E-commerce
Business Leader at ESSILOR LUXOTTICA*

To inspire and sustain desire, luxury has to further embrace consumers' values

In 2021, Chloé became the first luxury brand ever to receive a B Corp certification.



Diamond is one of jewelry's most coveted and controversial resources. Cartier has doubled down its investments to develop a lab-grown alternative to ensure for traceability and sustainability.



Zoi is a french startup focused on « making people's lives better » thanks to predictive health.



1

Elevate timeless craft
with innovation

2

Commit to uniqueness
through intimacy

3

Inspire as social leader
to sustain desire



*Crafting luxury for the future,
with a timeless narrative*

*We fuse tech, science and creativity
to enable sustainable desire for the new luxury era.*

*Inspiring consumers
while spearheading social change*

*Embracing consumers'
many realities and expectations*



1

Elevate timeless craft
with innovation

	Boucheron <i>Packaging</i>	
	Fashion House <i>Connected mirror</i>	
	L'Oréal <i>Colorsonic</i>	

2

Commit to uniqueness
through intimacy

	Lamborghini <i>Digital product strategy & management</i>	
	Ruinart <i>E-commerce</i>	
	Beauty luxury leader <i>VIC</i>	

3

Inspire as social leader
to sustain desire

	Luxury leader <i>Traceability</i>	
	Beauty Leader <i>AI Assistant for cleaner formulation</i>	
	BNPP Wealth <i>Social impact & trusted partner</i>	



1

Elevate timeless craft with innovation

Develop creative & innovative strategy
(brand positioning, uplifting, business development...)

Design product & services powered by tech

Design product & services powered by science

2

Commit to uniqueness through intimacy

Elevate brand affection

Design new customer/advisor experience
on/offline, omnichannel (app, product, journey)

Build VIC / Aspirational client strategy & experience

Transform Care & aftersales strategy

Boost the attractiveness of luxury professions of
excellence and craftsmanship (employer brand)

Shape data & GenAI opportunities

Transform a state-of-the-art
operational model

Transform organization, governance & process

Optimize costs & efficiency

3

Inspire as social leader to sustain desire

Define a sustainable strategic positioning

Implement sustainable practices
(biodiversity, scope 1,2, 3, traceability)

Derisk and map the value chain

Design eco-conscious product and packaging



BRINGING OUR VISION TO LIFE

*Embracing the visual codes of luxury,
we explore the concept of sustainable desire in an emotional
and inspiring object.*

*It introduces frog's unique mastery of desire,
to craft luxury for the eco-digital era.*



Video Manifesto

Click here



PART II

You want to address a new CXO or a new luxury client (brand or company) and introduce *our vision* of the luxury market, the main *trends* and *our positioning*.

Discover our vision: « *the mutation era* », to present our solutions to your prospect.



We are frog, part of Capgemini We craft change for brands, people and the planet.

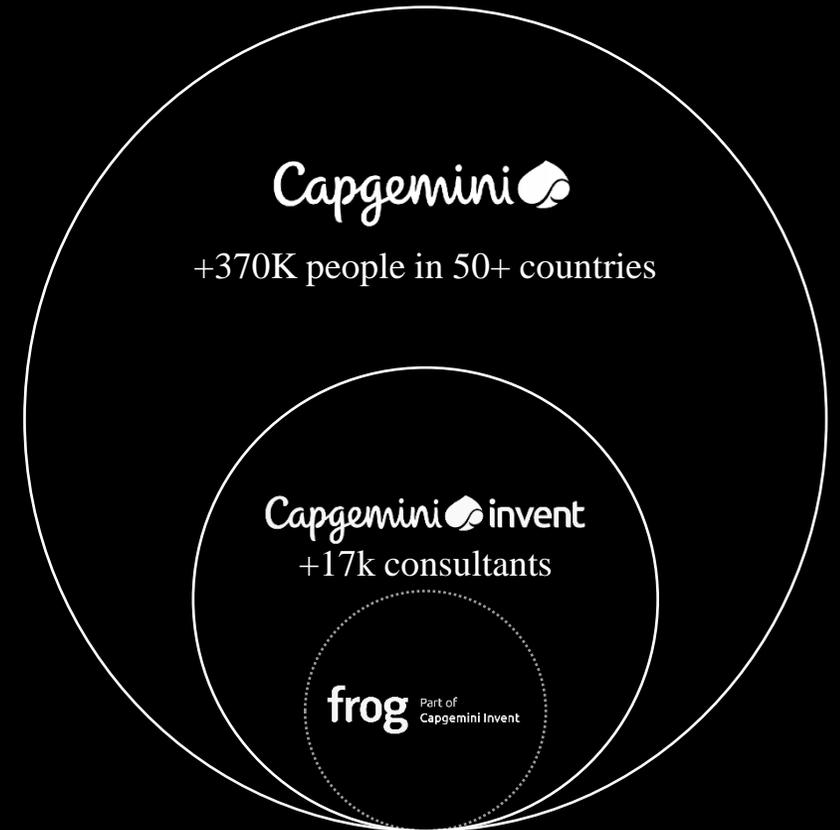
We partner with passionate leaders and visionary entrepreneurs, applying creativity, strategy, design, and data to re-invent businesses, drive growth, and orchestrate customer-centric transformation. frog is a leading global crafting consultancy.

We believe *sustainable desire*, defines true luxury.

Supported by Capgemini Group, worldwide technology leading company, we help organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for luxury enterprises and society.

We deliver end-to-end services and solutions leveraging strengths from strategy and design to engineering and build, all fueled by its market leading capabilities in customer solutions, AI and with its partner ecosystem.

We trust in the power of emotions to unlock business and value.



The luxury sector is facing a significant mutation, not just a slowdown in sales figures but a *deeper emotional and identity crisis*.

Value perception has declined, with luxury often reduced to expensive fashion or services and products disconnected from its original essence.

Some of root illustrations: excessive pricing, growth of dupes, lack of creativity and diminishing of quality standards that no longer align with luxury's DNA...



With key indicators revealing tensions between *tradition* and *modern expectations*

Rise of Dupes & look-alike products

In 2023, the global trade in counterfeit goods was valued at \$1.023 trillion, according to OECD data¹

Counterfeits, including luxury goods, made up 3.3% of global trade in 2023, projected to reach 5% by 2030¹

30% of consumers who have never purchased high-quality dupes, considers to acquire one, challenging authentic luxury's exclusivity².

Rising expectations among High-Net-Worth Individuals

64% of HNWIs (US \$ 1M – 30M in assets³, extremely mobile) seek personalized, emotion-driven experiences, yet only 40%³ feel brands deliver exceptional service matching their expectations

HNWIs are increasingly prioritizing luxury experiences over products, with a notable shift towards experiential goods and services.

Decline in Creativity & Value Perception

A 52% average price increase in luxury fashion since 2019 has led to a perception gap, with only 60% of consumers believing luxury pricing reflects true value⁴.

50 million luxury clientele have exited or been edged out of the market, as escalating prices redefine the exclusivity of the sector from 2022 to 2024⁵.

¹ Corsearch, trade in counterfeit goods market set to reach 1.79 trillion in 2030

² Statista, Share of consumers in Europe who would purchase dupe fashion, beauty, or luggage products in 2024

³ Altrata, World Ultra Wealth Report 2022 & MCK - what is the future of wellness November 2024

⁴ Capgemini-2024-Crafting Impactful Digital Luxury Journeys for High-Net-Worth Clientele

⁵ Global Wellness Institute, 2023 Regional Market Report



We believe there are *four strategic pillars* to respond to this mutation and *reposition luxury for a more resilient and inspiring future*

I. Reconnect with the core identity of the brand through Value Perception Index

Luxury brands need to **measure how they are perceived**, beyond price, to ensure they nurture the strongest Value Perception possible. This index will help reconnect brands with their core identity and guide strategic decisions through the measurement of their Quality, Experience, Heritage and Innovation.

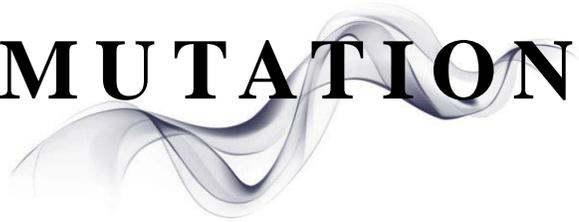
II. Explore new territories and expand value creation

Expanding beyond traditional categories into experiences and offers to redefine desirability. Exploring emerging markets, innovative business extensions and new luxury segments that respond to evolving lifestyle trends.

III. Adapt the offer and experiences to client's new expectations

In this new paradigm, clients are evolving. High-Net-Worth Individuals remain immune to crises, representing a key market segment where meaningful investments can drive immediate impact. The new generation (Gen Z and Millennials) has evolving expectations in the luxury market.

MUTATION



IV. Enhance technological edge for operational excellence

Leveraging technology not just for automation but for enhancing craftsmanship, storytelling, and personalization, ensuring operational models align with luxury's high standards.



ZOOM ON OUR KNOWLEDGE ON THE HNWI

For 29 years, Capgemini has been creating and publishing reports on High-Net-Worth Individuals (HNWI).

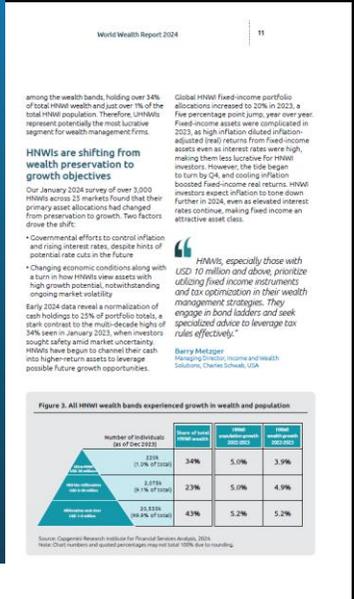
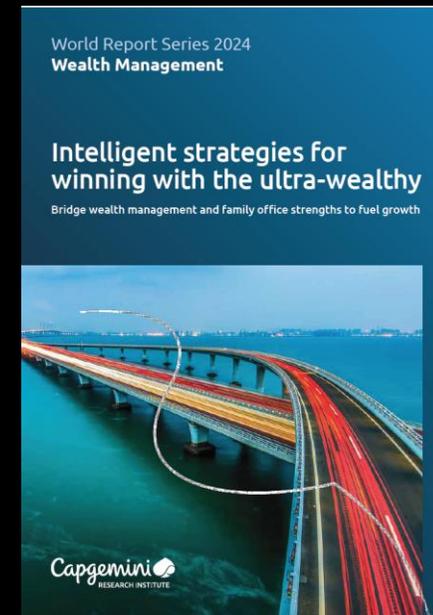
The upcoming 2025 edition will feature enhanced insights into luxury sector consumption trends.

OBJECTIVES ON THE LUXURY PART

- Include Luxury players into the Executive SteerCo to facilitate the creation of the **first client ambassador community**
- Create proprietary data and content to nurture our pitch and reports
- Strengthen our positioning as expert in the luxury market
- Be the best door opener content globally on the market

KEY CONTENT

- Categorization of disposable incomes
- Wealthy individual (HNWI) behavior consumption
- Local segmentation



Panel of 6 250 HNWI (Worldwide)



PART III

You have an opportunity or, want to *push a specific innovative approach* to an existing client.

Please find below our first generic offers:

- Infinite Wellness | Designed for private clinics, hospitals, hospitality business development or insurance companies
- VIC Complicity | Designed for luxury retailers
 - Wealth Management | An extension of VIC Complicity for service companies willing to boost the value of their High Priority clients
 - Automotive: Retail of luxury cars | An extension of VIC Complicity adapted for luxury automotive segment



Infinite Wellness



You already offer a premium health and wellness experience, with dedicated care advisors, serene environments and thoughtful services that prioritize comfort and well-being.

But genuine excellence in wellness requires going beyond luxury settings, it's about truly understanding the individual's unique health journey and anticipating their evolving needs with *empathy* and *personalization*.



Understanding diverse *wellness preferences* that reflect the multifaceted nature of *personalized care*

Meet Isabelle,
a wellness enthusiast



Isabelle, 52 years old, is a wellness enthusiast who prioritizes her physical, mental and emotional balance. She values exclusivity, comfort, and a deeply personalized approach to health and self-care.

When Isabelle engages with your wellness experience, her dedicated advisor welcomes her warmly, fully attuned to her personal preferences. Instead of a standard offer of infused water, she is presented with her preferred Mariage Frères Thé Blanc Impérial, an organic white tea blend, carefully noted from her previous visits for its calming properties that align with her wellness routine.

Her wellness suite is not just a luxurious space, it's curated with soft, natural lighting and calming eucalyptus scents, echoing her love for nature and tranquility. The room features plush textiles and soothing colors, mirroring the environments she finds most comforting, as reflected in her client profile.

During a previous session, Isabelle mentioned her interest in mindfulness practices and sound healing. This detail, recorded thoughtfully, inspires the team to prepare a personalized meditation session with a sound bath therapist for her next visit.

This personalized attention **transforms her wellness experience into something deeply meaningful and restorative.**

Beyond service | Creating a personal wellness narrative:

This approach goes far beyond premium hospitality. Every element is designed with Isabelle's holistic well-being in mind: from her preferred tea and room ambiance to meaningful, personalized wellness enhancements.

Isabelle feels truly understood, her care experience elevated to an emotional connection, deepening her trust and loyalty.



Why is it strategic to develop a *luxury approach* into the *medical world*

Right moment

Ultra High Net Worth Individuals (UHNWIs) are dedicating more and more spending to their health and wellness.

This population has over \$30M in annual revenue and is extremely mobile.

There is potential to capture more value, as they plan to further increase their spending and extend this investment to their staff and family.

The winner takes it all

Many medical centers and hubs in North America, Asia and the Middle East **compete to attract UHNWIs and become the preferred destination for health and wellness retreats and treatments.**

It is a restricted market, with room only for the very best.

Right partner

You are an expert in the health and medical fields.

Many luxury companies are **exploring business development opportunities in the wellness and wellbeing sectors.**

We have **deep expertise in both industries**, with health and luxury specialists, enabling us to provide the best strategic vision and end-to-end delivery to ensure your success.



Luxury embodies exceptionality, exclusivity, beauty, art and culture.

Elements that fuel desire, one of the most powerful emotions.
Desire manifests through exquisite products and services, such as fashion,
automotive, hospitality...

But it goes beyond that...



... Luxury also explores new territories, as High Net Worth Individuals are increasingly focused on wellness and longevity that are now key frontiers of luxury.

It is about fostering a sense of vitality, health, mental well-being and support that transcends the ordinary: creating a space for individuals to thrive and embrace their life's longevity.



Luxury in health is...



The best professionals

Attracting the best workforce and effectively communicate about it



Anywhere care

Seamlessly connecting clinic and lifestyle for better patient comfort at home



Leading innovation

Integrating technology and innovation to offer the best care



Enjoying the best experience

Designing an environment inspired by the best hospitality standards



The boundary between health and well-being blurs as care evolves around the *pursuit of a healthy life and longevity*

Health and Wellness as a growing global priority

82% of consumers reported **prioritizing health and wellness in 2024**, a significant jump from 42% in 2021.
The global wellness economy reached **\$4.4 trillion in 2020** with a **CAGR of 9.9%** reaching **\$8.5 trillion by 2027**¹.

Significant efforts improving healthcare system in the UAE

The UAE Vision 2030 plans to invest \$10 billion in health and wellness infrastructure, focusing on preventive healthcare and wellness initiatives²

By 2025, there will be 50+ health awareness campaigns in the UAE and Saudi Arabia **promoting healthy lifestyles, fitness and mental wellness**³.

Rising expectations among High-Net-Worth Individuals

HNW Individuals (US \$ 1M – 30M in assets,⁴ extremely mobile) are driving demand for **personalized wellness solutions**, including medical tourism, biohacking and longevity treatments⁵.

¹ Altrata, World Ultra Wealth Report 2022 & MCK - what is the future of wellness November 2024

² Gulf Business, Arab health 2025 50th anniversary

³ Public Investment Fund Program: 2021-2025

⁴ Capgemini-2024-Crafting Impactful Digital Luxury Journeys for High-Net-Worth Clientele

⁵ Global Wellness Institute, 2023 Regional Market Report



Different categories of HNWI to address, highlighting various opportunities

Ultra-high net worth individual

High net worth individual

Affluents individual

ASSETS

US \$ 30M+

US \$ 5M – 30M

US \$ 250k – 5M

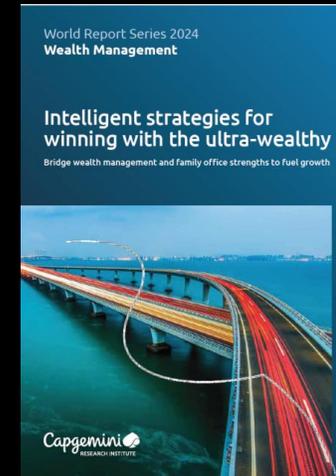
PREFERRED EXPERIENCE

They prefer exclusive items and services that they can add to their collections along with private viewings.

They prefer a personal touch in services, valuing bespoke and tailored solutions.

They prefer increased momentum in the online space and superior omnichannel experience.

VIC are not only defined by their financial assets and by segment, **they are individuals to be address in a unique way** according to other criteria relevant to your company client base.



CRAFTING IMPACTFUL DIGITAL LUXURY JOURNEYS FOR HIGH-NET-WORTH CLIENTELE

An expert view on tailoring digital experiences for Ultra- and High Net Worth clients in the modern era of luxury commerce



For several years, Capgemini has been creating and publishing reports on the HNWI. The new report scheduled for 2025 will be enriched with consumption trends in the luxury sector.



We approach this holistic perspective to meet the needs of care providers
to boost growth and increase revenues

Build

long-term trust and loyalty

By personalizing care that goes beyond traditional treatments, focusing on maximizing the value derived from each patient.

#IncreasedPatientValue #Patient Retention,
#Emotional Connection

Attract

new patient types

By expanding services with a focus on longevity and quality of life, emphasizing patient volume growth.

#MarketPenetration #RevenueDiversification
#IncreasedMarketShare

Empower

Existing patients with new journeys

By continuously improving the care experience, from mental & medical treatments, family care and support, increasing patient satisfaction.

#CustomerSatisfaction #UpsellingPotential
#OperationalEfficiency



We envision wellness as a permanent quest.
It requires to connect with each person's *past, present*
and *future* to create a consistent, personalized care
pathway from prevention to cure and support,
for the patient and their relatives.



A golden infinity symbol is centered on a light beige background. The symbol is a thick, metallic-looking ring that loops twice, crossing itself in the middle. The text "Infinite Wellness" is written in a bold, black, serif font across the center of the infinity symbol.

Infinite Wellness

We've developed the *Infinite wellness creative concepts*

Employees empowerment



1. Elevate care to the highest standards of hospitality



2. Foster workforce wellness and unwavering loyalty

Health at your doorstep



3. Connect beyond telehealth



4. Inspire patients on their health quest



5. Listen to every sign



6. Combine autonomy with safety

Redesign space and connection



7. Redesign experiences with hospitality codes



8. Explore the power of sensory universes



9. Set the stage for health pop-ups



1. Elevate care to the highest standards of hospitality

UPSILLING PROGRAM

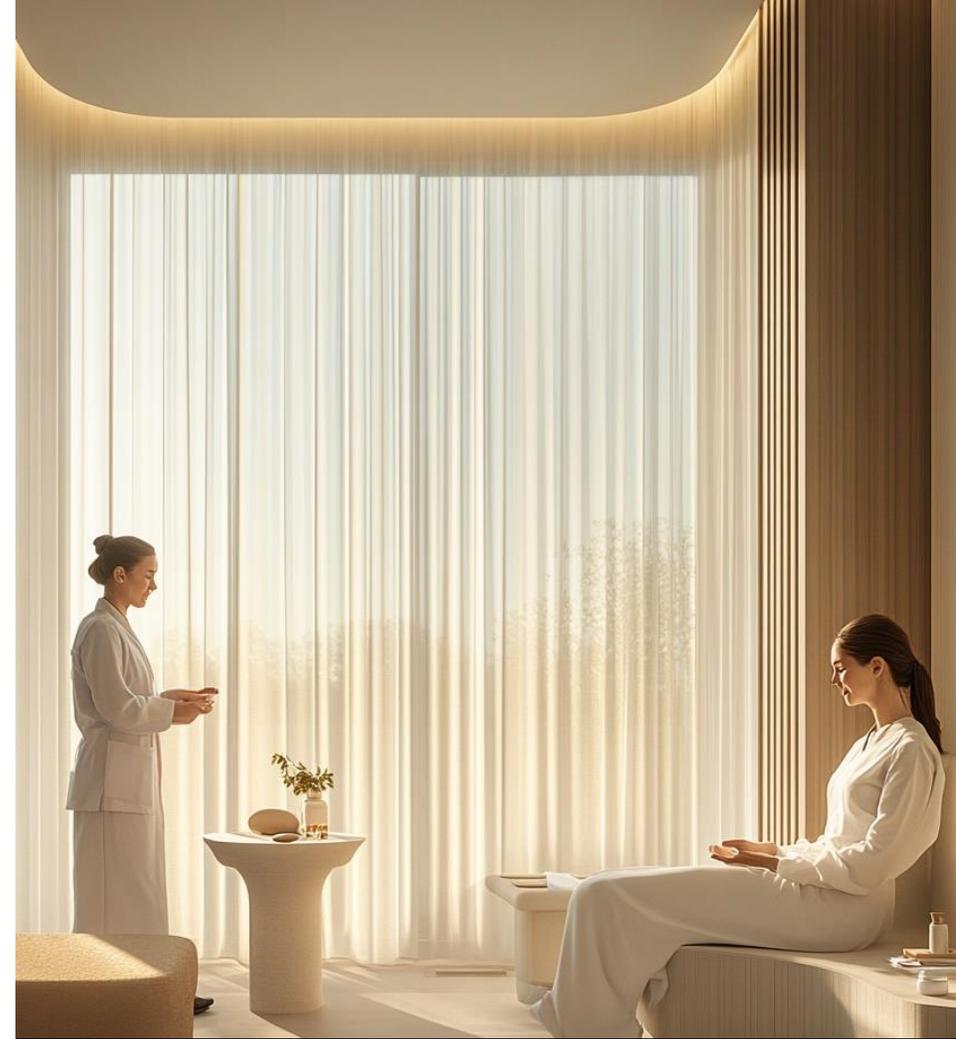
PATIENT-CENTRIC

What if administrative and medical providers delivered care with the nurture and personalization of a luxury concierge? An upskilling program, inspired by the principles of luxury hospitality, that trains staff in the art of patient-centric hospitality. This program ensures that every patient feels valued and cared for at the highest standard.



Geneva University Hospitals (HUG)

Supported HUG's hospital strategy program, to enhance their capacity and optimize organizational efficiency. This initiative involved designing a comprehensive upskilling program tailored for medical and support staff, grounded in principles of patient-centric hospitality.



Ritz-Carlton Healthcare Excellence Program

Digital upskilling platform designed to transform its employees into exceptional service providers by instilling a deep-rooted service culture that mirrors the luxury and personalized experience.

2. Foster workforce wellness and unwavering loyalty

STAFF EXPERIENCE

EMPLOYEE RETENTION

What if employees were motivated to work at your business and had access to the same wellness services as patients? Building on the principle of symmetry of attention, extending patient-centered wellness innovations to employees fosters well-being and loyalty. These environments empower employees to recharge, reduce stress and improve their work-life balance, all while reinforcing the organization's commitment to holistic care. Offering a solution to attract top talent and their families, ensuring better care and retention.



Regional Health Agencies and Hospitals

Assisted in diagnosing and formulating an attractiveness strategy as part of institutional hospital projects and territorial strategies. Based on benchmarks and best practices, this included a focus on quality of life at work, the implementation of an employee satisfaction questionnaire to assess and improve workplace well-being and attract top talent and their families. Making the region and institution more appealing through targeted programs and support mechanisms.



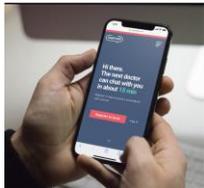
Kaiser Permanente's employee benefits

Offers a range of wellness programs that promote a culture of well-being, extending beyond the patient experience to employees. It includes fitness centers, wellness coaching and mental health support. Capgemini supported the 'Care Anywhere' program development.

3. Connect beyond telehealth

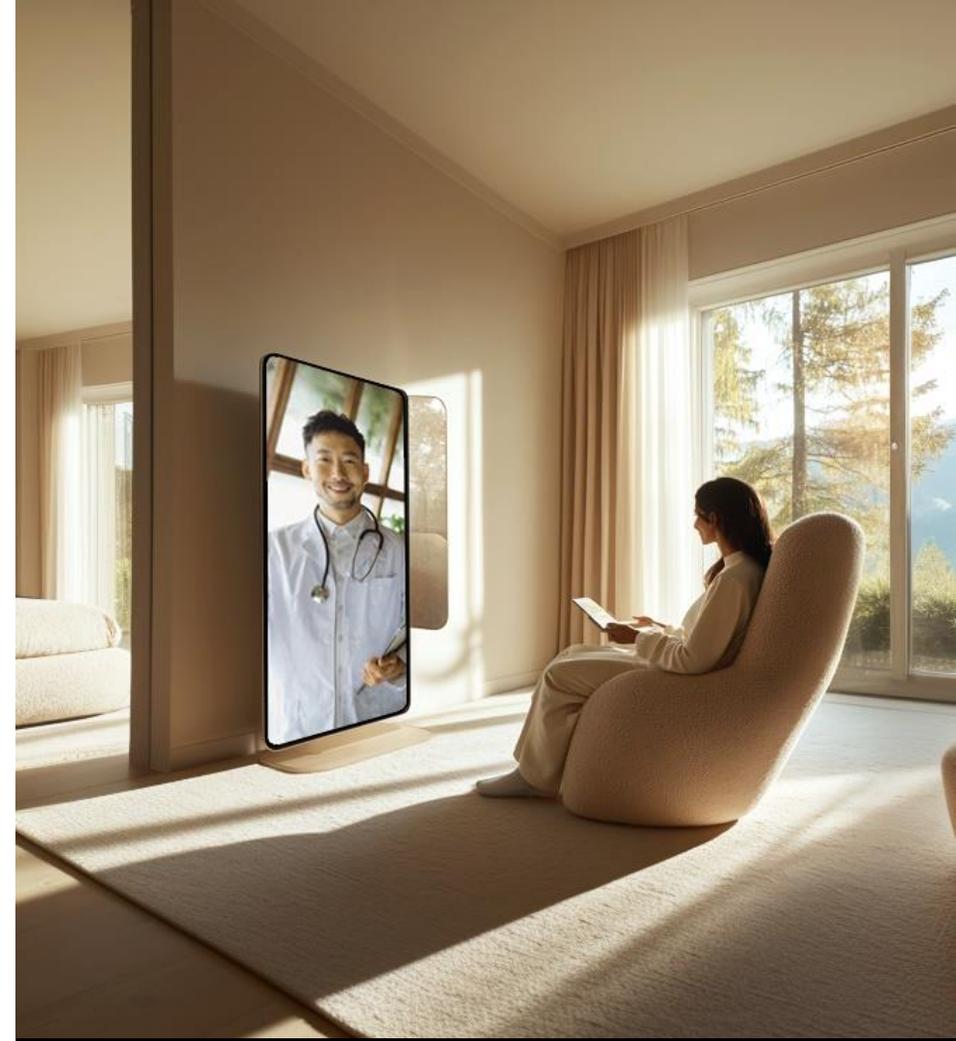
DATA & GEN AI

What if we combined the convenience of homecare with the benefits of in-person consultations? The connected mirror, a smart, full-length device equipped with sensors, enables patients to interact with health professionals as though they were in the same room. Beyond consultations, it can engage patients in sports and wellness content, enhancing both their physical and mental health.



HealthHero

Co created a unique value proposition for a virtual primary care practice that provides a convenient access and seamless experience for patients and clinicians leveraging the latest technology solutions.



Anura Telehealth

Anura's MagicMirror is a smart tabletop mirror analyzing facial blood flow information to calculate various vital signs (blood pressure, cardiac workload, pulse rate, respiratory rate, BMI, facial skin age, etc.) and assess the risks of certain metabolic and mental diseases.

4. Inspire patients to pursue their health quest

DATA & GEN AI

PLATFORM

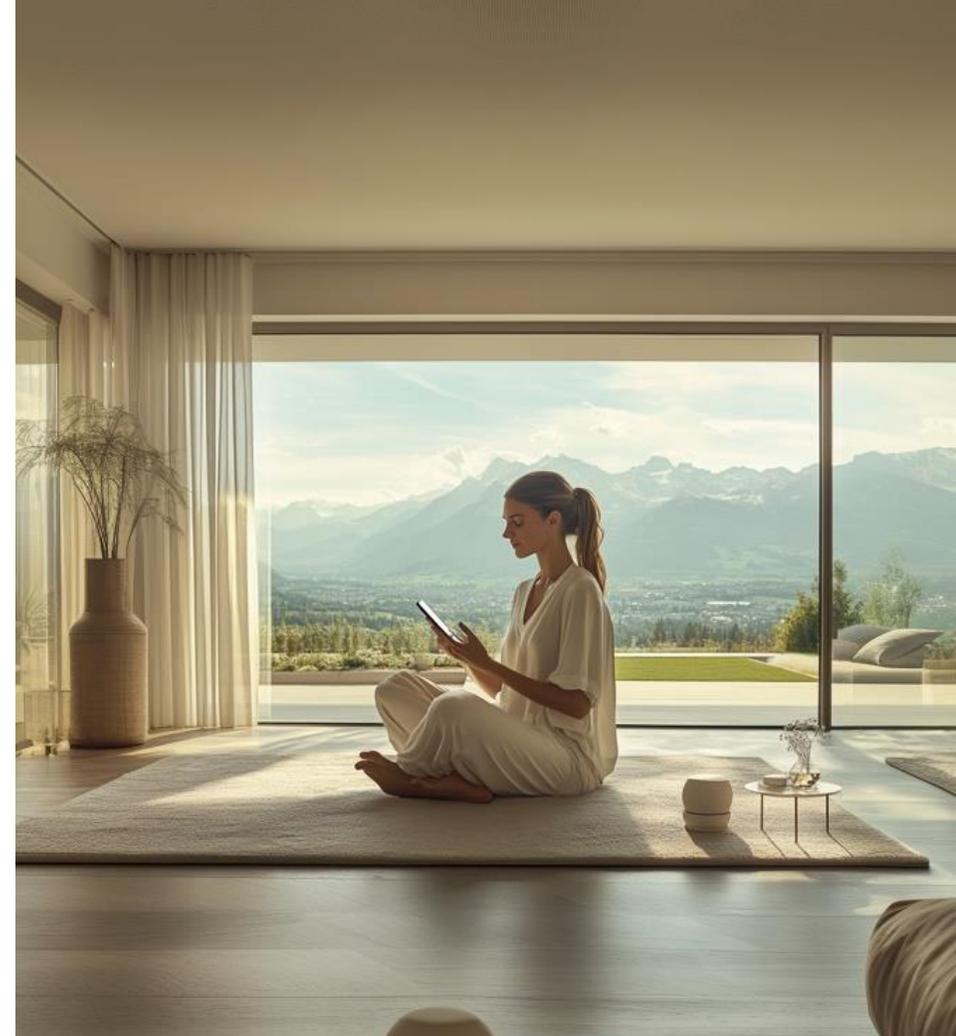
COMMUNITY

What if we empowered patients to manage their health and wellness journey? An integrated digital platform that serves as a one-stop app where patients can set personalized health goals, track key metrics, schedule appointments, participate in coaching programs, and seamlessly connect with healthcare professionals. This tool enhances patient engagement, offering autonomy in managing their health and well-being.



Bordeaux Hospital (CHU)

As part of the Ange Gardien project, developed a shared patient management platform focusing on the digital aspect to engage patients actively in their therapy and well-being. Leveraging innovative technologies, the platform accelerates healthcare digitalization, improves information sharing and supports health research through co-design with health professionals, agile methodologies and real-world testing.



Ayun Health

Ayun develops longevity programs and solutions. From a mobile monitoring app to personal coaching to IV infusions, Ayun guides its clients through the personalized complexity of their health at every step of their journey.



5. Listen to every sign

DATA & GEN AI

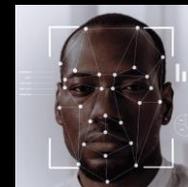
CONNECTED PRODUCT

What if we looked beyond vital signs to offer the best care possible? AI-powered voice technology connected product that detects emotional cues like anxiety or depression, enabling real-time alerts for timely, personalized care. With patient consent, this technology enhances diagnostics and tailors care plans, offering comprehensive support for both physical and mental well-being.



Clinikali Platform

Developed a platform allowing to perform comprehensive telemonitoring solution and teleconsultations for patients. For the MultiRem study, it tracks 11 key parameters, helping to provide personalized care and improve patient outcomes and quality of life of pancreatic cancer patients.



Ellie

Ellie is a virtual agent designed to detect signs of depression, anxiety, and post-traumatic stress in patients. By analyzing facial expressions, voice tone and body language during virtual interviews, Ellie helps assess individuals' emotional states to support diagnosis.

6. Combine autonomy and safety

DATA & GEN AI

CONNECTED PRODUCT

What if safety and autonomy went hand-in-hand? The voice-activated digital companion supports users with health reminders, environmental alerts and interactive wellness content, helping them stay proactive in their care. Beyond daily assistance, this connected product connects patients with caregivers, ensuring they feel supported. Its 360° monitoring system provides peace of mind and enables individuals to maintain independence while staying safe in hospital and clinic settings.



ADT

Developed ideas that enhance ADT's value proposition and product and service offerings for the value-centric customer segment. The value-centric consumer expressed a need for holistic peace of mind, prioritizing their family's well-being beyond physical safety within their home.



ElliQ

ElliQ is an emotionally intelligent, intuitive robot sidekick for the ageing. It is conceived as an interactive tabletop health companion to help older adults cope with required mental and social activity.

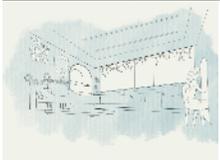


7. Redesign experiences with hospitality codes

VIC CUSTOMERS

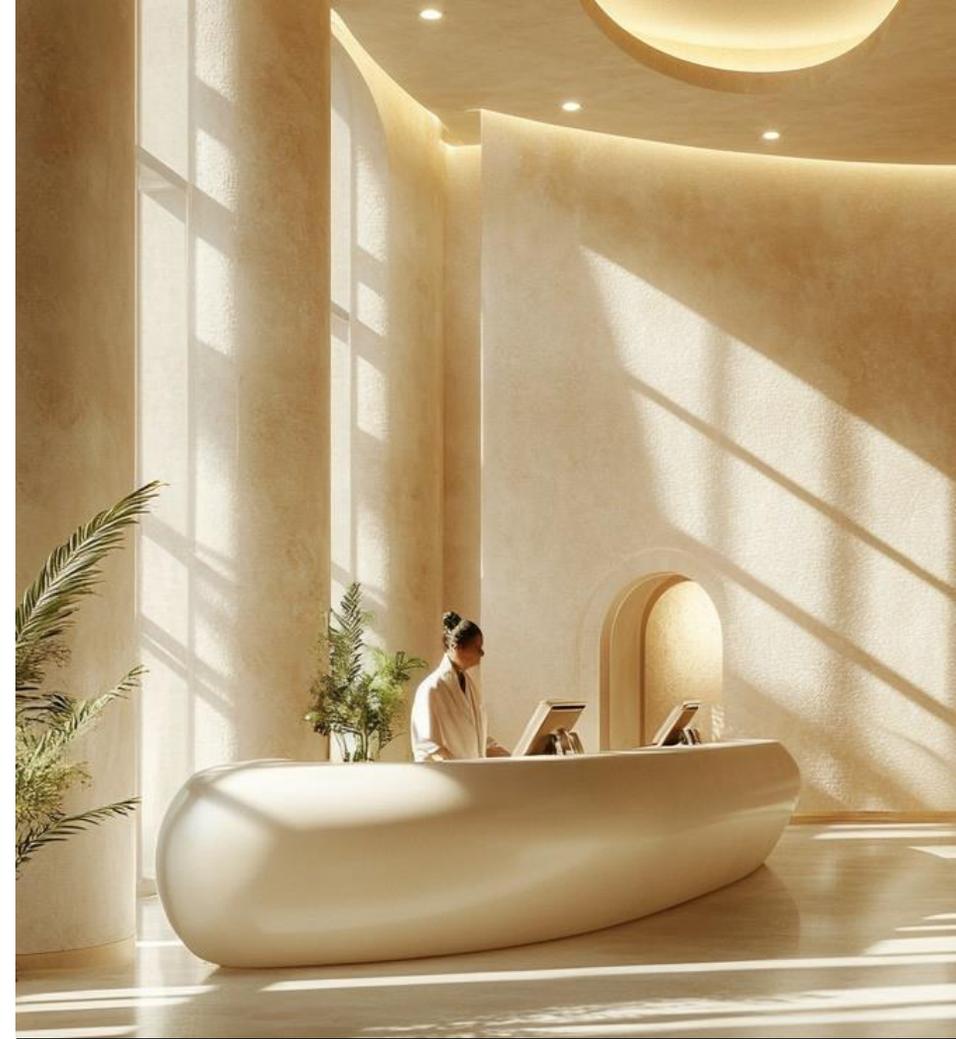
IMMERSIVE EXPERIENCE

What if patients were able to stay at the clinic with all of the comfort of a world-class hotel? Having care pathways and catalog of services designed to address the specific needs of key populations such as cancer patients who require to be hospitalized, or parents to be who wish to have the best birth experience possible. This includes anticipatory care for patients' return to their family's and , tailored adjustments to their living spaces to accommodate their medical needs and preparation for their transition back into their home environment.



University of Chicago Medicine Cancer Center

Developed a comprehensive playbook for UCM's Cancer Center of the Future, defining a best-in-class patient-centered care experience. This playbook served as a north star, guiding the design and implementation of patient, caregiver and provider interactions across digital, physical and architectural touchpoints.



Saint Bella

Chinese luxury maternity and baby care provider Saint Bella is modernising the zuo yuezi experience. It offers mothers the opportunity to recover in the world's top luxury hotels with round-the-clock care from professional nurses expertly trained in postpartum rehabilitation.

8. Explore the power of sensory universes

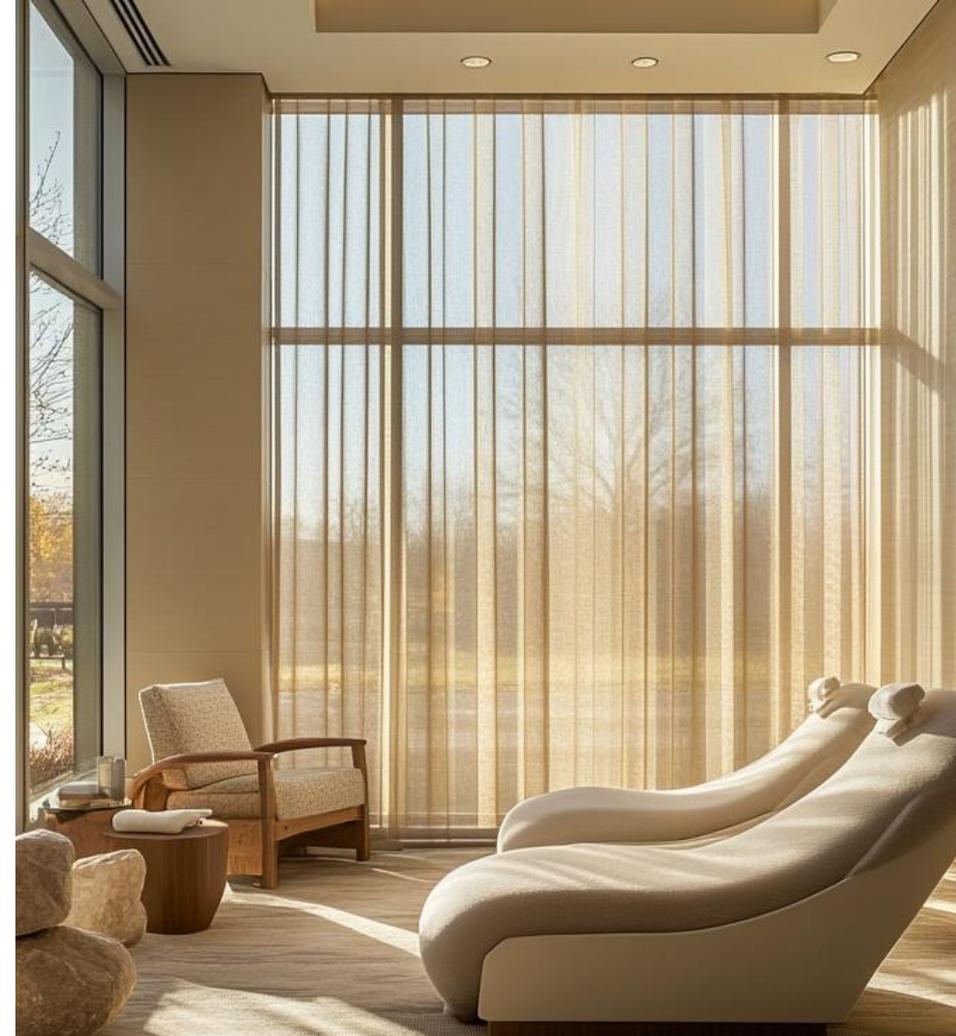
IMMERSIVE EXPERIENCE

What if healing was a sensory experience? Multi-sensory rooms offer a sanctuary of calm, using light, sound and aroma to reduce stress and promote recovery and support for mental health. These in-clinic spaces provide a tailored, plug-and-play solution, easily adaptable to different patient needs, whether it's stress management, improving sleep quality, or simply creating a calming environment.



Agency company

We leveraged our expertise in creating an innovative aroma concept. This initiative demonstrated how sensory elements like scent can foster continuous engagement and emotional connection between users and the brand.



Dasha Moranova's Senses

Senses is a yacht concept relying on a full sensory approach to wellness. It comes with sound healing, a smart console with integrated weight sensors and innovative Sonance sound systems. But most importantly all technology is hidden from guests.

9. Set the stage for health pop-ups

IMMERSIVE EXPERIENCE

DATA & GEN AI

What if private clinics could extend their care beyond their walls? Imagine deploying wellness pods in malls, gyms or airports. These innovative health pop-ups serve as extensions of clinics, offering treatments like red light therapy, intermittent hypoxia therapy and meditation classes. By integrating care into patients' daily environments, hospitals can expand reach and encourage preventive health habits.



University of Chicago Medicine Cancer Center

Supported an immersive telehealth experience for UCM, creating dedicated spaces for patient engagement, including a patient room, an exam suite and provider-focused collaboration areas. These spaces enabled seamless integration of care and enhanced the patient journey, expanding UCM's reach and impact.



Forward CarePods

CarePods combine advanced diagnostics, personalized health plans and a premium in-person experience. They are AI-powered and self-serve, available in gyms, and offices across the US.



These concepts, *spanning prevention and empowerment across patient journeys*, cover various aspects of care

Wellness and prevention

Feeling well is not a fleeting trend, but a profound movement embedded in our modern societies to balance mind and body.¹

Healthy aging & longevity

In search of longevity, consumers are willing to invest time in long-term programs and regular health checks.²

Maternity

Maternity care integrates physical, emotional and psychological support for expectant and new mothers, providing a nurturing environment for both the mother and baby.³

Chronic disease

Requires a multifaceted approach, combining medical treatment with lifestyle changes to manage symptoms and improve quality of life.⁴

Post trauma

Post-traumatic care focuses on not only physical recovery but also emotional and psychological healing, improving the long-term outcome of the medical journey.

General/Specialized medicine

Supporting patients through their physical health challenges, from early screening and diagnosis to managing life transitions, including adapting their environment.

Mental health

Supporting patients through mental health challenges, from early assessment to long-term care, including emotional support and therapy access.

¹ Global Wellness Institute (2023), Global Wellness Economy Monitor 2023

² Le Wellness, Le Nouvel Horizon Du Luxe

³ Global Mother and Child Healthcare Market Size

⁴ MCK - What is the Future of Wellness, November 2024



What comes next ?



Why we are the *best partner* for this business strategy?

SAMPLE CASE STUDIES

Capgemini experience spans the healthcare ecosystem

Care Providers

- Member Care Experience for Behavioral Hospital CCR
- Patient Experience Vision for StenoCare Integrated Healthcare Network
- Digital Experience Strategy for Hospital Network
- Patient Services Strategy for Top 15 US News & World Report Hospital
- Physician Health Solutions for University Healthcare Provider
- Vision, Digital Strategy, UX Design for Large Hospital Group In Italy
- Member Plans of Care for U.S. Health System

Healthcare Technology

- Digital Primary Care System for Healthcare
- Making EHR Technology Available for Nurses' Communications
- FHIR Care Next Generation for Medication
- Empowering Technologies for Global Pharma
- Imaging Product Development for Superior
- Diagnosis Portal Design & Delivery for GE Healthcare
- UX/UI Platform Innovation Experience for IBM Watson for IBM VBC Care

Chronic Conditions

- OncoKey Experience Design for Immunomodulators (Global)
- OncoKey Experience Design for Global Pharma
- Multiple Medication Patient Experience for Global Pharma
- End-to-End Care of Sleep-Disordered Breathing for AstraZeneca

Physical/Digital Experiences

- Service Environment for Skin Institute for Biomedical Sciences
- Member Visitor Experience for Porsche
- Pharmacy Innovation for CVS
- Digital Health Experience for Microsoft
- Experience Vision for Porsche
- Experience Strategy & Design Framework for Allstate, USA
- Next Generation Park Experience for Disney

World Report Series 2024
Wealth Management

Intelligent strategies for winning with the ultra-wealthy

Bridge wealth management and family office strengths to fuel growth

Capgemini RESEARCH INSTITUTE

World Wealth Report 2024

Global ultra-high-net-worth individuals (UHNWIs) holding over 50% of total global wealth and just over 1% of the total global population. Their assets represent potentially the most lucrative segment for wealth management firms.

HNWIs are shifting from wealth preservation to growth objectives

Our January 2024 survey of over 3,000 HNWIs across 12 markets found that their primary asset allocations had changed from preservation to growth. Two factors drove the shift:

- Quantitative efforts to control inflation and rising interest rates, despite hopes of potential rate cuts in the future
- Changing economic conditions along with a shift in how HNWIs view assets with high growth potential, notwithstanding ongoing market volatility

Early 2024 data reveal a normalization of cash holdings to 20% of portfolio assets, a stark contrast to the multi-decade highs of 34% seen in early 2023, which coincides with HNWIs having begun to channel their cash into higher-return assets to average possible future growth opportunities.

Figure 3. All HNW wealth bands experienced growth in wealth and population

Year	Number of individuals (M of total HNW)	Rate of change in population	Rate of change in wealth
2024	1.17M (1.1% of total)	34%	5.0%
2023	1.17M (1.1% of total)	23%	5.0%
2022	1.17M (1.1% of total)	41%	5.2%

Source: Capgemini Research Institute for Global Wealth Analytics, 2024. Note: % of HNWIs and asset growth percentages may vary due to rounding.

Barry Flanagan
Managing Director, Wealth and Wealth Solutions, Dallas, Texas, USA

OUR CAPABILITIES

To support you in your projects

we mobilize our expertise in Creativity, Consultancy, Science and Technology

Deep expertise in the healthcare environment and recognized healthcare technology capabilities.

€300 million generated in public health in 2024

Public reports about High-Net-Worth individuals, luxury journeys and experience design.

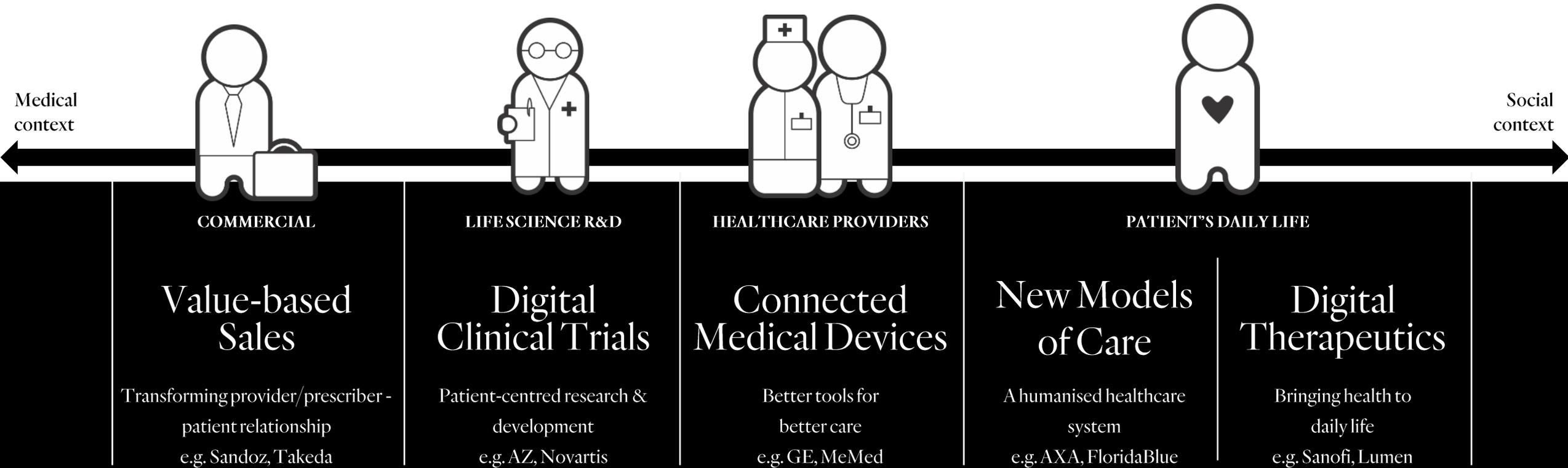
15 years of experience in Wealth Research (property data and primary analysis), featured in Tier I media

A unique set of specialists in Creativity, Healthcare Consultancy, Science and Technology.

12,000+ Healthcare Practice Consultants
2,000+ Healthcare Analysts & Clinicians
600+ Health Regulatory Professionals
200+ Luxury Experts



We understand the *entire ecosystem*



Capgemini experience spans the *healthcare ecosystem*



Care Providers

Memory Care Experience for Renowned Hospital COE

Patient Experience Vision for Non-Profit Integrated Healthcare Network

Digital Experience Strategy for Hospital System

Patient Experience Strategy for Top 3 US News & World Report Hospital

Precision Health Solutions for University Healthcare Provider

Vision, Digital Strategy, UX Design for Large Hospital Group In Italy

AI at the Point of Care for UCSF Medical Center



Healthcare Technology

Digital Primary Care Venture for HealthHero

Making HC Technology Invisible for Nuance Communications

PillCam Next Generation for Medtronic

Emerging Technologies for Global Pharma

Imaging Product Development for SuperSonic

Dosewatch Portal Design & Delivery for GE Healthcare

VR Pain Distraction Experience for Burn Patients for frog/VR Care



Chronic Conditions

Oncology Experience Design for Immunomedics (Gilead)

Oncology Experience Design for Global Pharma

Multiple Myeloma Patient Experience for Global Pharma

End to End Care of Move-D for Teva Pharmaceuticals



Physical/Digital Experiences

Science Environment for Altius Institute for Biomedical Sciences

Museum Visitor Experience for Porsche

Pharmacy Innovation for CVS

Digitally Enabled Experiences for Sheraton

Experience Vision for Porsche

Experience Strategy & Design Framework for Qiddiya/KSA

Next Generation Park Experience for Disney



To support you in your projects
we mobilize our expertise in Creativity, Consultancy, Science and Technology



12,000+ Healthcare Practice Consultants
2000+ Healthcare Analysts & Clinicians
600+ Health Regulatory professionals
30+ Years of experience



To support you in your projects *we mobilize our expertise*

Strategy, Marketing & Communication*

Empowered by data

Strategists (Healthcare consultant and Brand Strategist)
Marketing Experts
MedTech Experts
Data Consultant
Data Scientist
Data Engineer
GenAI Experts
Consumer Insights Analysts
Content Strategists

Target operating model, Organization, People empowerment & Retention

Organization Design Consultants
Change Management Experts
Experience Designers
GenAI Experts (AI adoption Consultants, Workforce Transformation Specialists)
Talent Retention Strategists

Technology, Innovation, Connected products

UI/UX Designers (UI/UX, Behavioral Design, Motion Design, Web Design)
Full-Stack Developers
Data Engineers
Ethnographers
Brand Strategists
Artistic and Creative Directors
Copywriters
Project Managers
Product Owners
Service Designers

Architecture, Plateformes, Experience design

Experience Design
IU/IX Designers
Engineers
Artistic and Creative Director
Copywriters
Project Manager



How we envision the next steps

Flash assessment



Framing



Delivery

Conducting a flash assessment to help you get to know each other better, demonstrate our commitment, understand the level of maturity and identify potential areas for improvement*.

1 WEEK

- 1 day of interviews with key stakeholders
- Flash external analysis of best in class
- Flash internal maturity assessment
- Identification of opportunity areas.

Frame relevant projects through a deeper assessment and by defining the Wellness ambition and strategy on the selected opportunities.

6 TO 8 WEEKS

- Deep dive assessment
- A Wellness Accelerator Day with Steerco members
- Workshops & Tailor-Made Roadmap development
- Business plan & Steerco validation

Implement the opportunities validated and prioritized by the Steerco members with a focus on expertise and excellence in execution.

BASED ON THE CHOSEN SCOPE

- Execution of the roadmap
- Delivery of the tailored solutions according to your project (strategic consulting, Architectural, space and creative design, technological assets, training program...)

DELIVERABLES

A report of your Wellness maturity and a proposed methodology, to be refined based on the chosen scope

Summary of the Wellness Accelerator Day
Presentation of the co-constructed Wellness strategy and the roadmap on selected opportunities

Support and delivery materials defined in the roadmap for the project to be launched on the market**.



* Conducted under NDA for confidentiality
** Varies depending on the project

Very Important Clients,
the ultimate quest of value



You have dedicated advisors who welcome your VIC clients with the utmost care, offering them champagne upon arrival, ensuring a luxurious and exclusive experience in a private, elegant space.

However, in today's evolving luxury landscape, this level of attention, while exceptional, *must go even further*. True VIC excellence lies in *mastering the art of personal emotional connection*.



Meet Isabelle, a modern
VIC



To stand out, brands must anticipate desires and create moments that feel deeply personal and unforgettable

When Isabelle visits your boutique, her dedicated advisor greets her personally, knowing her preferences by heart. Rather than offering champagne, they present her favorite *Mariage Frères Thé Blanc Impérial*, as noted from her previous visits.

Isabelle's private lounge isn't just an elegant room, it's thoughtfully arranged with delicate floral arrangements she adores, reflecting her refined taste.

On her last visit, Isabelle casually mentioned her niece's upcoming wedding. This detail, captured in the CRM, allows her advisor to offer a rare, custom-engraved accessory during her next visit; An elegant gesture that reflects both thoughtfulness and exclusivity.

Going beyond service; Creating a personal narrative.

What sets this approach apart? It's not just about hospitality. It's about curating every detail: from beverage choices, preferred ambiance and meaningful personal touches.

So that Isabelle feels truly known and valued, deepening her emotional connection with the brand.



Very important clients are a desired target

They *stay valuable* in an uncertain macro-economic context

All HNWI wealth brand experienced growth in wealth and population between 2022-2023:

- Wealth: **+4,7%**
- Global HNWI population: **+5,1%**
- 1% of total HNWI population holds **34% of global wealth¹**.

Business resiliency

They are *lovers* and *passionate* with luxury items and story

!! We find this emotional connection with the product, where it is not uncommon for our customers to own multiple vehicles.

Philippe Robbrecht, President and CEO Jaguar Land Rover France

!! We are fortunate to receive visits from watch lovers in our store every day.

Louis-Gabriel Fichet, Managing Director of Audemars Piguet France

Differentiation

They *wield influence* through the transmission of their heritage and social status

!! Our best channel for recruiting customers is referrals.

Olivier Narcy, Chief EMEA Sales & Global Customer Relations Officer at Ponant

For (U)HNWI, wealth accumulation serves to build legacy and secure affluence for future generations².

Growth driver

¹Capgemini Research Institute for Financial Services Analysis, 2024.

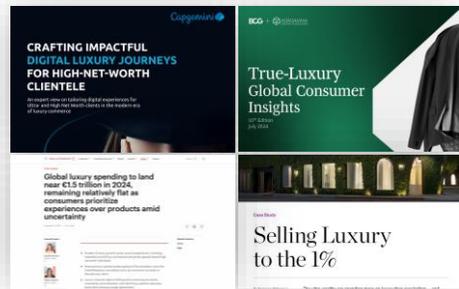
²Capgemini Capgemini Report, *Crafting Impactful Digital Luxury Journey for High-net-worth clientele*, 2024

Quotes from *Le Journal du Luxe* webinar, Focus on HyperLuxury



Why is it more important than ever to address VIC in 2025 and the following years for luxury brand?

They remain clients whatever the economic context



In 2024, global luxury spending is expected to reach a flat growth and personal luxury goods to drop by -2%¹. Wealthy consumers continue to spend more: 213B€ of luxury spending in 2023 with +9% CAGR expected until 2027².

They drive market and brand desirability



Brands have to adapt to the VIC needs and moments, not the other way around.

They feel that *trust can be broken*



Quality is declining while prices have increased, dupe products are a big hit. Ethical and social issues have been raised.

¹ vs. last year at current exchanges rates. Bain & Altagamma, November 2024, Global Luxury spending to land near €1,5 trillion in 2024, remaining relatively flat as consumers prioritize experiences over products amid uncertainty

² "Wealthy consumers" refers to the cluster whose spending threshold is > 50k€/year across all luxury categories. BCG & Altagamma, July 2024, True-Luxury Global Consumer Insights. Spending includes personal goods (apparel, footwear, accessories, leather goods, beauty, jewelry and watches and experiences (furniture, food and wine, fine dining & hotel and exclusive vacations)



Different categories of HNWI to address, highlighting various opportunities

	Ultra-high net worth individual	High net worth individual	Affluents individual
ASSETS	US \$ 30M+	US \$ 1M – 30M	US \$ 250k –1M

PREFERRED EXPERIENCE	They prefer exclusive items and services that they can add to their collections along with private viewings.	They prefer a personal touch in services, valuing bespoke and tailored solutions.	They prefer increased momentum in the online space and superior omnichannel experience.
----------------------	--	---	---

VIC are not only defined by their financial assets and by segment, **they are individuals to be address in a unique way** according to other criteria relevant to your company client base.



For several years, Capgemini has been creating and publishing reports on the HNWI. The new report scheduled for 2025 will be enriched with consumption trends in the luxury sector.



VIC are the ultimate quest of value.

We must continue to cultivate their **trust** and their **love**.

We need to keep making them feel **special** and **at home**,
wrapped in the warmth of the **brand family**.



To win over the heart of current and future VIC
we need to

|

Build

what money can't buy

|

Nurture

deep connections beyond care

|

Elevate

the body, mind and soul



The background features a dark gradient with a series of thin, white, wavy lines that create a sense of motion and depth. The lines are more densely packed in some areas, creating a glowing effect. The text is centered and stands out against this background.

VIC
Complicity

We will design unique VIC strategy and experiences based on 2 convictions

Emotions

When we talk about client, we are first talking about **human interactions and feelings**.

We aim to create emotional narratives and experiences that **connect people and forge lasting memories**.

Craft

Craft is what **makes us unique** and pushes us to **think differently**. We use the power of our imagination and creativity to **craft beauty, innovation** and to **foster sustainable desire**.



To bring “VIC complicity” to life, we focus on 5 main dimensions activable through own retail or wholesale

VIC Strategy

Define the appropriate **strategy and distribution model** for VIC, **business drivers and associated KPI** to monitor, the **vision and ambition**, as well as the **brand value**.

- OWN RETAIL
- WHOLESALE

VIC Observatory

Create a capability able to intimately know VIC, analyze real-time **market trends**, **anticipate and meet** direct and indirect client needs, **attract** new VIC.

- OWN RETAIL
- WHOLESALE



Talent empowerment

Rethink **balanced attention towards talents** through excellence in training, AI support, strong brand culture and loyalty monitoring.

- OWN RETAIL
- WHOLESALE

Client excellence

Design **seamless, intimate and hyper-personalized experiences** (on/offline, omnichannel) based on customer journeys and distribution models.

- OWN RETAIL
- WHOLESALE

Exclusive spaces

Redefine **dedicated VIC spaces**, on/offline, **from visible** (architecture, merchandising, related ceremonies...) to the **invisible** (logistics, security...) fitting your distribution model.

- OWN RETAIL
- WHOLESALE



Let's embody the "*VIC complicity*" through action

VIC Strategy



1. Shape the future of VIC excellence

VIC Observatory



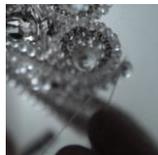
2. Orchestrate an Intelligence capability for VIC monitoring



Talent empowerment



3. Empower Talent with AI for hyper-personal care



4. Nurture the passion and dreams of talents

Client excellence



5. Find the perfect VIC-advisor match



6. Connect with friends & family through legacy



7. Ignite cultural resonance for authentic bonds



8. Unleash the creative mind of VIC

Exclusive spaces



9. Embrace exclusivity from front to back



10. Reignite lives with holistic and magic moments



1. Shape the future of VIC excellence

What if we defined what can bring your brand to the pinnacle of luxury?
Finding the right balance between desirability and profitability is crucial. A fundamental dilemma that should be addressed by aligning business value creation with an expensive and desirable strategy, that embodied luxury hallmarks such as cherishing clients, offering exclusivity, embracing long-term engagement... This challenge will significantly shape the models to be designed and implemented across distribution, organization and geographies.

VISION & STRATEGY

BRAND PLATFORM

OPERATING &
DISTRIBUTION MODELS



French Luxury Cosmetics Company

We helped a French Luxury Company in beauty to define the operating model strategy, particularly for the distribution model, ensuring the right balance between exclusivity and revenues.



~2% of customers represent up to ~30% of sales, with variability depending on the core segment¹.

BCG-Altgamma True-Luxury Global Consumer Insight Survey July '24 (1K respondents in 7 countries), Qualitative 1:1 interviews with VICs and Focus Groups, CEO / Senior Executive interviews



2. Orchestrate an Intelligence capability for VIC monitoring

What if we addressed VIC as individuals rather than a segment?

Imagine building an intelligence unit to create an intimate knowledge of your current and future VIC. Leverage data through deep internal and market analysis to understand and anticipate their needs. Use dedicated Voice of Client methods and innovate in data capture to consider their expectations and emotions, monitor their satisfaction and ensure that the appropriate level of service has been delivered. Let's embrace a transformation that spans technology, operations and culture.

DATA PLATFORM

ANALYSIS

VOC & MONITORING



Multicultural and innovative services company

We helped an innovative services company acquire deep insights into CXO from various industries, from their personalities, to their center of interests and background, to foster client intimacy. By cross-referencing internal and external data, we created client profiling and tailored action plans for each client. The voice of the customer is subtly collected through in-person interactions, tailored to their interest and communication style.



There's a lot of untapped potential, especially as UHNWIs are eager to be part of that roster: on average, VICs are considered VIC by 2 brands in the same category, but they actually shop on average at 9 brands. Brands might miss out 70% of potential VICs.

BCG-Altgamma True-Luxury Global Consumer Insight Survey June '24 (1K respondents in 7 countries), VIC Interviews

Talent empowerment

3. Empower Talent with AI for hyper-personal care

What if we focused on these little attentions that money can't buy, only at the client advisor's discretion?

By combining the client advisors' softpower and the hard power of GenAI, the client advisors will be augmented and able to make hyper-personalized decisions for unforgettable attentions of tailor-made level of care. Using quiet technology for human benefit would enhance meaningful moments in interactions with your VIC.

DATA & GEN AI

SOPHISTICATED CRM

EDUCATION



Luxury Watch Company

We have initiated various profiles from a Luxury Watch Company, including the sales force, to use GenAI technology. We aimed to identify the most relevant use cases and measure the added value for the team in terms of productivity, improvement in execution quality, and unleashing creativity.



ESTÉE LAUDER

Estée Lauder invested in an AI innovation lab designed to use data to create more personalized experiences, speed the time-to-market, and enhance relevance.

Talent empowerment

4. Nurture the passion and dreams of talents

What if we reinvested in these talents, who play a pivotal role in VIC relationships?

Imagine attracting and retaining the best talents by continuously inspiring them and fostering a brand culture that generates powerful emotions. Being responsible for the preservation and transmission of excellence and a unique know how. Enrich your working environment and training sessions with inspiring storytelling and celebrate your talents as much as your VIC.

BRAND CULTURE

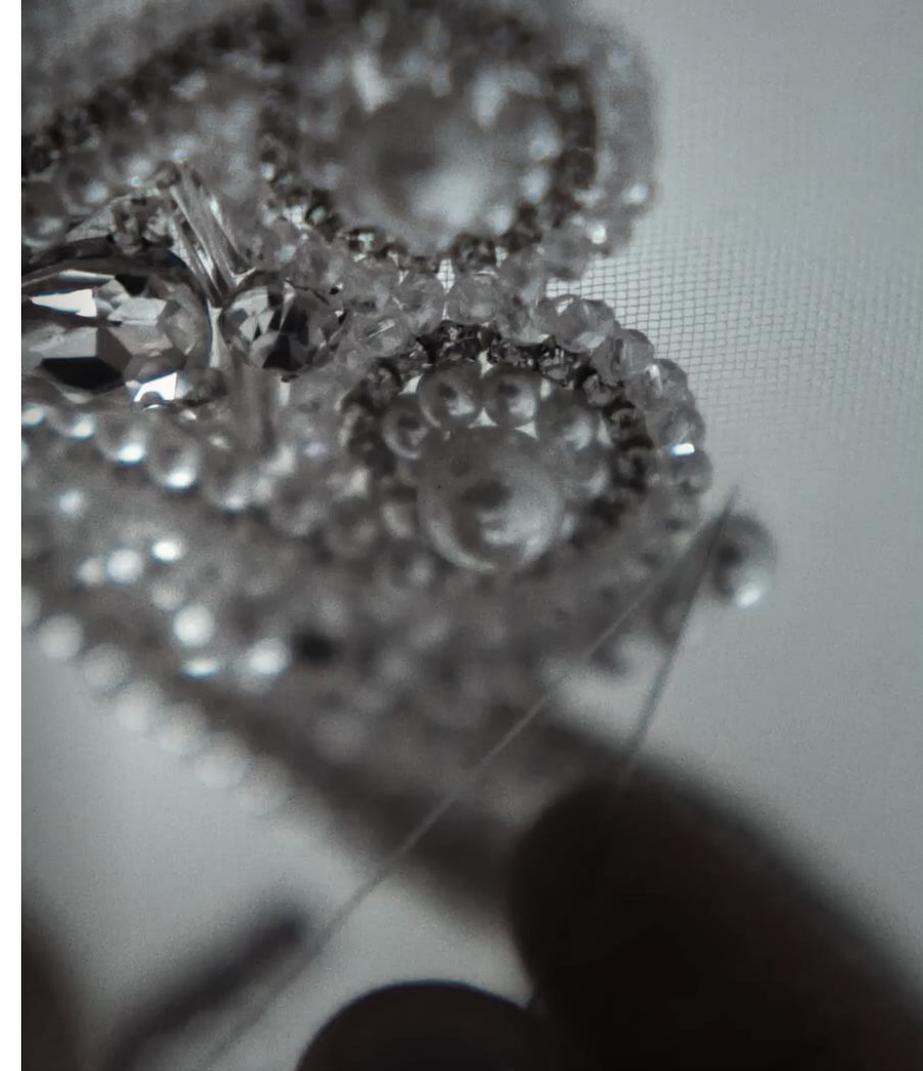
RETENTION

EDUCATION



High jewelry and watchmaking company

We supported a luxury company in creating a compelling and engaging Visual Merchandising training strategy and experience to increase team interest in regular training, elevate the VM standards of their markets and develop talent ambassadors worldwide. We worked on developing a mobile app with e-learning modules and games while delivering storytelling and immersive content.



68% of VIC would follow their Client Advisor to a new brand if they moved

BCG-Altgamma True-Luxury Global Consumer Insight Survey July '24 (1K respondents in 7 countries), Qualitative 1:1 interviews with VICs and Focus Groups



Client excellence

5. Find the perfect VIC-Advisor match

What if we matched each VIC with the perfect advisors, someone almost like a trusted friend?

Based on VIC behaviors and their level of engagement, imagine finding the perfect advisor match, someone who intuitively and proactively guides the VIC because they share the same vision or lifestyle. This unique matchmaking will deepen the brand's emotional connection with VIC, enhancing service excellence. It also means reconsidering your wholesale network through a cultural match and by monitoring resellers beyond sales KPIs.

DATA & GENAI

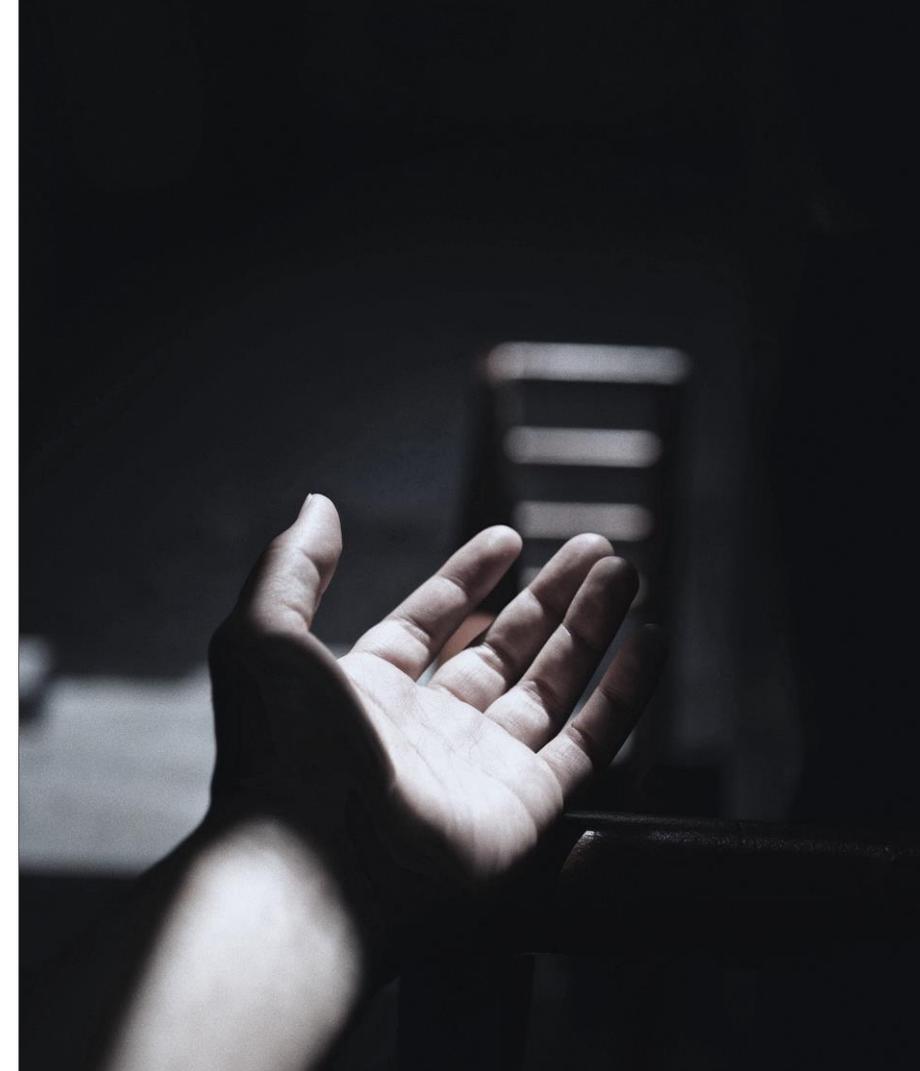
EXPERIENCE DESIGN

STORYTELLING



French Private Banking Company

We assisted a bank in creating a matchmaking system to pair clients with the perfect advisor who shares his/her passions and interests. This approach helps identify the ideal advisors to offer bespoke support to clients, fostering loyalty through emotions connection, intuitive understanding and compatibility. It's also helped identify the range of different advisors to recruit.



VICs “are more short on time than money. It’s easy for them to buy products; it’s more difficult to convince them to spend time with you.” *Claudia D’Arpizio from Bain & Company*

BOF, VICs: How the Super Rich Want To Shop, Feb 2024

Client excellence

6. Connect with friends & family through legacy

What if we considered more the entourage of your VIC and create a story between them and your brand?

By capitalizing on transmission, heritage and word of mouth, we can strengthen the existing storytelling that already exists between your clients and your products/brands to create emotions, connections and reach the close circles around your current VIC. Create synergies between data and the power of a strong and personal storytelling to build connections rooted in reality, beyond business.

DATA & GEN AI

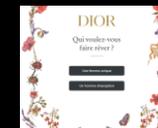
EXPERIENCE DESIGN

CREATIVITY



Leading Wealth Management Company

We collaborated with a Wealth Management company to design, prototype and narrate a forward-thinking vision for its products and services. As generational wealth transfer is one of the biggest risks, we explored use cases by adopting a holistic approach to the client relationships, integrating family network and considering life stages. Family members identified as part of the VIC network, can be invited to explore some content or services.



The Dior Cabinet de Curiosités, guides you in finding the perfect gift for a loved one to enchant the festive season.



The Monte-Carlo Hermitage Hotel offers a V.I.K (Very Important Kid) programme to create memories with all the family members

Client excellence

7. Ignite cultural resonance for authentic bonds

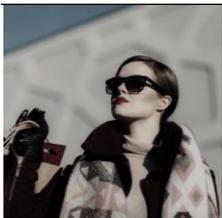
What if we gave more substance to the VIC community through cultural enrichment and a local landscape?

By enhancing cultural and local resonance within their products and services, luxury brands can strengthen their brand storytelling to allow VIC to thrive through cultural enrichment. By revealing their soul, luxury brands would increase their influence and create connections anchored in local reality with their VIC. Nurture passion of resellers in wholesales reinforcing the local and cultural positioning of your brand.

BRAND STRATEGY

MARKET ANALYSIS

BEHAVIORAL DATA



Fashion luxury brand

We helped a fashion luxury brand understand the codes of a specific culture applied to the luxury world and established multiple playgrounds based on this cultural and local footprint to create better connections and signature moments with luxury clients, such as unboxing or gifting.



Rise of Guochao in China showing that VIC in this region are sensitive to brands with an offer that resonates with their Chinese culture.



Ponant renews its offers every year using cultural activation to foster proximity (meeting local population, inviting novelists, speakers...)

Client excellence

8. Unleash the creative mind of VIC

What if we granted the access to the brand's essence, its creative process?
Inviting VIC to unleash their creative spirit and leverage their brand knowledge. Empowering your VIC and involving them in the development of the brand or a product would make them feel even more special and engaged, thereby strengthening their loyalty to the brand.

BRAND STRATEGY

EXPERIENCE DESIGN

PROCESS ADVISORY



Luxury Car Manufacturer

We helped a luxury car manufacturer to design the future car configurator, a central piece in the sale process, involving the customer in the design process to create a customized piece.

We identified enablers to create the configuration, conducted a competitive analysis to be at the cutting edge of the market and analyzed the best providers to make it happen.



TIFFANY & CO.

Tiffany & Co takes personalization to the next level, crafting jewelry that is perfectly tailored to the person wearing it. Each consultation is customized to the client's preferences, including a visit to the high jewelry workshop to see their creation come to life.

Exclusive spaces

9. Embrace exclusivity from front to back-office

What if we redefined the essence of confidentiality, exception and privacy, from the front to back office of experiences ?

Bringing to life tales of secrets and privileges through immersive 360-degree experiences, both in boutiques and online. Imagine enhancing exclusive apps reserved for a select few, offering secret access to services or a unique part of the brand's story while ensuring that every “back office” detail remains confidential. Adapted to your distribution model, create exclusive experiences by fostering a feeling of harmony between the visible and the invisible.

CLIENT EXPERIENCE

SPACE DESIGN

PROCESS ADVISORY



Exclusive Luxury Hotel

We helped a luxury hotel to develop and execute an experience strategy to drive incremental growth, by broadening their consumer relationships beyond traditional hotel stays. The strategy was to design new exclusive experiences by activating brand community's functional and emotional needs around travel. A concept around dining experience was executed as a proof of concept.



GUCCI

Emirates launched a new exclusive invitation only program for very privileged flyers, with benefits extending beyond the airline's signature Skywards Platinum membership

GUCCI's Secret Salon in Los Angeles features tinted windows, allowing clients to see out without being seen.

Exclusive spaces

10. Reignite lives with holistic and magic moments

What if we offered to our VICs the chance to reconnect with themselves through timeless moments designed exclusively for them?

As VIC are constantly inundated with invitations and receive solicitations from many brands, let's offer VIC a moment of escape. Whether you operate in a direct, indirect sales model, offer a more holistic experience that awakens both their mind and body and connected to their passion and aspirations...

Give them what money can't buy.

Offer to your reseller a win-win strategy of client intimacy.

EXPERIENCE DESIGN

SPACE DESIGN

CREATIVITY &
STORYTELLING



Luxury Museum in Middle-East

We shaped a bold and luxurious vision of grandeur and delivered a concept that spans from ideation through design, aiming to elevate the visitor experience in both the physical and digital worlds. The experience was crafted to immerse visitors in the heritage and culture.



700,000 HEURES IMPACT

A member-based club which offers clients the possibility to stay in one ephemeral hotel. The membership format allows each client to deeply connect with themselves and their destination through immersive experiences.

Our methodology to support you in this challenge

Flash diagnosis



Framing



Delivery

Conduct a flash assessment of your VIC initiatives to understand the level of maturity and identify opportunity areas.

**Conducted under NDA for confidentiality*

1 WEEK

- 1 day of interviews with key stakeholders
- Comparison with our “best in class” analysis
- Flash internal maturity assessment
- Identification of opportunity areas

Frame relevant projects through a deeper assessment and by co-constructing the VIC ambition and strategy on the selected opportunities.

6 TO 8 WEEKS

- Deep dive assessment
- VIC Accelerator Day with Steerco members
- Workshops & Roadmap development
- Business plan & Steerco validation

Implement the opportunities validated and prioritized by the Steerco members with a focus on expertise and excellence in execution

TO BE DEFINED

- Execution of the roadmap
- Delivery of the tailored solutions according to your project (strategic consulting, creative design, technological assets, training program...)

DELIVERABLES

A flash diagnosis of your VIC maturity and suggested opportunities to explore

Summary of the VIC Accelerator Day
Presentation of the co-built VIC strategy and the roadmap on selected opportunities

Support and delivery materials defined in the roadmap for launching the project on the market*.

**Varies according to the project*



Wealth Management for High Priority Clients



Imagine this: you have just **15 minutes to pitch and convince a High Priority Client (SPC) to partner with you.**

How do you create an immediate, standout connection that beats your competitors?

In today's excellence landscape, offering dedicated advisors and a wide array of services is no longer enough...

What if you could be inspired by the finest codes and languages of the luxury industry, knowing that all your clients recognize these standards of exclusivity?



...True excellence lies in mastering the art of personal emotional connection and attention of details.

What if you could leverage unmeasurable elements -feelings, emotions, storytelling- to create instant, exclusive and meaningful connection?

And what if, thanks to GenAI, you could craft the perfect pitch in real time, one that's data-driven, emotionally intelligent and tailored to deeply resonate with the client at every touchpoint?

Not just about business, but about building trust and lasting relationships.

The challenge is to transform this process through a unified platform, creating an instant and scalable advantage that seamlessly blends technology, culture and human insight to **redefine client engagement.**



What's the imperative to develop a *luxury brand experience for your Strategic Priority Clients?*

Right moment

High Net Worth Individuals (HNWIs) are expecting more qualitative experiences and additional services to manage their wealth.

There is potential to capture more value, as they are ready to spend more for new and better services. They extend their investment to their relatives and family. They **play a role of influence** within exclusive and restrictive circle.

Right asset

Many Wealth Management companies worldwide **compete to attract HNWIs and become the preferred partner to manage their assets and lifestyle spending.**

It is a restricted market, with room only for the very best.

Right partner

You are an expert in Wealth Management. Many luxury companies are **exploring business development opportunities including financial aspects.**

We have **deep expertise in both industries**, with Financial Services and luxury specialists, enabling us to provide the best strategic vision and end-to-end delivery to ensure your success.



High Net Worth Individuals (HNWI) are a *desired target*

They *stay valuable* in an uncertain macro-economic context

All HNWI wealth brand experienced growth in wealth and population between 2022-2023:

- Wealth: **+4,7%**
- Global HNWI population: **+5,1%**
- 1% of total HNWI population holds **34% of global wealth**¹

Business resiliency

They *anticipate wealth transfer* horizontally & vertically

The upcoming **horizontal** wealth transfer, to spouses first and then their heirs, is considered as the biggest wealth transfer with **USD 83 trillions**³ expected to change hands in the next generation.

The **vertical** wealth transfer (from one tier to another) will favor movements upward (60%³) rather than downward (50%³) predicting undeniable asset growth

Anticipation

They *wield influence* through the transmission of their heritage and social status

For HNWI, wealth accumulation serves to build legacy and secure affluence for future generations²

Growth legacy

¹ Capgemini Research Institute for Financial Services Analysis, 2024.

² Capgemini Capgemini Report, Crafting Impactful Digital Luxury Journey for High-net-worth clientele, 2024

³ UBS Global Wealth Report, 2024



Different categories of HNWI to address, highlighting various opportunities

Ultra-high net worth individual	High net worth individual	Affluents individual
---------------------------------	---------------------------	----------------------

ASSETS	US \$ 30M+	US \$ 5M – 30M	US \$ 250k – 5M
--------	------------	----------------	-----------------

PREFERRED EXPERIENCE	They prefer exclusive items and services that they can add to their collections along with private viewings.	They prefer a personal touch in services, valuing bespoke and tailored solutions.	They prefer increased momentum in the online space and superior omnichannel experience.
----------------------	--	---	---

SPC are not only defined by their financial assets and by segment, they are individuals to be address in a unique way according to other criteria relevant to your company client base.

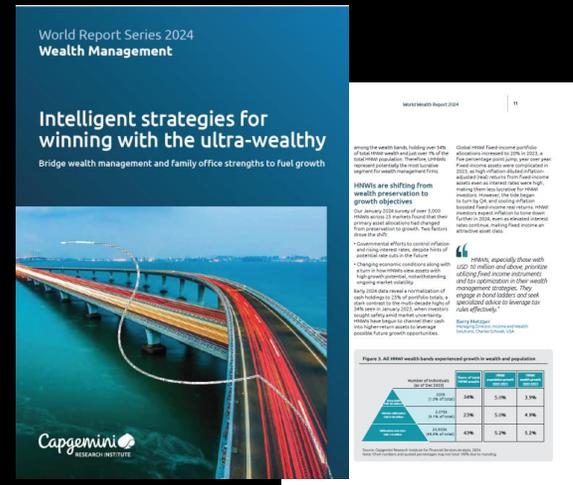


Figure 3. All HNWI wealth levels experienced growth in wealth and population

Number of individuals (in millions)	2019	2020	2021	2022	2023
US \$ 30M+	3.0%	2.5%	3.5%	3.0%	3.5%
US \$ 5M – 30M	2.5%	2.0%	3.0%	2.5%	3.0%
US \$ 250k – 5M	4.0%	3.5%	4.5%	4.0%	4.5%

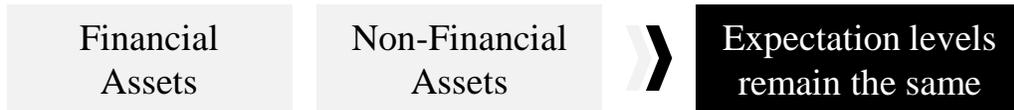
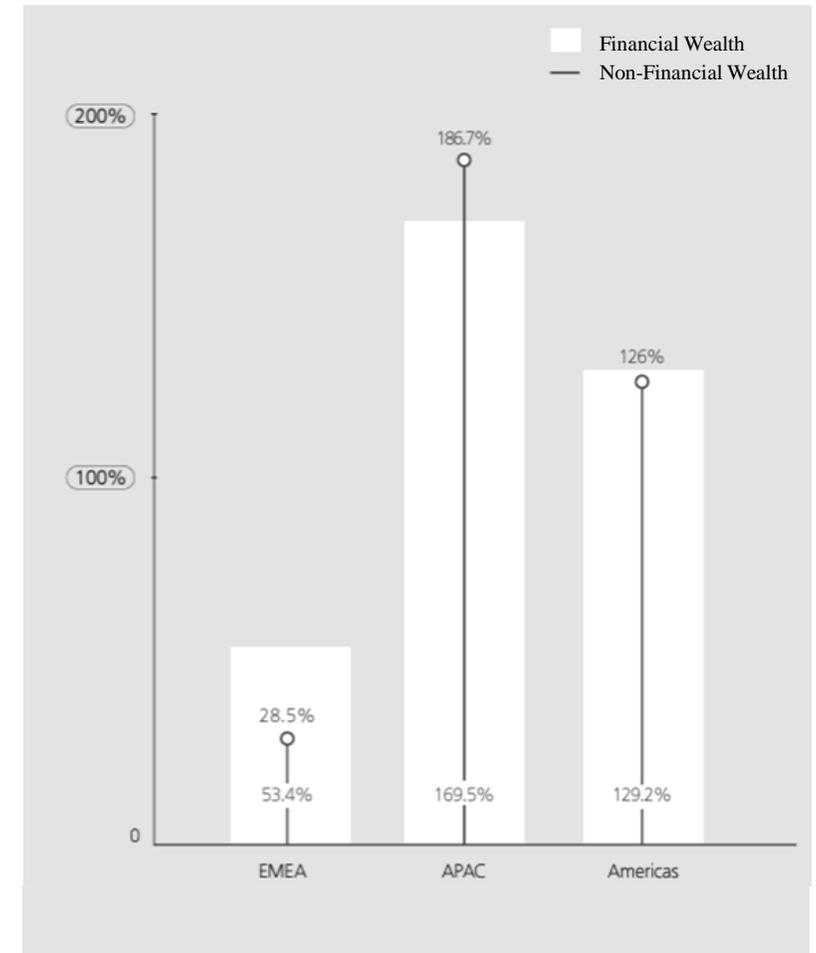


For several years, Capgemini has been creating and publishing reports on the HNWI. The new report scheduled for 2025 will be enriched with consumption trends in the luxury sector.



90%* of HNWI expect their Advisors to partner with them on driving their total wealth across liquid and non-liquid assets

Financial vs Non-Financial Wealth Growth (since 2008)



EXPECTED EXPERIENCE

Even though wealth has lost steam across the globe between the last two decades, financial assets remains the baseline to drive total wealth for all HNWI, especially in Americas

More dynamic regions, such as Americas & APAC, have developed a strong appetite for less liquid but more tangible assets, as part of their portfolio diversification and development.

HNWI are not willing to favor one or the other. They expect from their partners to provide accurate growth on both with relevant and tailored services.

OPPORTUNITY

How to develop client addressability through a bespoke yet exhaustive set of products and services at the right moment?

¹ Capgemini Research Institute for Financial Services Analysis, 2024.

² Capgemini Capgemini Report, Crafting Impactful Digital Luxury Journey for High-net-worth clientele, 2024

³ UBS Global Wealth Report, 2024



For sure, we must continue to cultivate their **trust** by ensuring **confidentiality**, offering relevant advisory *to boost their wealth and deliver state of the art servicing in anticipation of their needs.*

Furthermore, we need to make them feel **special** by **simplifying their lives, imagining new services and experiences tailored to their lifestyle and connecting to their vision and emotion.**



To win over the hearts of HNWI,
we are convinced that it's necessary to

|
Build

what money can't buy

|
Nurture

deep connections beyond care

|
Elevate

*the opportunities for
tomorrow*

*...for current and aspiring HNWIs (with great potential), while ensuring symmetry of attention with advisors,
by creating deeper interest and meaningful work.*



Understanding different profiles that reflect *the multifaceted nature of your target*

	Corporate Executive	Entrepreneur	Heirs
<p>Financial perspective : Personal & Professional Strategies <i>The client aspires financial mastery, merging personal and professional ambitions. The advisor will craft an exclusive, bespoke strategy, balancing wealth preservation, growth and diversification to ensure lasting prosperity and provide support on passion investments (e.g. art & collectibles)</i></p>	<p>Leveraging Wealth</p> <p>Managing New Incomes & Business Growth</p>	<p>Cash Flow Management & Liquidity and Sustained Growth</p> <p>New investment horizons</p>	<p>Wealth Preservation & Growth</p> <p>Financial Education & Expertise</p>
<p>Personal & Family Management <i>The client aims to empower their family members with a specific governance to manage part of the family fortune independently. The advisor will provide tailored financial education, equipping them to confidently grow and preserve the family's wealth with responsible stewardship. Personal and family management includes taking care of health and wellness.</i></p>	<p>Governance Trust & Legacy Family Governance & Decision-Makers</p> <p>Health & Wellness</p>	<p>Education Funding & Financial Portfolio</p>	<p>Legacy & Family organization through an Elite Office</p>
<p>Wealth Planning & Life Moment Management <i>The client prioritize long term wealth planning for their daughter's future. The advisor will create a tailored family wealth plan, aligning key milestones with financial goals while nurturing the relationship through personalized attention to her life moments.</i></p>	<p>Accumulation, Decumulation & Inheritance Transmission Strategies</p>	<p>Seamless Legacy Preservation through Milestones</p>	<p>Curating Excellence in Wealth & Asset Management Advisory</p>



How to improve the relationship with HNWI ?

HNWI Observatory

Create a capability able to intimately know HNWI, analyze real-time **market data** to **provide a luxury trend radar** and **meet** client needs and **attract** new ones.



Talent Empowerment

Rethink **balanced attention towards advisors** through excellence in training, GenAI support, strong brand culture and loyalty monitoring.

Client Excellence

Design **seamless, intimate and hyper-personalized experiences** (on/offline, omnichannel) based on clients' vision and customer journeys.

Exclusive Spaces

Redefine **dedicated HNWI spaces**, on/offline, **from visible** (Branch architecture, applications, website...) to the **invisible** (account management, security processes...).



Let's embody these playgrounds through action

HNWI Observatory



1. **Orchestrate an Intelligence Lab for HNWI monitoring**

Talent Empowerment

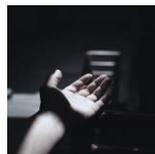


2. **Empower advisor with GenAI for hyper-personal care**

Client Excellence



3. **Connect with relatives through legacy**



4. **Find the perfect HNWI-advisor match**

Exclusive Spaces



5. **Embrace exclusivity from front to back**



6. **Reignite lives with seamless and magic moments**



Understanding different profiles groups that reflect *the multifaceted nature of our target*

“James”

The Corporate Executive



Meet James, a 68-year-old CEO of a Fortune S&P 500 company, approaching retirement.

Throughout his successful career, he has built a substantial fortune, carefully allocated: 30% in AAA stocks, 30% in Fixed Income, 20% in Real Estate investment, 10% in Private Equity, 5% in long term investment (precious metals) and 5% in Philanthropy & Art collection.

James recently shifted his focus towards retirement planning & wealth transmission, as his two children, aged 18 and 20, are beginning their independent journeys. His son aspires to open his own restaurant, while his daughter plans to purchase her first home. James wants to support their ventures while preserving his legacy and personal plans for the future.



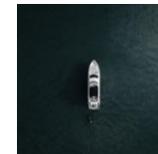
1. Orchestrate an Intelligence Lab for HNWI monitoring

Understanding new trends to proactively manage James' retirement plan, aligning investments with his evolving needs and legacy goals.



3. Connect with relatives through legacy

Empowering James' children with personalized financial guidance from next-gen advisors, while staying aligned with the family's wealth strategy.



6. Reignite lives with seamless and magic moments

Allowing James to involve his children in wealth management, granting access and oversight of assets while maintaining strategic control.



Find the full story of this persona in the appendix.

Understanding different profiles groups that reflect *the multifaceted nature of our target*

“Alexandre” The Entrepreneur



Meet Alexandre, a 42-year-old tech entrepreneur who built his fortune through a successful cryptocurrency startup in Hong Kong. He has recently arrived in the US and is looking for a service that can direct him to appropriate medical support.

Over the past 7 years, his wealth has grown significantly, reaching \$50 million in assets. Beyond his professional success, Alexandre has a passion for fine wines and collectibles. His personal data reveals frequent travels to France and Italy, with regular purchases of high-quality wines.

He recently expressed interest in acquiring a vineyard, seeking both personal enjoyment and a strategic investment opportunity.



1. Orchestrate an Intelligence Lab for HNWI monitoring

By leveraging GenAI and predictive insights, we identify emerging trends and curate exclusive opportunities, allowing us to present Alexandre with high-end investments such as wine estates tailored to his interests.



3. Connect with relatives through legacy

Matching Alexandre with a dedicated advisor, we craft personalized luxury experiences, such as exclusive Burgundy wine events and strategic vineyard investment opportunities, ensuring tailored, high-value interactions.



To enhance your HNWI strategy and luxury brand
experience,
you must embrace a transformation that spans
culture, operations and technology.

Let's now embark on activating the *HNWI Observatory!*

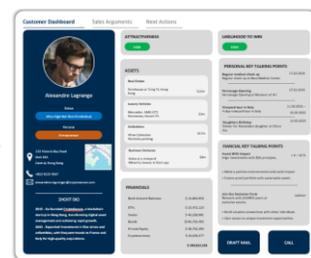
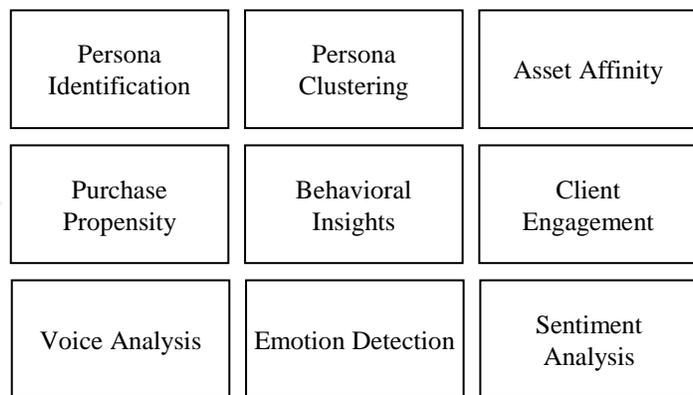


Activate the HNWI Observatory by initiating a digital journey

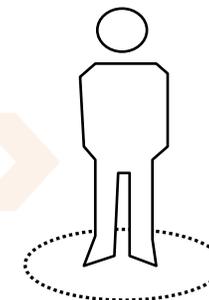
Predictive insights

Insights-driven customer activation

Customer experience management



Wealth Manager Dashboard



INTERACTION REPORTING

Internal Data Set

Internal Data

- Client Data
- Financial Data
- Risk Data
- ...

Psychographic Data
Social Media Data

- Lifestyle, Hobbies and Interests
- Business related interests
- Events attended (Social & Professional)
- Recreation related, interests and social networks presence

Externat Data Set

Public Data

- Federal Gazette
- Firmographic Data
- News & Articles

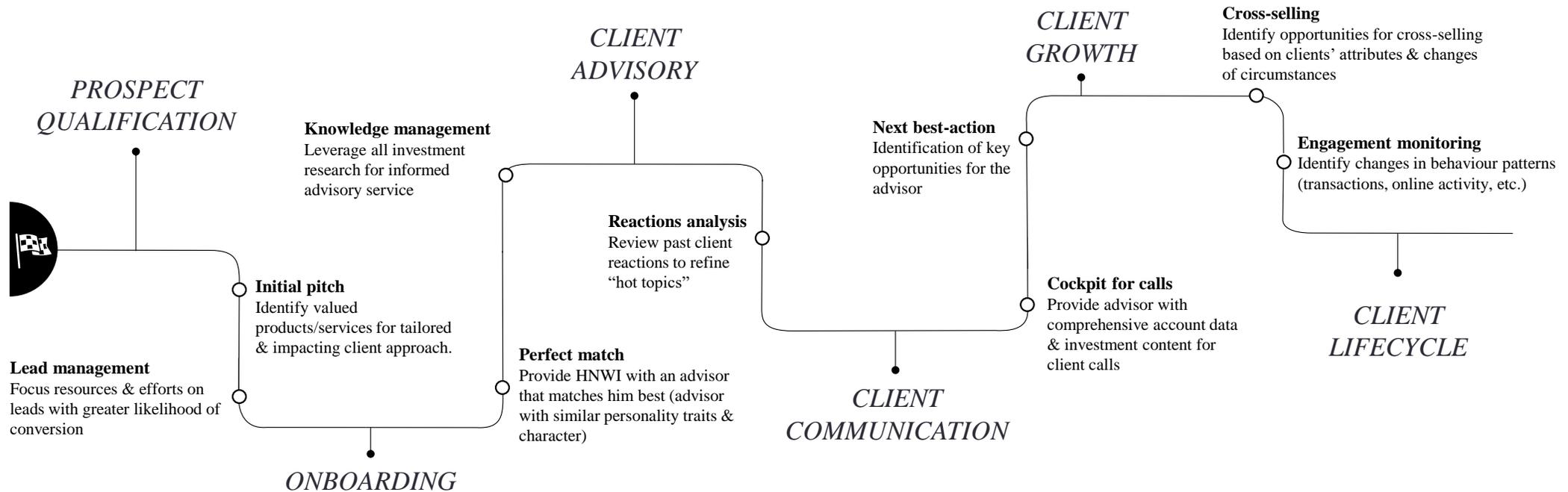
Economic Data
Purchase Data

- Stock data
- GDP & other macroeconomic data
- Asset trends

Data landscape for the digital journey



Activate the HNWI Observatory by initiating a digital journey powered by real time GenAI



Imagine what could be the dashboard and data visualization of your advisor

Customer Dashboard Sales Arguments Next Actions

PROFITABILITY PREDICTION MODEL

- based on
- Financial Data
 - Portfolio Analysis
 - Engagement Data
 - Demographic Data
 - ...

SEGMENTATION MODEL

- based on
- Internal Data
 - Purchase Data
 - Asset Composition Data
 - Spending Habits
 - ...

AI GENERATED

- based on
- Client-Provided Data
 - Social Media
 - Publicly Available Data
 - ...



Alexandre Lagrange

Status
High Net Worth Individual

Persona
Entrepreneur

123 Victoria Bay Road
Unit 45A
Central, Hong Kong

+852 9123 4567

alexandere.lagranger@cryptosecure.com

SHORT BIO

2015 - Co-founded CryptoSecure, a blockchain startup in Hong Kong, transforming digital asset management and achieving rapid growth.

2022 - Expanded investments in fine wines and collectibles, with frequent travels to France and Italy for high-quality acquisitions.

ATTRACTIVENESS

HIGH

ASSETS

Real Estate

Penthouse at Tsing Yi, Hong Kong \$15m

Luxury Vehicles

Mercedes- AMG GT3 \$3m
Hennessey Venom F5

Collections

Wine Collection \$17m
Warhole painting

Business Ventures

Stake at a vineyard \$8m
Minority invests in Start ups

FINANCIALS

Bank Account Balances	\$ 14,864,950
ETFs	\$ 23,472,123
Stocks	\$ 46,228,991
Bonds	\$146,763,492
Private Equity	\$ 38,756,293
Cryptocurrency	\$ 10,626,377
Total	\$ 280,812,226

LIKELIHOOD TO WIN

HIGH

PERSONAL KEY TALKING POINTS

Regular medical check up 17.02.2025
Regular check up at New Medical Center

Vernissage Opening 27.02.2025
Vernissage Opening at Museum of Art

Vineyard tour in Italy 11.03.2025 – 15.03.2025
4-day vineyard tour in Italy

Daughters Birthday 14.03.2025
Dinner for Alexanders daughter at Olio e Piú

FINANCIAL KEY TALKING POINTS

Invest With Impact + 6 – 10 %
Align investments with ESG principles.

+ Make a positive environmental and social impact
+ Future-proof portfolio with sustainable assets

Join Our Exclusive Circle *indirect*
Network with (U)HNW peers at exclusive events.

+ Build valuable connections with other individuals
+ Gain access to unique investment opportunities

DRAFT MAIL **CALL**

PROBABILITY PREDICTION MODEL

- based on
- ...
 - Purchase History
 - Customer Engagement Data

AI GENERATED

based on

- Client-Specific Data
- Advisor led Data

AI GENERATED

based on

- Market-Specific Data
- Client-Specific Data
- Behavioral and Interaction Data
- Bank-Specific Data

AI GENERATED

based on

- Client-Specific external Data
- Client-Specific internal Data

AI-DRIVEN PERSONALIZATION

based on

- Interaction History
- Client-Specific Data
- Contextual Data
- Key Talking Points



Imagine what could be the dashboard and data visualization of your advisor

PROFITABILITY PREDICTION MODEL

- based on
- Financial Data
 - Portfolio Analysis
 - Engagement Data
 - Demographic Data
 - ...

SEGMENTATION MODEL

- based on
- Internal Data
 - Purchase Data
 - Asset Composition Data
 - Spending Habits
 - ...

AI GENERATED

- based on
- Client-Provided Data
 - Social Media
 - Publicly Available Data
 - ...

Customer Growth Dashboard



Alexandre Lagrange

Status
High Net Worth Individual

Persona
Entrepreneur

123 Victoria Bay Road
Unit 45A
Central, Hong Kong

+852 9123 4567

alexandere.lagranger@cryptosecure.com

SHORT BIO

2015 - Co-founded CryptoSecure, a blockchain startup in Hong Kong, transforming digital asset management and achieving rapid growth.
2022 - Expanded investments in fine wines and collectibles, with frequent travels to France and Italy for high-quality acquisitions.

ASSETS

Real Estate	
Penthouse at Tsing Yi, Hong Kong	\$15m
Luxury Vehicles	
Mercedes- AMG GT3 Hennessey Venom F5	\$3m
Collections	
Wine Collection Warhole painting	\$17m
Business Ventures	
Stake at a vineyard Minority invests in Start ups	\$8m

FINANCIALS

Bank Account Balances	\$ 14,864,950
ETFs	\$ 23,472,123
Stocks	\$ 46,228,991
Bonds	\$146,763,492
Private Equity	\$ 38,756,293
Cryptocurrency	\$ 10,626,377
	\$ 280,812,226

Next Actions

Support Alexandre to purchase his favorite Vineyard

Options for Alexandre

Propose structured loan
This load would help Alexandre purchase his favorite vineyard

The load can be based on the following

Vineyard as a collateral
Estimated ROI + 6 – 10 %

Securities Based Lending (SBL)
Estimated ROI + 3 – 7 %

Private Credit
Estimated ROI + 1 – 5%

DRAFT MAIL **CALL**

AI GENERATED

- based on
- ...
 - Purchase History
 - Customer Engagement Data

AI GENERATED

- based on
- ...
 - Market-Specific Data
 - Client-Specific Data
 - Behavioral and Interaction Data
 - Bank-Specific Data

AI-DRIVEN PERSONALIZATION

- based on
- ...
 - Interaction History
 - Client-Specific Data
 - Contextual Data
 - Key Talking Points



Imagine what could be the dashboard and data visualization to your Marketing and Growth team

Marketing Dashboard

Sales Arguments

Next Actions

TREND IDENTIFICATION MODEL

based on



New Trend observed: Increased interest in rare vines

Key Facts

- Prices for rare vines + 10%
- Travel to Italy+ 7.1 %
- Travel to France: + 4,4%

Rare vines are an asset due to their scarcity and unique characteristics, which drive demand among collectors and connoisseurs. The rarity and quality of the produce can lead to significant appreciation in value over time, making them a sound investment. Additionally, the prestige associated with owning rare vines can enhance your portfolio, offering both financial returns and personal enjoyment.

Previous Trend

Next Trend

AI GENERATED

based on

TREND IDENTIFICATION MODEL

based on

Proposal

Tailored learning expedition to Italy and France to visit

KEY Clients

Name	Likelihood
Alexandre Lagrange	HIGH
Victoria Sterling	HIGH
Maximilian Johanson	HIGH
Isabella Windsor	MID
Sebastian Vanderbilt	HIGH
Arabella Sinclair	MID
Julian Montgomery	MID

Contact

NEXT BEST EXPERIENCE PROBABILITY PREDICTION MODEL

based on

AI GENERATED

based on

SEGMENTATION MODEL

based on

AI-DRIVEN PERSONALIZATION

based on



How we envision *the next steps*

Phase I | 1-Month preparation

We propose a 1-month setup period to establish a pilot organization using the Observatory framework. This will be built around 3 defined use cases and concepts, with clear KPIs and expected ROI. During this phase, we will also identify and prepare a pool of 10 to 15 top-tier advisors who will serve as ambassadors for the initiative.

Phase II | 3-Month SPC Excellence Pilot

Following the setup, we will launch a 3-month pilot program, focusing on a Strategic Priority Clients excellence approach. The timeline includes:

Month 1: finalizing the technical delivery and upskilling the selected advisors

Months 2 to 3: running the pilot with continuous KPI measurement to assess the value generated.



Automotive

Retail of luxury cars



*“People aren’t buying functionality only,
they’re buying something because it says something
about who they are and what experience it might offer.”*

HARTMUT ESSLINGER – FROG FOUNDER



Design product &
services powered by tech

Elevate the luxury car experience through “quiet” technology

What if we:

- Gathered information about the driver behaviors
- Adapted the car configurations to the driver’s habits and preferences
- Kept the sense of uniqueness alive throughout each driver’s journey.



Lamborghini – Digital Products & Services

We supported Lamborghini in its evolution towards the era of hyperconnectivity and unleash this growth potential by offering connected and unique Digital Products & Services. Our approach:

- Assessment of the current digital experience and benchmarking of trends and competitors
- Definition of user archetypes and journeys based on automotive trends
- Assessment of the services in terms of desirability, feasibility, business availability
- Design of the digital experience across multiple touchpoints
- Definition of a compelling strategy for use cases



Design new customer
Experience online

Create meaningful connections with clients online offering an exceptional experience that feel crafted and personalized

What if we:

- Created a link between the digital and retail worlds that attract
- Defined new digital features (VR, 3D...) on par with the luxury experience at the car dealership.
- Offered a high-quality rendering and stimulated senses as in reality



Luxury Car Manufacturer – Car configurator

We helped a Luxury car manufacturer to design the future car configurator, a central piece in the sale process and customer experience.

What we did concretely:

- Enablers identification for the future configurator
- Competitive analysis from selection to the check out
- Provider research & recommendations



Build VIC Strategy &
Experience

Expand the meaning of exclusivity and intimacy by winning the heart of actual and future VIC

We if we:

- Connected VIC around the brand to increase engagement & loyalty
- Created an intimate space for a community of VIC
- Offered personalized content and experience that meet their values and aspirations.



Luxury Car Manufacturer – Client segmentation

We helped a Luxury Car Manufacturer segment their customer base and increase their top-line performance:

- Defining 2 initiatives by Global Customer Segmentation Program. One dedicated to the 10 000 high-value customers generated 10-20% revenue growth
- Focusing on a value-based for high value customer and preference-based initiative for all customers
- Defining six global passion categories to match the existing offerings to customers' hobbies to optimize the customer experience with luxurious and exclusive experience



PART IV

You want to see some examples of our capabilities and success stories,

Please find here the overview of our most iconic references and the proposal
for AL-Habtoor Immersive Museum Project.



1

Elevate timeless craft
with innovation



Boucheron
Packaging




Fashion House
Connected mirror



L'Oréal
Colorsonic



2

Commit to uniqueness
through intimacy



Lamborghini
*Digital product strategy
& management*




Ruinart
E-commerce



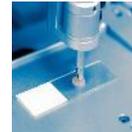

Beauty luxury leader
VIC

3

Inspire as social leader
to sustain desire



Luxury leader
Traceability



Beauty Leader
*AI Assistant for
cleaner formulation*



BNPP Wealth
*Social impact
& trusted partner*




December 2024

The Museum of Magnificent Arabs: *Proposal & Concept Exploration*

frog

Part of
Capgemini Invent

CONTENTS

- I: Proposal summary
- II: Further concept exploration
- III: Approach & timeline
- III: Case studies
- IV: Demos
- V: Appendix



Proposal summary



The Museum of Magnificent Arabs is *a source of pride* that aims to celebrate, honor, and promote this heritage by making it *accessible, vibrant, and inspiring* for future generations.



**It is a space that embraces three temporalities:
the past, the present, and the future.**



It is a space that embraces three temporalities:
the past, the present, and the future.

Celebrate
Tell stories
Witness
Preserve
Honor

Transmit
Immerse
Amaze
Educate
Clarify
Share

Inspire
Pursue
Anticipate



These three temporalities are interconnected. They are part of the same thread, *a precious filament...*



The silk threads



Each heritage constitutes *a precious thread*, a connection between a rich past, an influential present, and an inspiring future.



The Museum of Great Arabs has the role of *spreader*.
It must preserve the brilliance of these threads so
that they continue to extend and shine... infinitely



To preserve and enhance these silk threads,
we will weave *exceptional and unique experiences*
based on 2 convictions...

Storytelling

Each silk thread is a story to be told. The museum must offer captivating narrative, immersing visitors in the lives of these celebrated figures, their accomplishments, and their visions.

Emotion

Heritages are not only intellectual; they are also emotional. The museum must create sensitive and immersive experiences that awaken emotions.



... and through 3 dimensions coming together
to create a convergent experience.

Digital

These ideas involve digital elements,
interactive features or software
systems.

*E.g. Interactive user interfaces, virtual
environments...*

Physical

These ideas require physical devices,
sensors or specific technologies.

*E.g. Connected objects, holograms,
projection...*

Spatial

These ideas relate to the arrangement
of the physical space and visitors path
through it.

*E.g. Spatial set-ups, installations,
immersive rooms...*



OUR INITIAL IDEAS



1. Threads of the past



2. The time travel



3. Dialoguing with figures



4. Hyper-personalization



5. Capture emotional footprint



6. Measuring the impact of figures



7. The tapestry of legacies



8. Possible futures



Past

Category of icons: All

Examples: Sheikh Zayed Bin Sultan Al Nahyan, Sheikh Rashid Bin Saeed Al Maktoum, Ahmed Zewail, Oum Kalthoum, ...

1. *Threads of the past*

What if we create an installation where each celebrated figure is represented by a silk thread anchored in the ground, symbolizing their deep roots in history? By touching these threads, visitors activate audio narratives that recount key moments of their lives, their contributions, and their challenges. Each thread unfolds into several narrative strands, offering a detailed exploration of their journeys.



Chiharu Shiota's installations

Chiharu Shiota's art uses intricate webs of thread to explore themes of memory, human connection, and the passage of time. Her installations often envelop objects or entire spaces, creating immersive environments that evoke a sense of entanglement and fragility.

ILLUSTRATIVE IDEA ONLY
TO SERVE AS INSPIRATION



Past

Category of icons: Politics, Writers, Scientists, Musicians, ...

Examples: Sheikh Zayed Bin Sultan Al Nahyan, King Abdul Aziz Al Saud, Naguib Mahfouz ...

2. *The time travel*

What if we offered multisensory immersive spaces where visitors can explore the living and working environments or major events related to the celebrated figures? Through sound, visual, and olfactory effects, visitors would feel the atmosphere of these moments, as if they were there.



Atmospheric Memory at Powerhouse Museum

Inspired by computing pioneer Charles Babbage's proposal that the air is a 'vast library' storing every word ever spoken, Rafael Lozano-Hemmer's breathtaking immersive art environment invites audiences to a multisensory experience at the intersection of art and science. Visitors can control 18 interactive artworks and become enveloped in light, sound, and colossal projections while walking through the chambers.



Past

Category of icons: Artists, Philanthropists,...

Examples: Omar Sharif, Edward Said, Naguib Mahfouz, Nizar Qabbani ...

3. Dialoguing with figures

What if a voice were restored to these great men thanks to AI advancements? What if an AI were trained with the memories and knowledge of a person to engage in conversation with visitors? What if this were combined with the best outputs in holograms or animatronics?



Van Gogh at Vivatech

“Why do you have a severed ear?” In front of Van Gogh's face, visitors at the VivaTech exhibition were able to pose this question to the painter of the Sunflowers, animated by an artificial intelligence developed by a French start-up.

ILLUSTRATIVE IDEA ONLY
TO SERVE AS INSPIRATION



Present

4. *Hyper-personalization*

What if an object were offered at the entrance to assist and guide visitors through the museum? This object (e.g. a silk wristband) could measure emotions and reactions to various topics, providing a tailored journey based on individual interests and desires. It would also allow visitors to save their narratives and receive them digitally at the end of the visit. One could even imagine a subsequent personalized newsletter focusing on the figures and topics that touched visitors the most.



Cooper Hewitt Smithsonian Design Museum's pen

Borrowed at the entrance, it allows each visitor to collect objects in the galleries and create their own designs on interactive tables. At the end of the visit, the pen is returned, and all objects collected or created by the visitor are accessible online via a unique web address printed on each ticket. These can be shared online and stored for later use during future visits.



Present

Category of icons: Artistic

Examples: Mahmoud Darwish, Azzedine Alaïa, Al-Mutanabbi, Fairouz, Kahlil Gibran ...

5. *Capture emotional footprint*

What if visitors were invited to leave audio or video testimonials expressing how great Arab figures from the world of art and culture have impacted their lives, culture or worldview? This would create a vast sound and visual tapestry. Each testimonial would serve as a contemporary echo, reflecting the emotional connections with these figures from the past and resonating their legacy in the present.



Boltanski's Heart archives

An artistic installation could consist of recording visitors' heartbeats, which are then archived in a sound database. Each recording is unique, representing the memory and trace of each individual. Boltanski explores the concepts of memory, mortality, and identity through this immersive and participatory art project.



ILLUSTRATIVE IDEA ONLY
TO SERVE AS INSPIRATION



Present

Category of icons: Geopolitics and Economics

Examples: Zayed bin Sultan Al Nahyan, King Abdul Aziz Al Saud, Hassan al-Mansour, Hassan Ali Mansur ...

6. Measuring the geographical impact of figures

What if an interactive map were created to illustrate the geographical and temporal impact of Arab figures on the contemporary world? Each point would represent a direct influence (e.g. ideologies, movements). Visitors could see lines connecting multiple figures who collaborated, influenced each other, or impacted similar fields. These connections would create a visible web of links, showcasing the interdependence of Arab figures and their global influences.



Interactive World History Map:

This is a digital platform that allows users to explore world history through an interactive map, highlighting significant events, figures, and movements.

ILLUSTRATIVE IDEA ONLY
TO SERVE AS INSPIRATION



Future

Category of icons: All

Examples: Mohamed Salah, Zaha Hadid, Hussain Al Jassmi, ...

7. *The tapestry of legacies*

What if we imagined an immersive room where virtual silk threads extend from each illustrious figure to symbolize their contributions? These interconnected silk threads create a vast, luminous tapestry. Visitors can interact with each thread to discover how this legacy extends into the present and the future, exploring areas such as science, art, and politics. Each thread illuminates further as the influence of the figure evolves over time.



The Obliteration Room - Yayoi Kusama

An immersive installation where an entirely white room is transformed by visitors, who add colorful sticky dots to all surfaces. Over time, this collective interaction creates a vibrant and dynamic landscape, evolving into a complete artwork in constant mutation.

ILLUSTRATIVE IDEA ONLY
TO SERVE AS INSPIRATION



Future

Category of icons: Architects, Designers
Examples: Khalaf Al Habtoor, Zaha Hadid, Elie Saab ...

8. Possible futures

What if we used VR to allow visitors to travel into a speculative future where the innovations and ideas of these figures still influence society? E.g. witnessing the future applications of a scientist's discoveries or the impact of a philosopher's thoughts in an upcoming world. This would demonstrate how the ideas of the past can extend and transform into the future.



Google Maps x Paris

An augmented reality experience could reimagine existing monuments in Paris, allowing users to delve into the past and discover interactive information about each site by utilizing the technical drawings from the World's Fair.



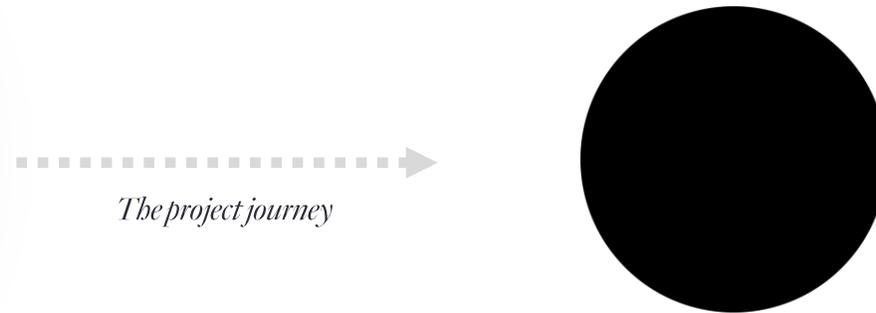
ILLUSTRATIVE IDEA ONLY
TO SERVE AS INSPIRATION



Further concept exploration



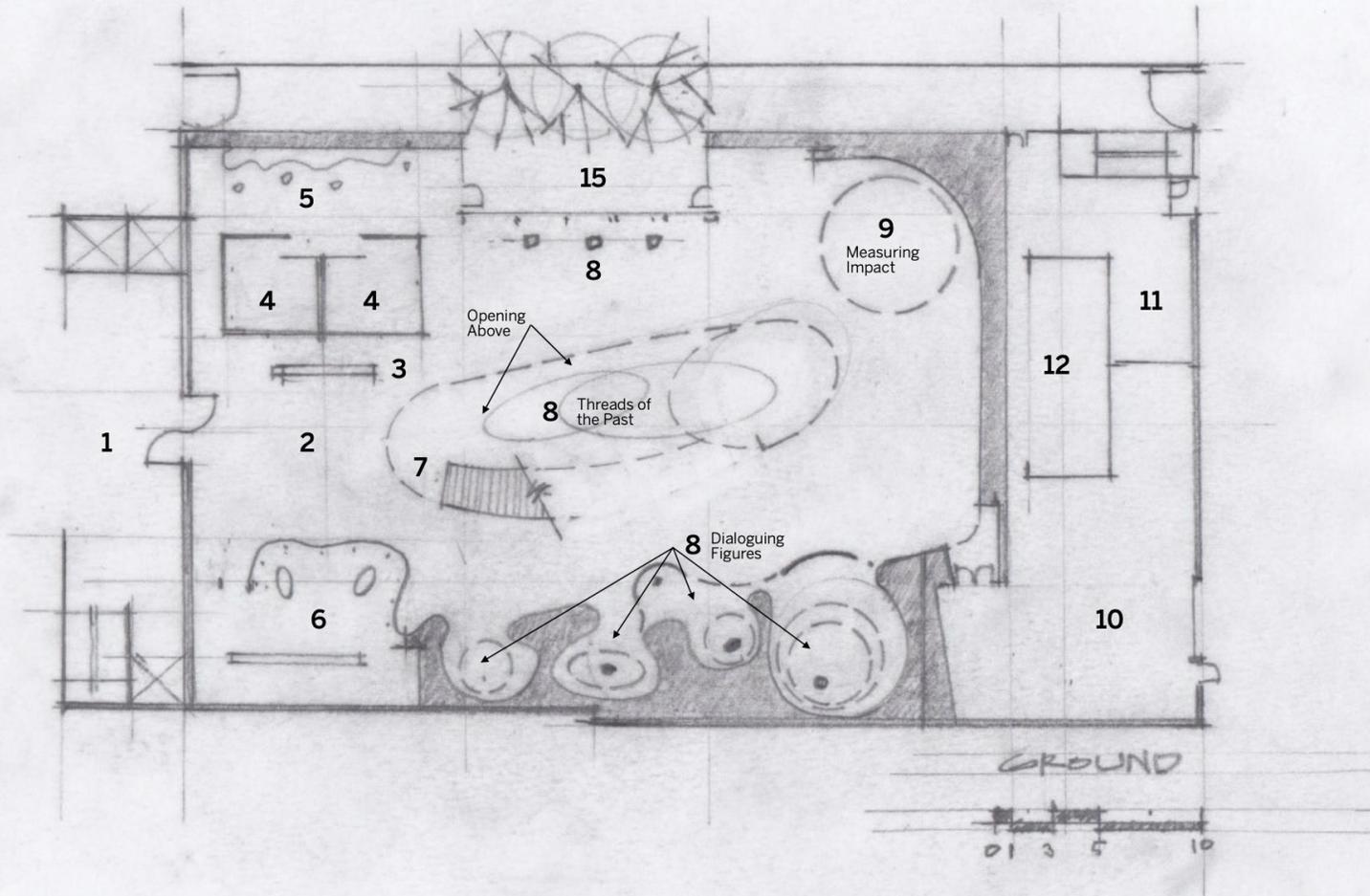
Before we showcase our thinking



The intent of our proposed immersion and concept phases are all about setting a solid, educated and thought-through foundation for the experience vision. It takes research and a more profound understanding of possibilities and constraints before making any deeper recommendations around architecture and floorplan.

*In the following slides we're showcasing a set of **initial sketches and hypothesis around the volume and dimension of the space**, these are rough, work-in-progress ideas, and should not – in any way - be considered a firm proposal for how to shape the museum experience; this work will happen as we jump into the actual project, working side-by-side with the Al Habtoor team.*

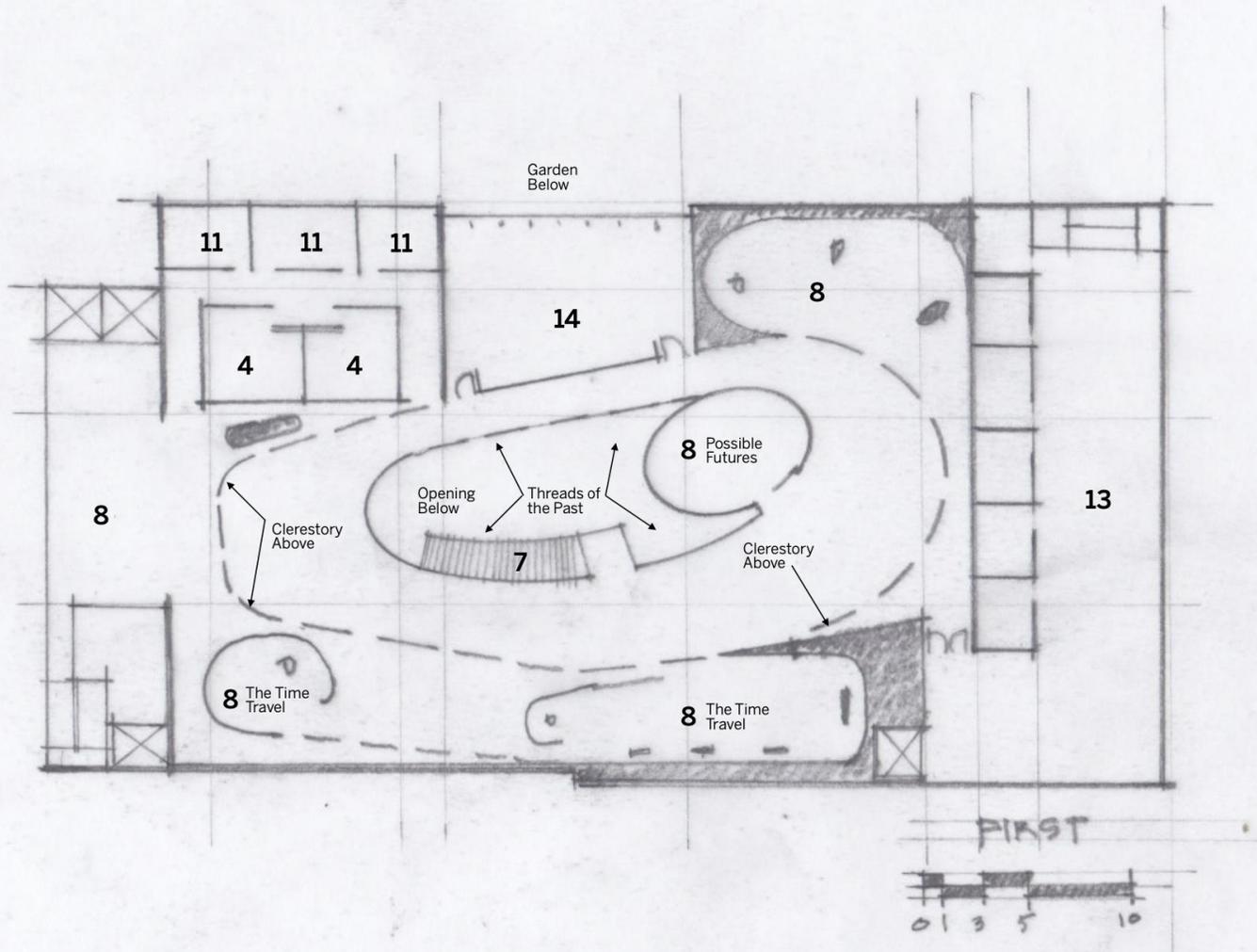




Legend

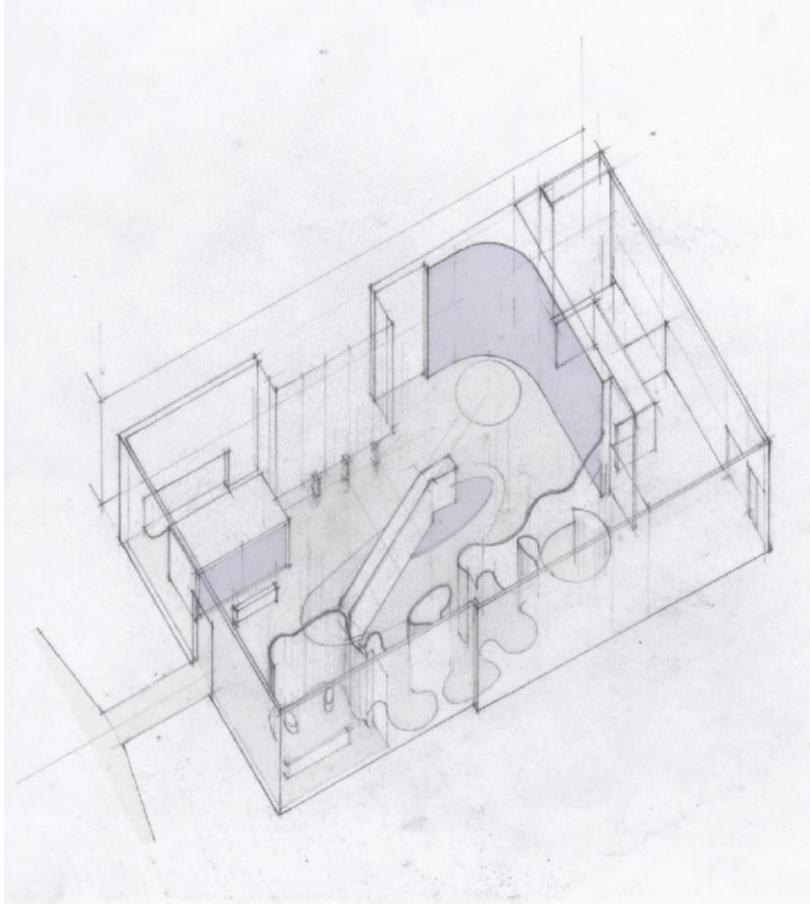
- 1 - Entry
- 2 - Lobby
- 3 - Reception
- 4 - Toilet Rooms
- 5 - Lounge / Cafe
- 6 - Special Events / Meeting
- 7 - Grand Stair
- 8 - Exhibits
- 9 - LED Wall / XR Stage
- 10 - Receiving
- 11 - Support / Storage
- 12 - IT/Server/Hardware
- 13 - Administration
- 14 - Archive / Library
- 15 - Garden



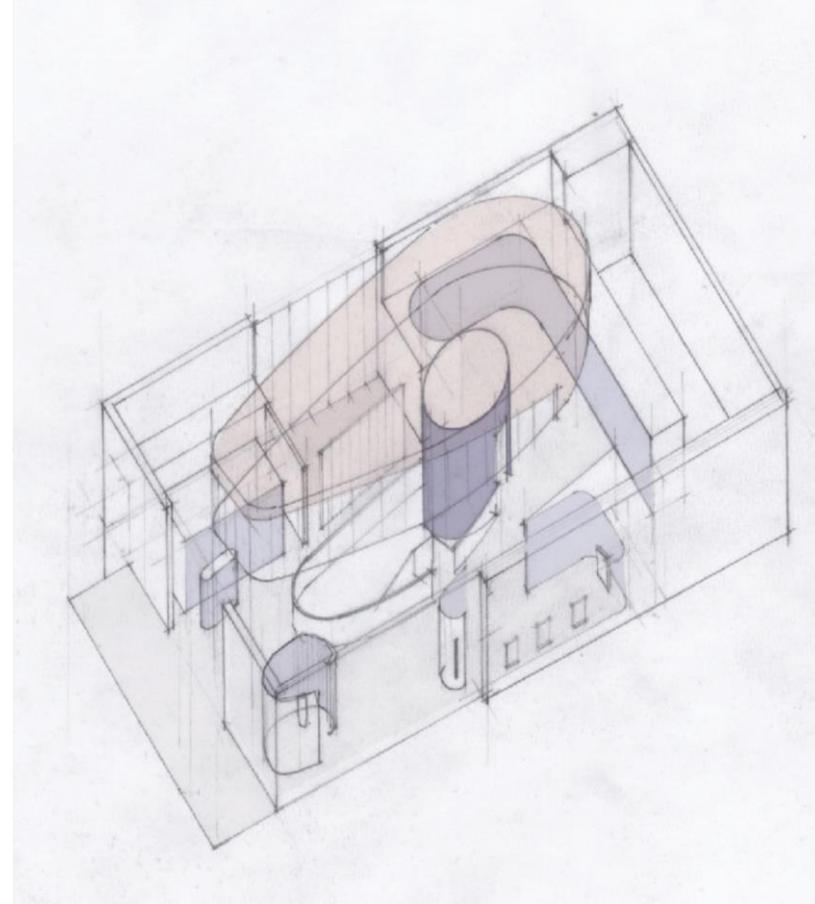


- Legend*
- 1 - Entry
 - 2 - Lobby
 - 3 - Reception
 - 4 - Toilet Rooms
 - 5 - Lounge / Cafe
 - 6 - Special Events / Meeting
 - 7 - Grand Stair
 - 8 - Exhibits
 - 9 - LED Wall / XR Stage
 - 10 - Receiving
 - 11 - Support / Storage
 - 12 - IT/Server/Hardware
 - 13 - Administration
 - 14 - Archive / Library
 - 15 - Garden



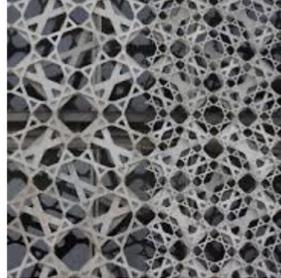
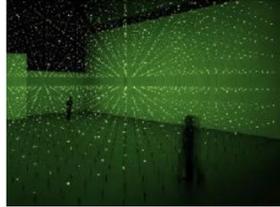


Ground Floor Axon



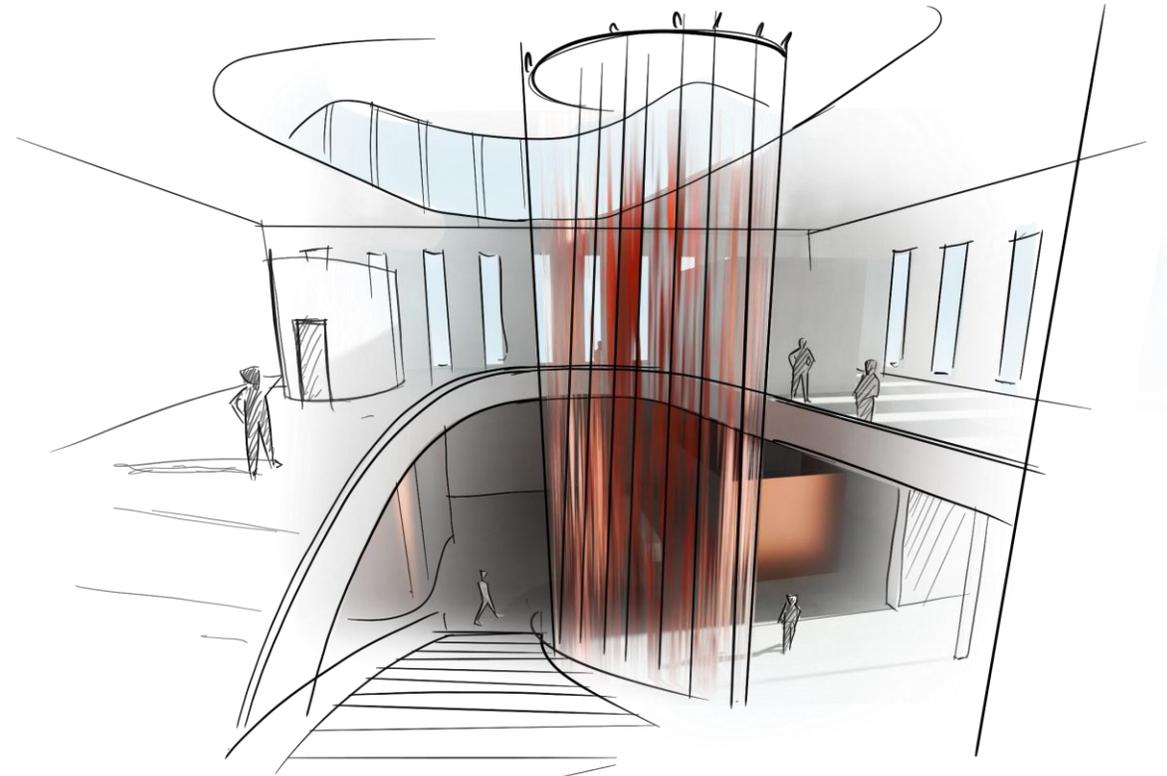
First Floor Axon





CONCEPT EXPLORATION

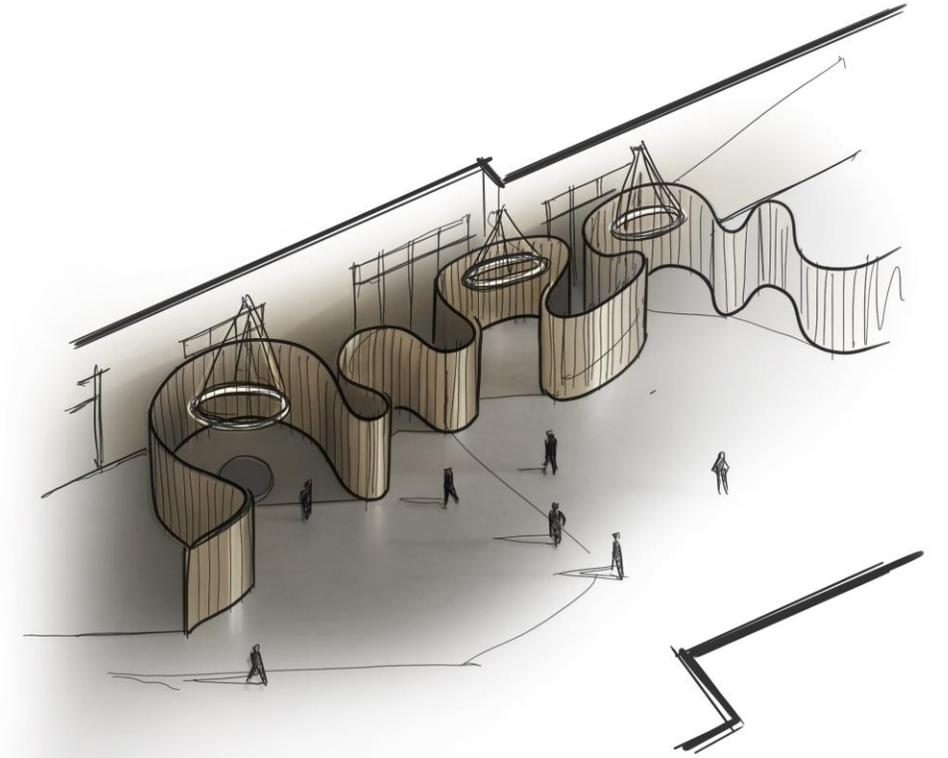
Exploring the "Threads of the past" as a signature feature alongside an iconic staircase that transitions the experience fluidly between ground and first floors



ALHABTOOR

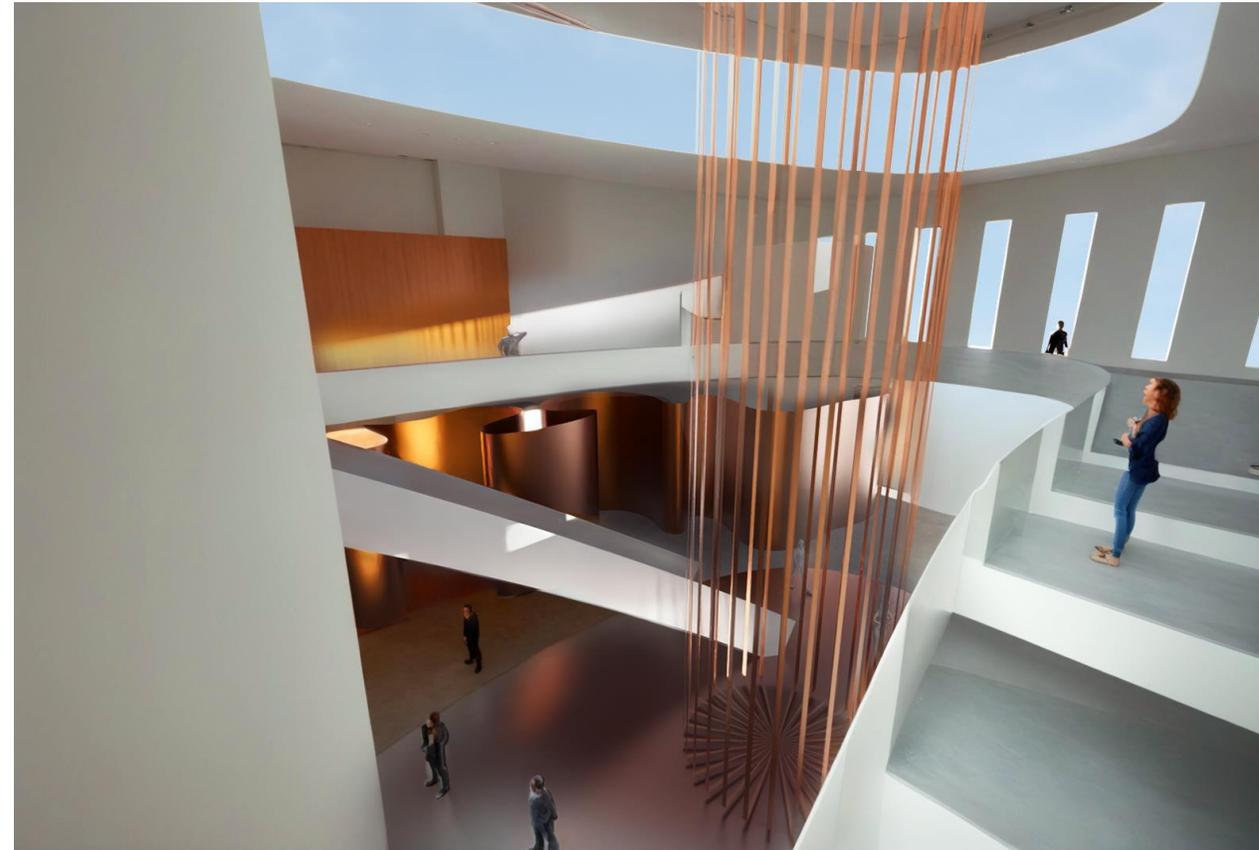
CONCEPT EXPLORATION

Exploring the ribbon, filament and thread as a core design element to help shape a dynamic and immersive environment that accentuates movement and progression



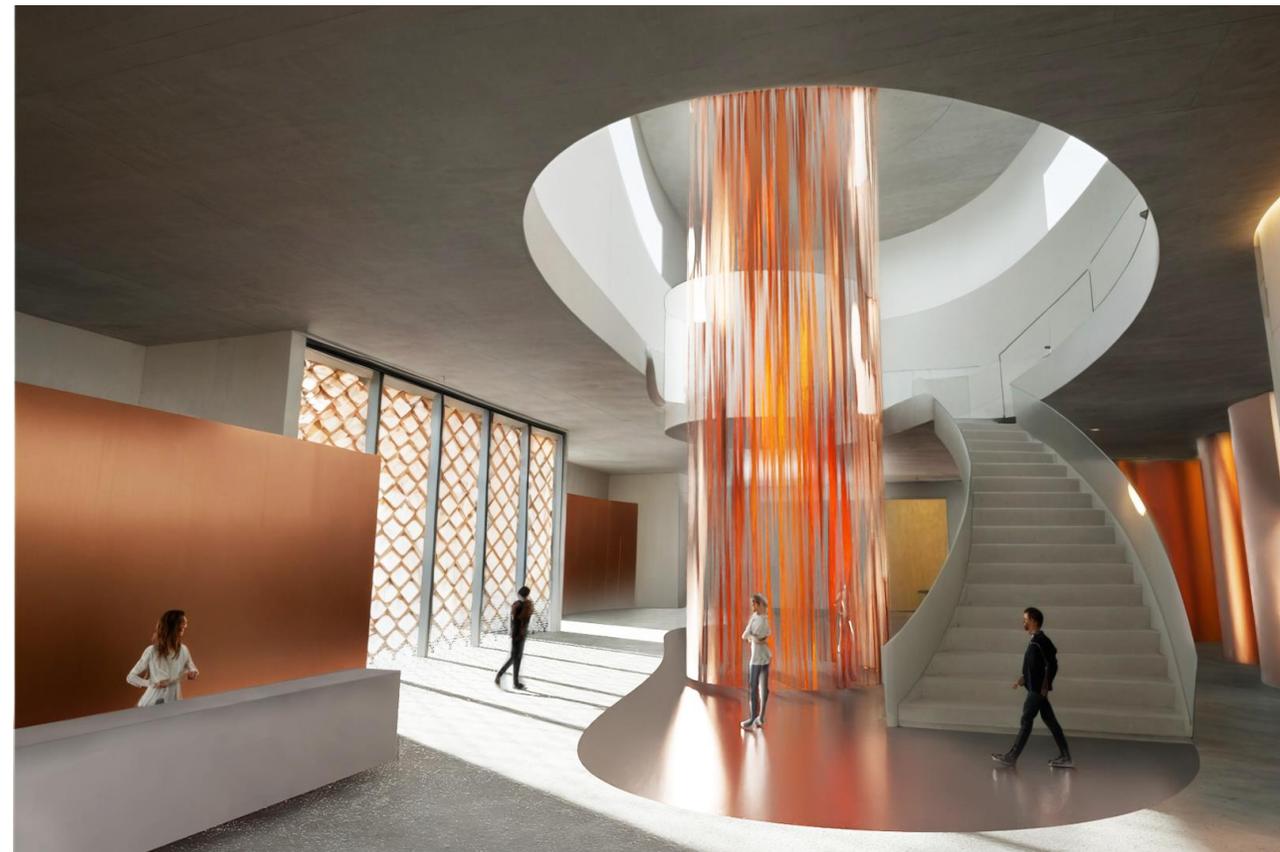
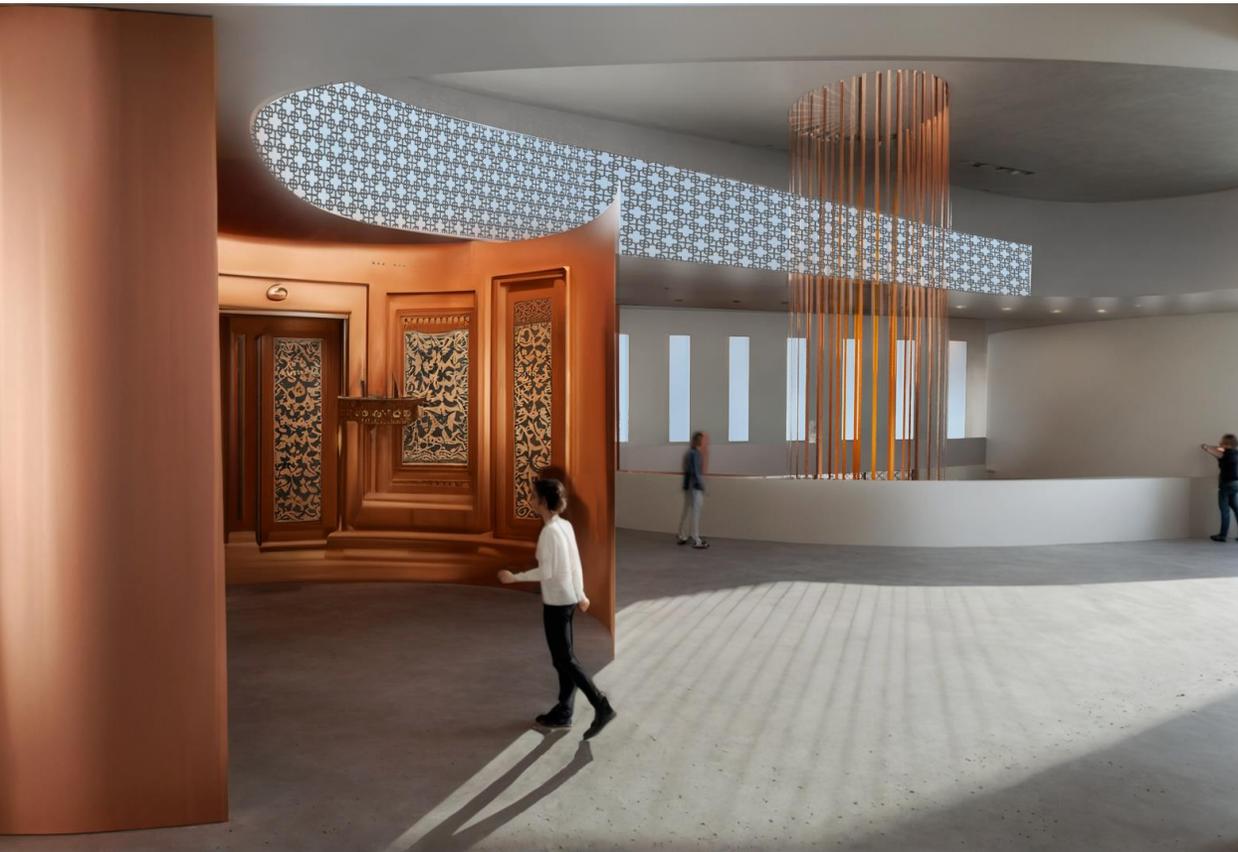
CONCEPT EXPLORATION

Iconic views A & B. First floor looking down. A bright optimistic and forward looking space that inspires awe and helps showcase multiple layers to the museum narrative



CONCEPT EXPLORATION

Iconic views C & D. Ground floor entering. *An immersive and suggestive pull into the tapestry of experiences, anchored around the signature feature of “Threads of the past and the principal staircase”*



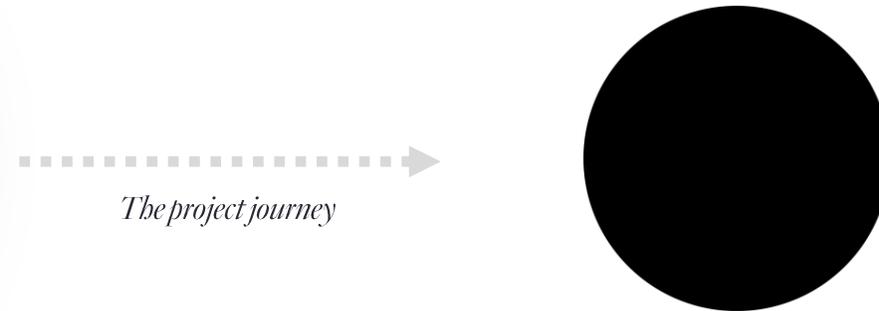
CONCEPT EXPLORATION

Iconic views E & F. First floor immersed in installations.
Distinct, ownable signature features to interior and architecture where the rich color invites to interact with the narrative.



CONCEPT EXPLORATION

These are initial thoughts to spark conversation



Approach & timeline



OUR APPROACH

We will be the *Conductor* of the entire experience.

We bring all the disciplines together to create a seamless and integrated team to ensure your vision is brought to life. We have deep expertise in working with architects, engineers, artists, production designers, and event producers to bring the very best to your program. We understand their processes, timelines and language which provides smooth collaboration and execution.

This orchestration is essential to create bold, consistent, and meaningful experiences that inspire your visitors and community.



Al Habtoor will provide

Architecture & Engineering	Staffing
Planning / Landscape Architecture	Materials & Sourcing
Quantity Surveyors	Media buying
Construction	Culinary
Business case modelling	Compliance & regulation

frog will provide

Experience Design	Installations & Exhibits Design	Brand Strategy
Physical Design	Emergent Technologies	Environmental Graphics / Wayfinding
Product & Service Design	Immersive Technologies	Storytelling / MarComms
Installation build & run cost estimations	Digital Applications	Go-to-market
Project management & orchestration	Artist & Creative Partnerships	Hypercare, training & handover

Before launch

Exhibition curation	Building maintenance
General Operations <i>Staffing, financials, workflows, services etc</i>	Compliance, insurance & regulation

Immersion Factory Team <i>(ongoing time & materials mode)</i>		
New installation design, dev and launch	Installation troubleshooting	New partnerships

After launch



OUR APPROACH

We will bring the world's best to the team.

This is a small illustration of the artists, partners and vendors will can bring into our team.

Our collective imaginations and experiences will bring the very best of art, emergent technologies, light and sound, design and production to the Museum and its experience.



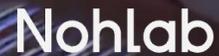
DECOL
NEW MEDIA STUDIO



DESIGN I/O
INTERACTIVE INSTALLATIONS



ART+COM
STUDIOS



Nohlab



Rafael
Lozano-Hemmer



teamLab★



ELEVEN™
ENTERTAINMENT
EST. LONDON 2001



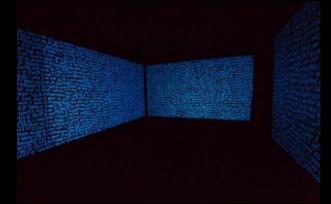
we are people



Dreamspace



Zahrah Al Ghamdi



Mohammed Kazem



Studio oio

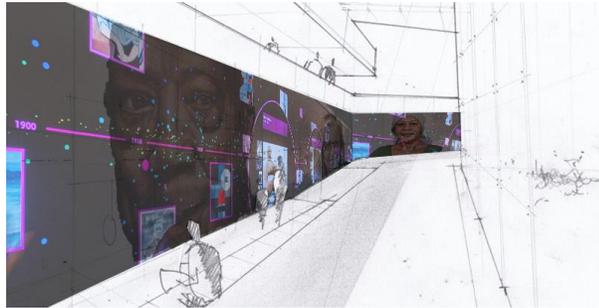


Nujoom Al-Ghanem

NOTE: Example partners and artists (exact list TBD in Phase 1 and pending mutual agreements)

OUR APPROACH

We will take a human-centered and co-creative approach to design this ground-breaking Museum Experience.



Phase 1: Vision, Journey & Concepts

12 weeks

Define the vision for the museum, the end-to-end visitor journey, and the concepts and Signature Moments for the Museum including physical, digital, brand, spatial and service considerations, and identify exhibit concepts, storytelling and potential artists and partners.

KEY OUTCOMES/DELIVERABLES

- Holistic Concepts & Signature Moments
- Exhibit Partnerships & Concepts
- Experience Strategy



Phase 2: Experience & Exhibit Design

c. 12 weeks

Develop the key exhibits and enabling technologies, lead the design of installation scenography, and spatial/sensory components. Development brand identity and the service blueprint to visualize the relationship of every touchpoint. Launch off-site Pop-up Activation.

KEY OUTCOMES/DELIVERABLES

- Exhibit & Technology Development
- Service Blueprint
- Pop-up Design, Build & Activation



Phase 3: Development & Installation

c. 16 weeks

Build, coordinate and install initial MVP level installations and immersive technologies throughout Museum. Develop the environmental graphics and wayfinding to reinforce brand experience and share critical information. Provide staff training and support for all exhibits and supportive technology. Plan future roadmap and Immersion Factory

KEY OUTCOMES/DELIVERABLES

- Installation of MVP-level Exhibits
- Environmental Graphics & Wayfinding Packages
- Design Oversight
- Training & Support
- Launch of Museum

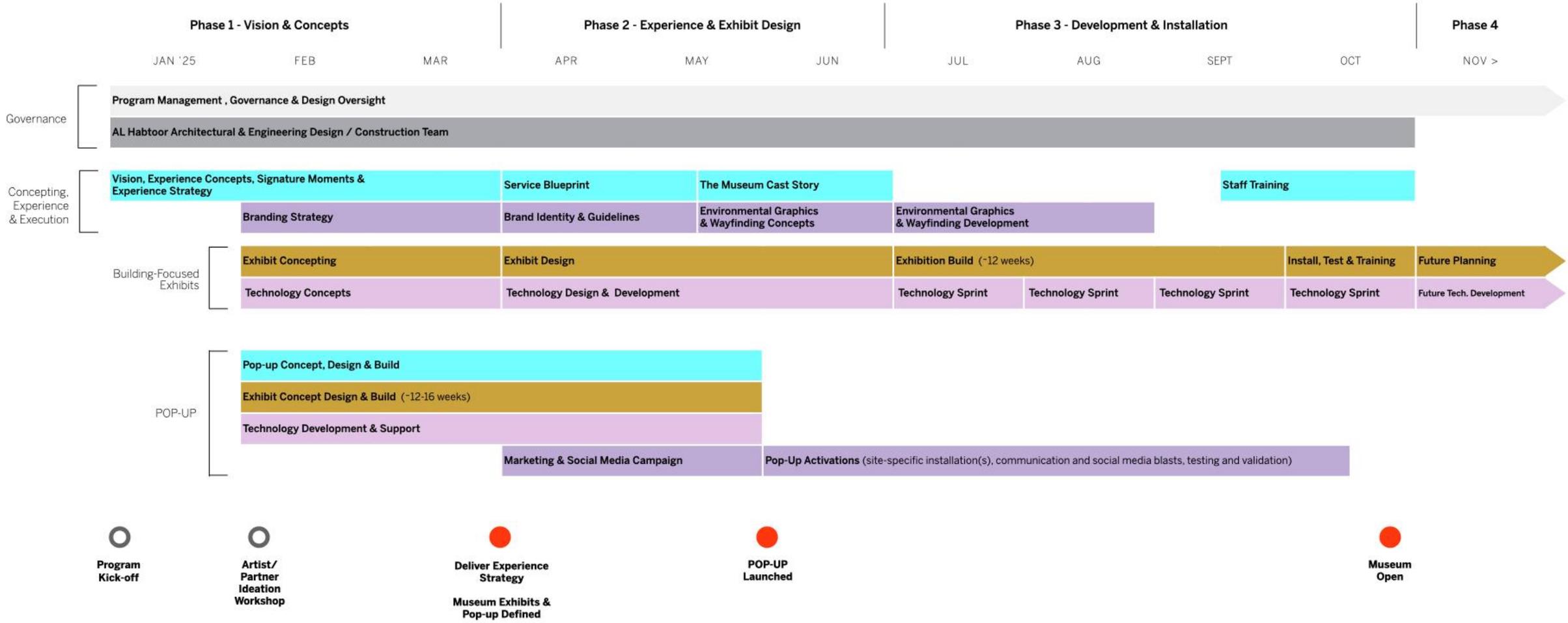


OVERALL TIMELINE

From Vision to Opening

Legend

- Program Management, Governance & Design Oversight
- Al Habtoor Architecture & Engineering and Construction
- Experience Design
- Brand Strategy & Storytelling
- Exhibit Design
- Technology
- Marketing & Activations



Proxy demonstrations to help
imagining the future
of the museum



I



Threads of the past

5



Capture emotional footprint

7



The tapestry of legacies



SF MOMA – Immersive Exhibition

Created by Capgemini / frog.

NOTE: Click above image to go to frog website and get more information / watch video about the SF MOMA exhibition.

2

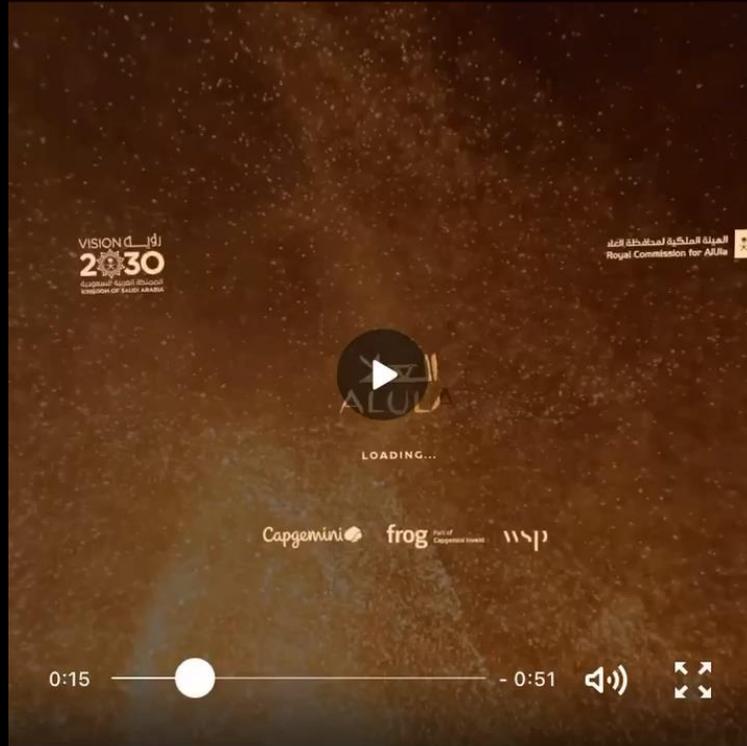


The time travel

8



Possible futures



Created by Capgemini / frog



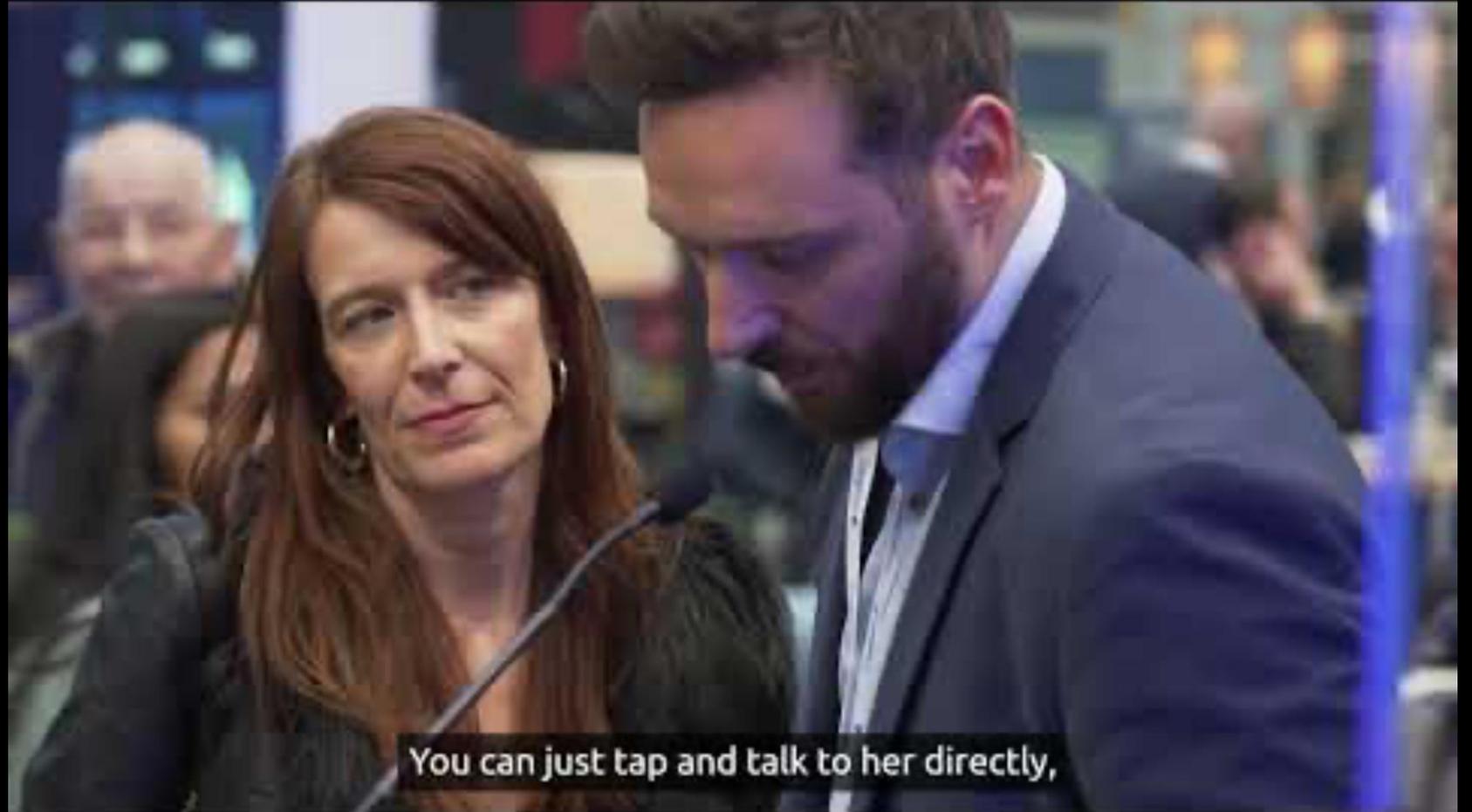
Example from Unity library – can be created with current Capgemini capability: frog + Engineering (ex-Unity RT3D)



3



Dialoguing with figures



ELLEM – our GenAI holographic avatar



4



Hyper-personalization



Disney World – MagicBand+

Initial version launched created by Capgemini / frog.

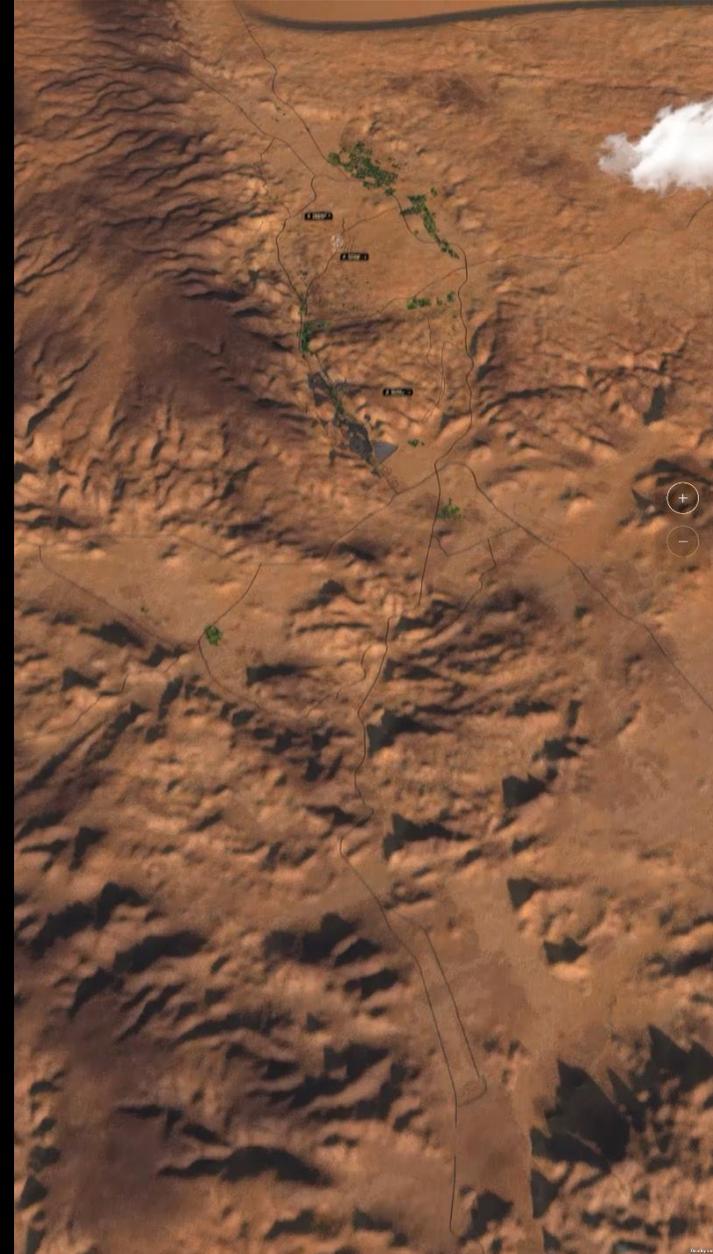
NOTE: Click above image to go to Disney website and watch video about Magic Band



6



Measuring the
impact of figures



Credentials

A sample of frog case studies from the luxury space



Fashion & Apparel



CREDENTIALS

INDUSTRY	TOPICS	CLIENT	DESCRIPTION
FASHION & APPAREL	CONNECTED PRODUCT	LEVI'S	Jacquard™ by Google : The Commuter™ Trucker Jacket by Levi's®
FASHION & APPAREL	LOYALTY	SAKS FIFTH AVENUE	Re-inventing the loyalty program focused on experiential benefits for luxury shoppers
FASHION & APPAREL	CX STRATEGY	FERRAGAMO	Embarking a global Customer Engagement transformation (benchmark, customer understanding, next-gen architecture, global roll out)
FASHION & APPAREL	DIGITAL STRATEGY	VOGUE	Crafting the new standard of fashion digital storytelling which lend into one unique engaging experience.
FASHION & APPAREL	BRAND STRATEGY	BURBERRY	Enabling a digital-first luxury brand , from back-end to front-end
FASHION & APPAREL	BRAND STRATEGY	REEBOK	Developing the new brand refresh and guidelines
FASHION & APPAREL	BRAND STRATEGY	REEBOK	Crafting immersive and interactive experiences (Beyonce Co-Branding)
FASHION & APPAREL	BRAND STRATEGY	REEBOK	Creating a digital space for Michelle Obama and exploring intuitive shopping experience (M. Obama co branding)
FASHION & APPAREL	BRAND STRATEGY	REEBOK	Creating digital and mobile experience for its collaboration with Victoria Beckham
FASHION & APPAREL	BRAND STRATEGY	REEBOK	Re-imagining the future of Reebok's digital presence
FASHION & APPAREL	BRAND STRATEGY	JOHN LOBB	Reflecting the craft and artistry of John Lobb



JACQUARD™ BY GOOGLE



LEVI'S

Engage with your world like never before with
The Commuter™ Trucker Jacket by Levi's®.

SPOC - Heather Brundage

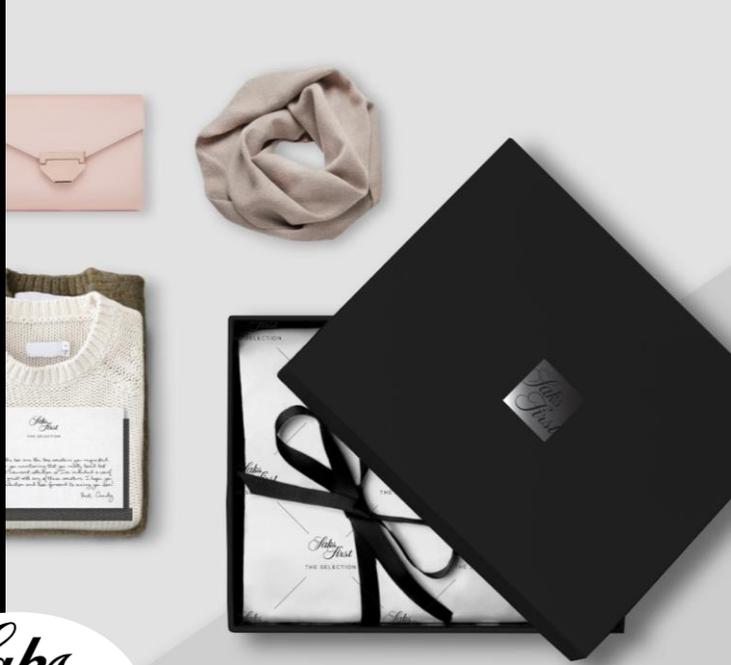




SAKS FIFTH AVENUE

frog developed a loyalty program focused on experiential benefits for luxury shoppers. From members-only shopping spaces to digital concierge services, the loyalty program defines and brings to life a new paradigm for how customers shop with Saks.

SPOC - NA



FERRAGAMO

As Salvatore Ferragamo was embarking on a global Customer Engagement transformation, the luxury fashion retailer engaged Invent to help benchmark, understand their customers, plan a next-generation architecture, and eventually assist with a global roll-out. Invent performed a technology portfolio assessment to identify technology gaps and redundancies across the organization. By the end of our engagement, Invent recommended a technology rationalization strategy in order to increase efficiencies and reduce costs.

SPOC - NA

FERRAGAMO



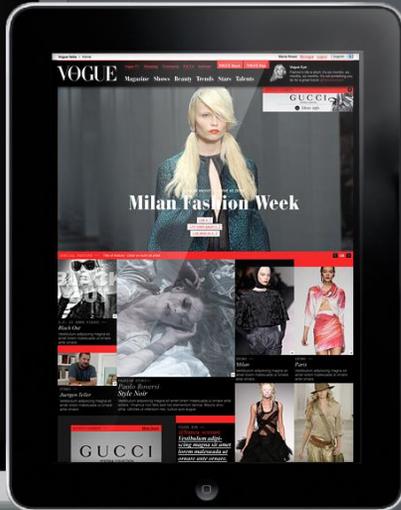
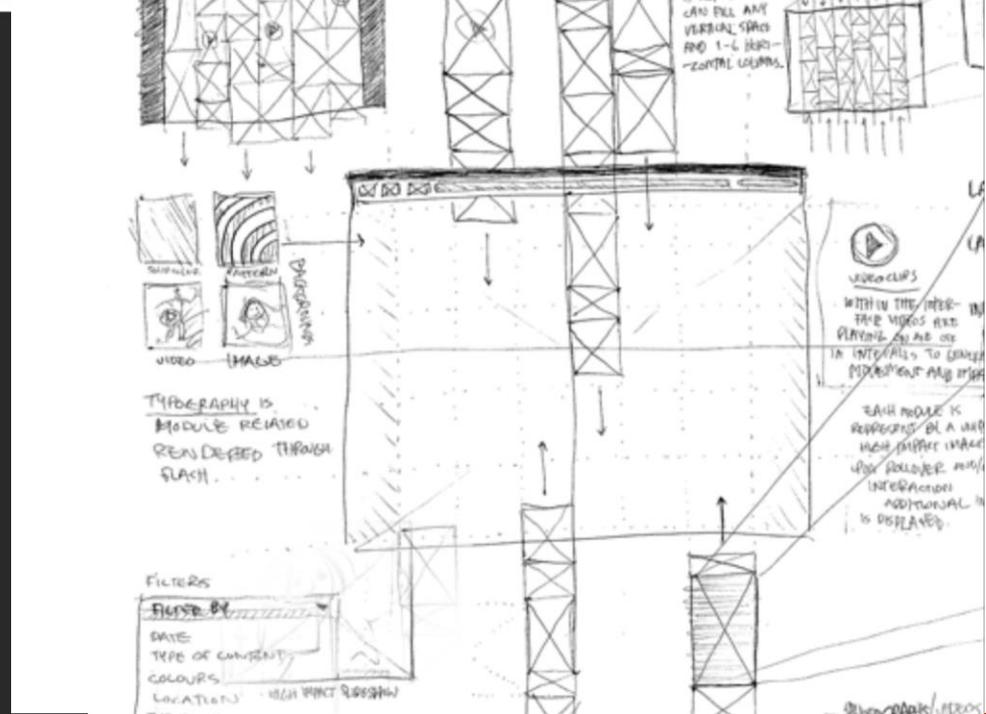
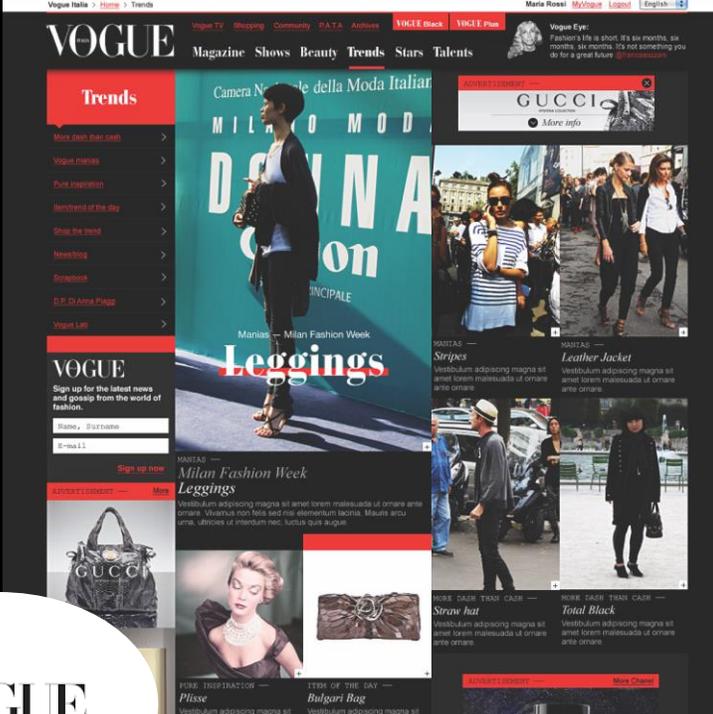
CUSTOMER EXPERIENCE



VOGUE

We crafted the new standard of fashion digital storytelling, building a never-ending flow of images, text, social layer and advertising which lend into one unique engaging experience.

SPOC - NA



ENABLING A DIGITAL-FIRST LUXURY BRAND



BURBERRY

frog helped Burberry realize it's vision to become the world's number one digitally enabled luxury goods brand. Starting from the back-end to the front-end, we designed infrastructure and experiences to create a cohesive brand experience for employees, customers and partners. Our underlying technology platform enabled Burberry to deliver single brand experience across all digital channels, both online and in physical.

SPOC - Gagandeep Gagri



RUNWAY TO REALITY



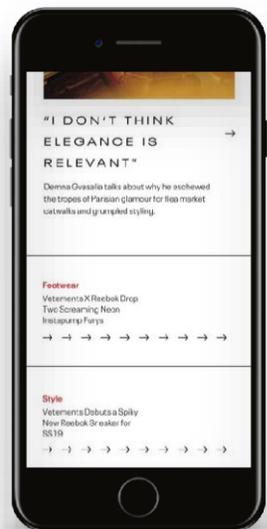
BRAND REFRESH



REEBOK

frog worked with Reebok on the development of their new brand refresh and guidelines by establishing guidance for photography guidelines, product design, retail design, brand font, and brand colors. We provided UI toolkit, sample work, copy direction.

SPOC - NA

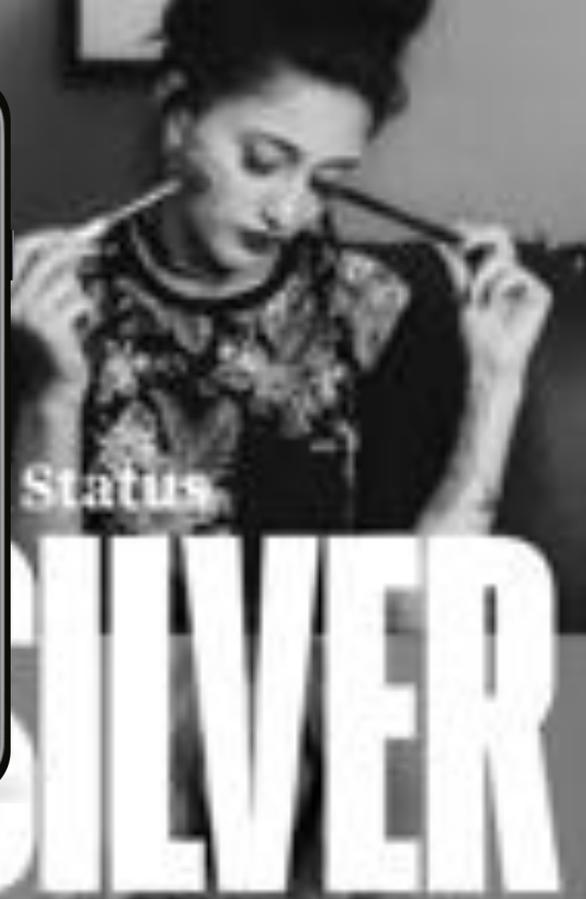
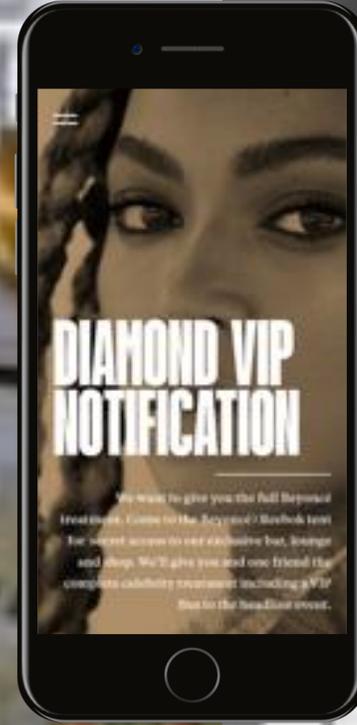
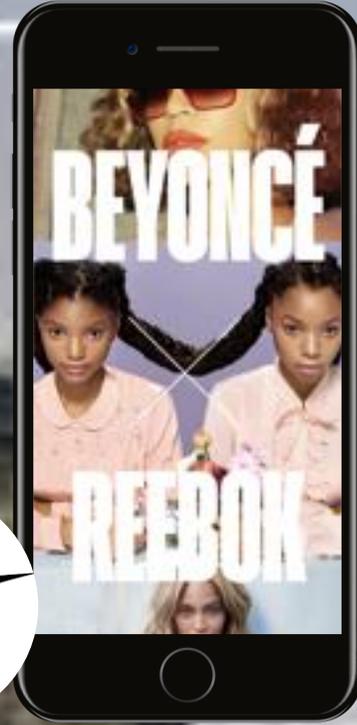




REEBOK

frog worked with the Reebok Beyoncé team created a series of interactive shopping experiences, as well as immersive entertainment experiences. We adapted the parent brand into a sub-brand for these Beyoncé endorsed experiences.

SPOC - NA

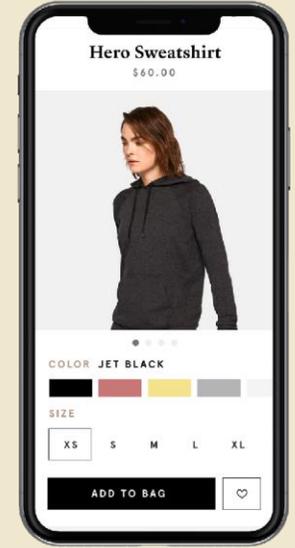
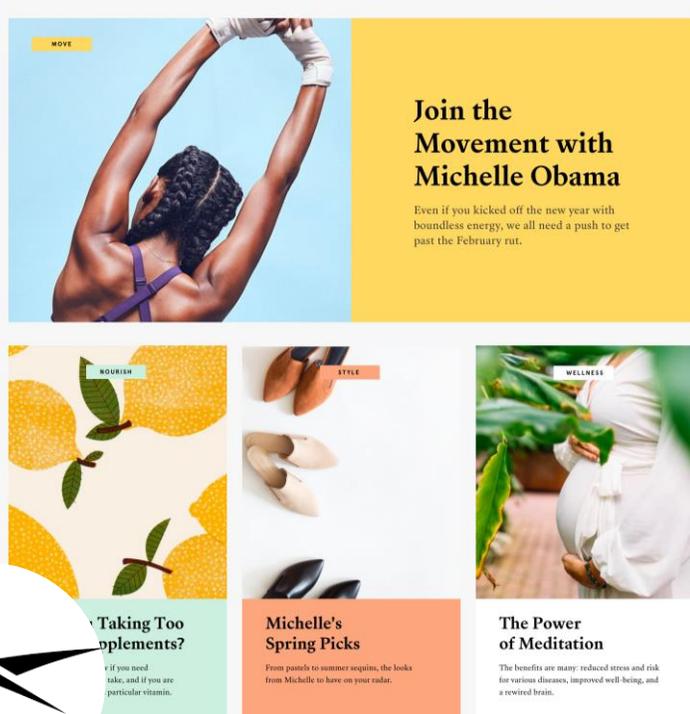




REEBOK

We worked closely with the Reebok team to create a digital space for Michelle Obama in which she promote her blog, products, and community. We explored different ways to access articles and an intuitive shopping experience. The look and feel is fresh, clean and editorial.

SPOC - NA



This Woman Proves It's Never Too Late to Realize Your Dreams

Start writing it now because you never know when the right time knocks on your door.

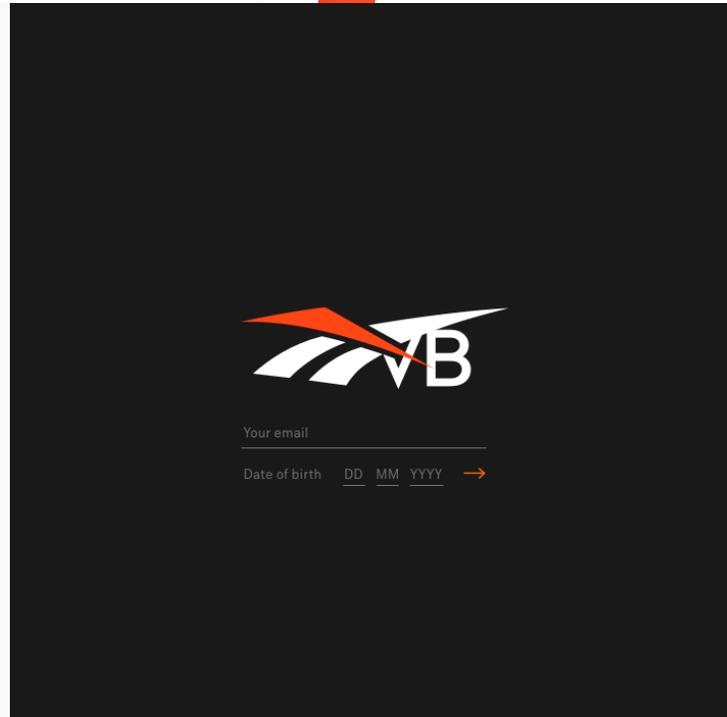
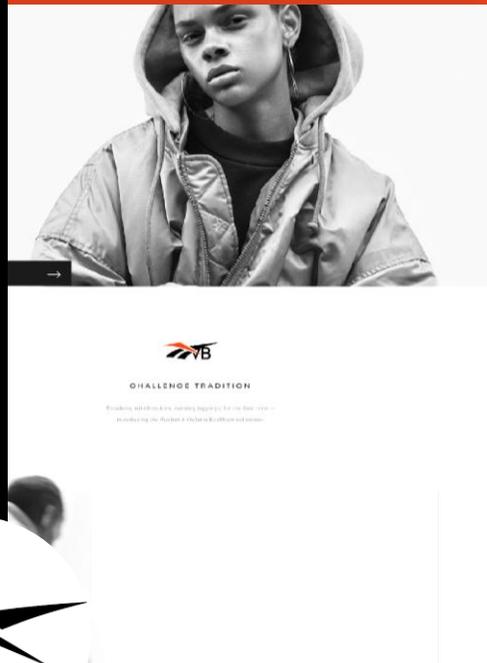




REEBOK & VICTORIA BECKHAM

Reebok engaged frog to create the digital experience for its collaboration with Victoria Beckham. frog designed the joint brand expression, UX and built the acquisition and campaign landing pages for the Reebok x VB digital and mobile experience.

SPOC - NA



REEBOK

Re-imagine the future of Reebok's digital presence by providing a visual direction as well as a toolkit to execute this across desktop and mobile.

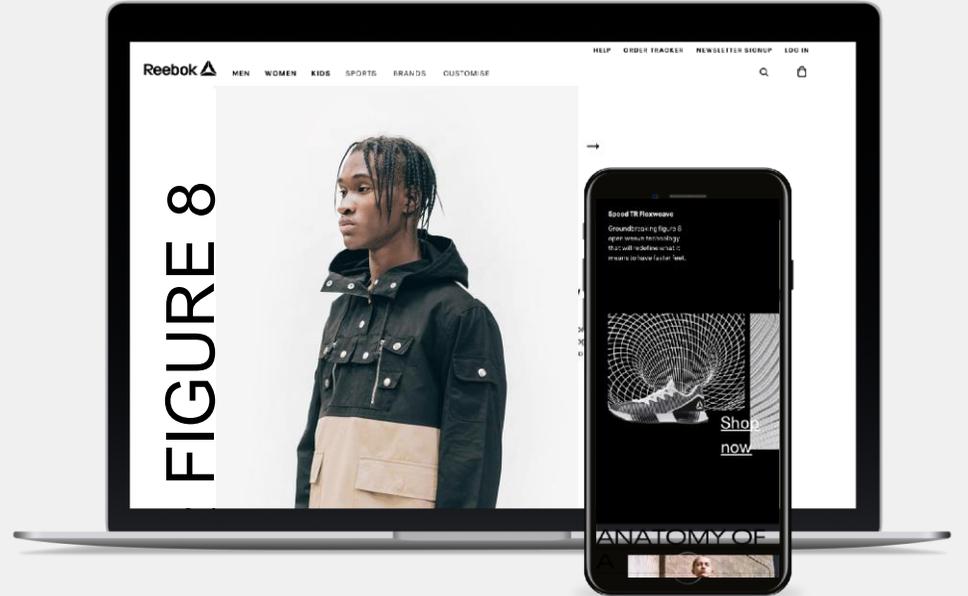


OODIE

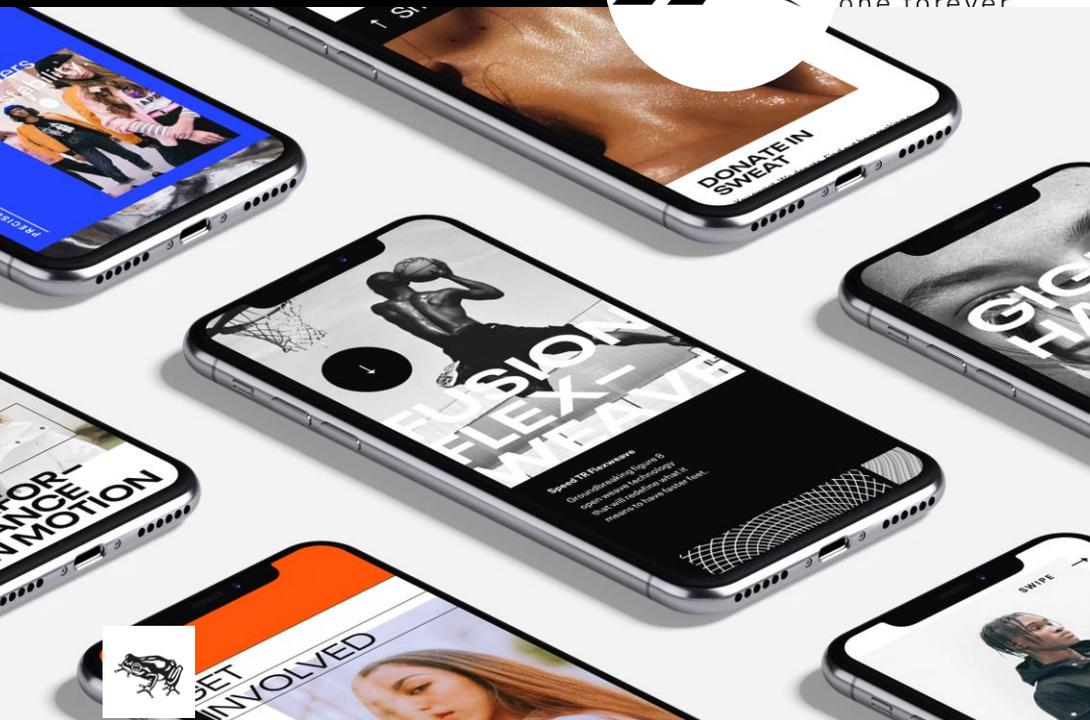
Nola

With its chunky leather midsole, distressed aesthetic and Vetements stamp of

roval, the time has come to these shoes before they one forever



SPOC - NA



g

Gigi →

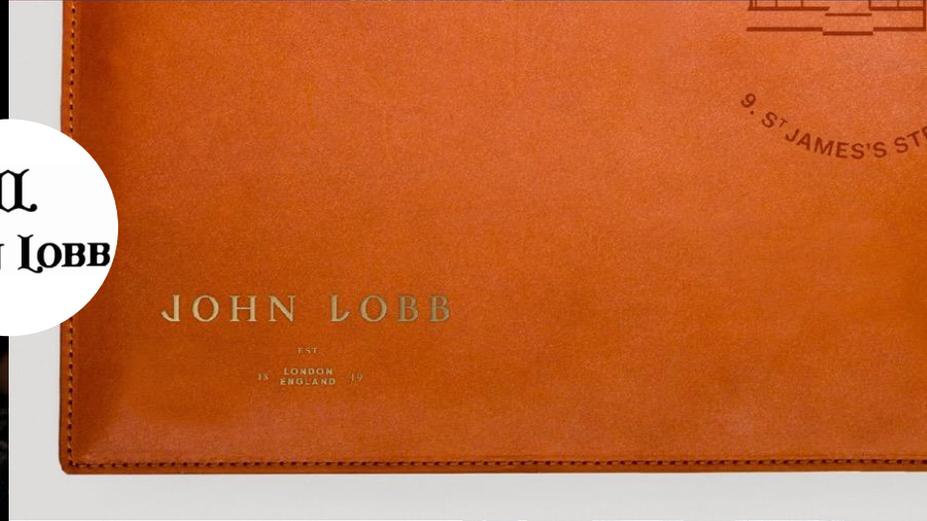
uses her platform to promote messages of equality, inclusion and compassion for all

REFLECTING THE CRAFT AND ARTISTRY OF JOHN LOBB

JOHN LOBB

For over three centuries, John Lobb has been the go-to brand for the most distinguished and courageous individuals. Established in 1849 by John Lobb in what has been described as the world's most stunning shop, we were responsible for developing their brand strategy, brand expression, and website.

SPOC - NA



Beauty & Personal Care



CREDENTIALS

INDUSTRY	TOPICS	CLIENT	DESCRIPTION
BEAUTY	HAIR COLOR WITH SYNAPSE	L'OREAL	Synapse is proud to have collaborated with L'Oréal's Technology Incubator in the design and engineering of The Colorsonic
BEAUTY	PRODUCT STRATEGY & INNOVATION	ESTEE LAUDER	Developing product strategies for new Market
BEAUTY	DIFFERENTIATION STRATEGY NEW SEGMENT TARGET	ESTEE LAUDER	Carving out differentiate product, packaging, education, communication propositions for next generation of Ageless Beauty
BEAUTY	OMNICHANNEL STRATEGY	KIEHL'S	Developing a comprehensive digital experience strategy with omnichannel solutions to enhance the shopper's journey
BEAUTY	BRAND STRATEGY & PACKAGING	L'OREAL HYPERLUXE	Developing new strategy, design and packaging to hyper luxury consumers
BEAUTY	BRAND STRATEGY	PRADA BEAUTY	Infusing the brand experience with creativity and consistency on a variety of touchpoints
BEAUTY	MARKETING STRATEGY	COTY	Improving marketing strategies addressing the social media targets
BEAUTY	BRAND REFRESH	ST-TROPEZ	Our team worked on revamping their brand strategy and identity to make it more relatable to their audience, while still maintaining a prestigious feel.
BEAUTY	ELEGANT PACKAGING	RODIN	We created a stunning collection of packaging for the globally recognized beauty brand, Rodin . The packaging showcases sleek and sophisticated typography that is strategically aligned to enhance the brand's recognition and perfectly complement the shape of the containers.



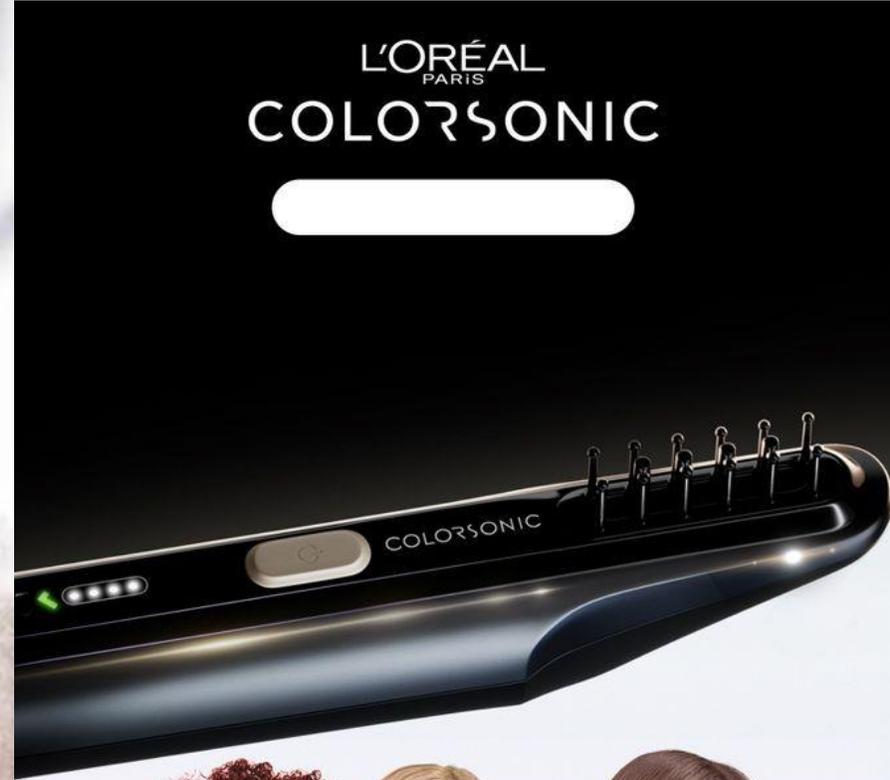
L'OREAL COLORSONIC

L'ORÉAL

Synapse is proud to have collaborated with L'Oréal's Technology Incubator in the design and engineering of The Colorsonic — a handheld device that uses an innovative, mess-free process to mix haircolor and apply it evenly, delivering consistent haircolor results for consumers at 'SPOC-NA Named one of TIME's Best Inventions of

The Colorsonic will hit the shelves Spring

L'ORÉAL

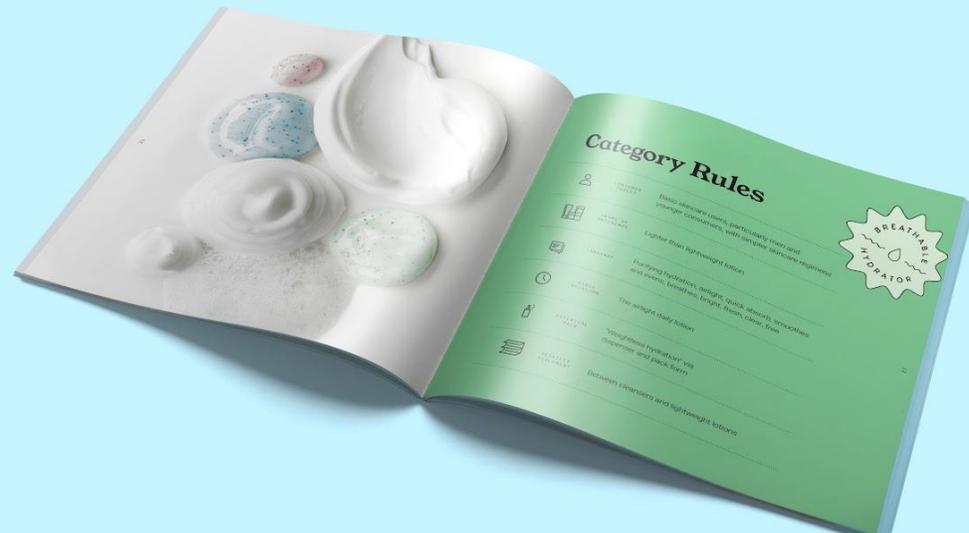
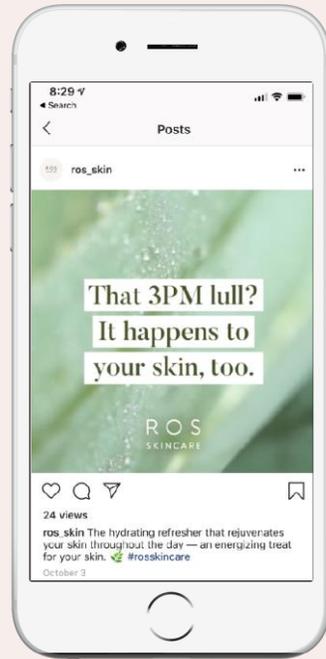


ESTÉE LAUDER

frog developed product strategies for two existing products in Asia— Watery and Milky lotions— to succeed in the US, with four final product concepts designed for specific brands. We codified a playbook to strengthen ELC’s internal innovation capabilities and build processes that can be repeated within the business in the future.

SPOC - NA

ESTÉE
LAUDER
COMPANIES



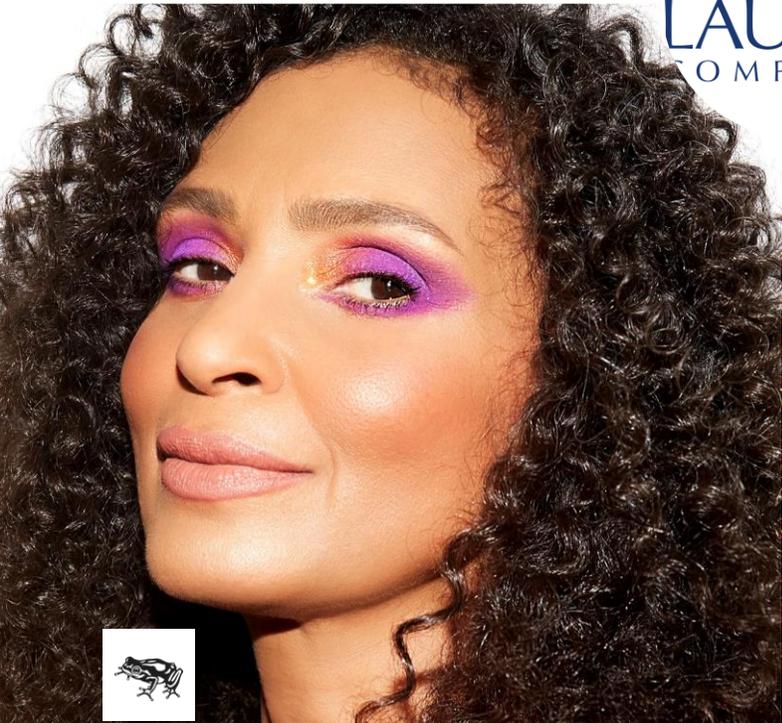
INNOVATING FOR AGELESS

ESTÉE LAUDER

frog worked with Estee Lauder Companies to accelerate its journey to shape and lead the next generation of Ageless Beauty. Via a gameboard of Innovation Opportunity Areas that are truly brand elastic, frog positioned ELC to unleash its full arsenal of Ageless Advocate and Ageless Inclusive brands to carving out differentiated product, packaging, education and communication propositions to launch in market for the Ageless Woman—each of which leverage ELC's legacy and the brands' unique DNA.

SPOC - NA

ESTÉE
LAUDER
COMPANIES

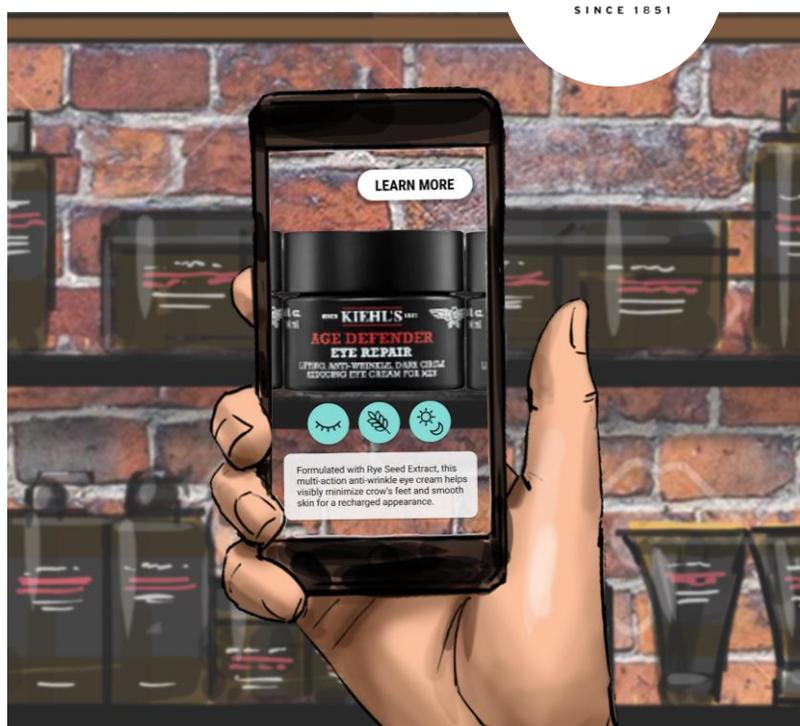
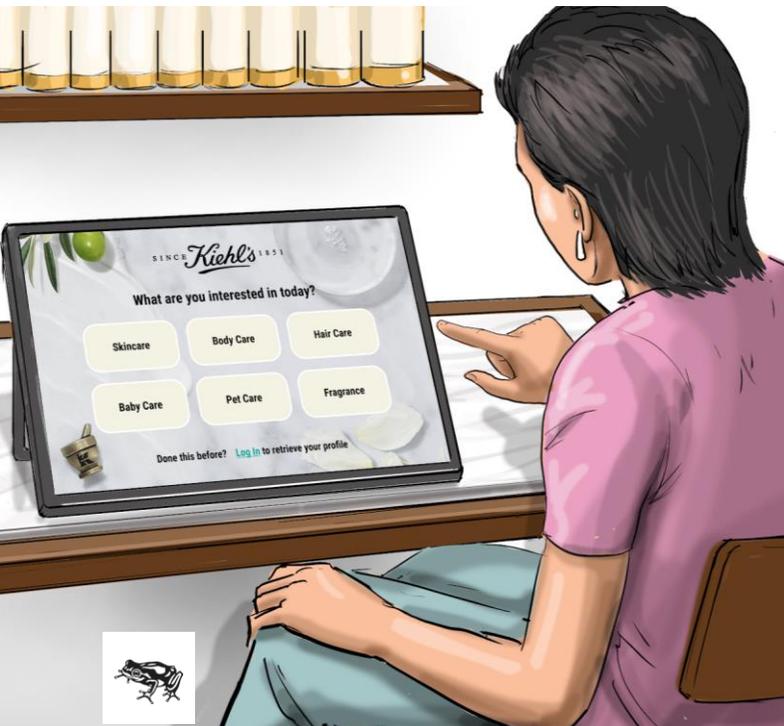


DESIGNING A STORE OF THE FUTURE

KIEHL'S

We were tasked to define the overarching digital experience strategy, revolutionizing Kiehl's in-store experiences and enhancing the shopper's journey by uniting the in-store, online, and omni-channel signature moments. We developed a comprehensive digital experience strategy with eight omnichannel solutions, redesigning and defining key elements and touchpoints of the Kiehl's stores.

SPOC - NA



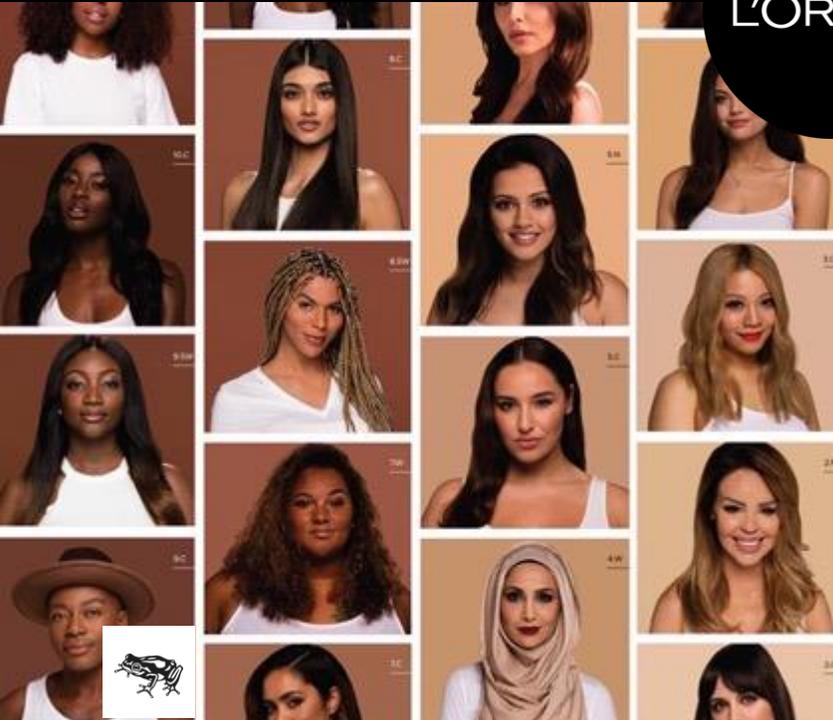
HYPER LUXE STRATEGY

L'ORÉAL

L'Oréal asked frog to develop a new strategy, design, and packaging for cosmetics that cater to hyper-luxury consumers. This initiative aims to establish a new standard for L'Oréal's most esteemed clientele.

SPOC - NA

L'ORÉAL



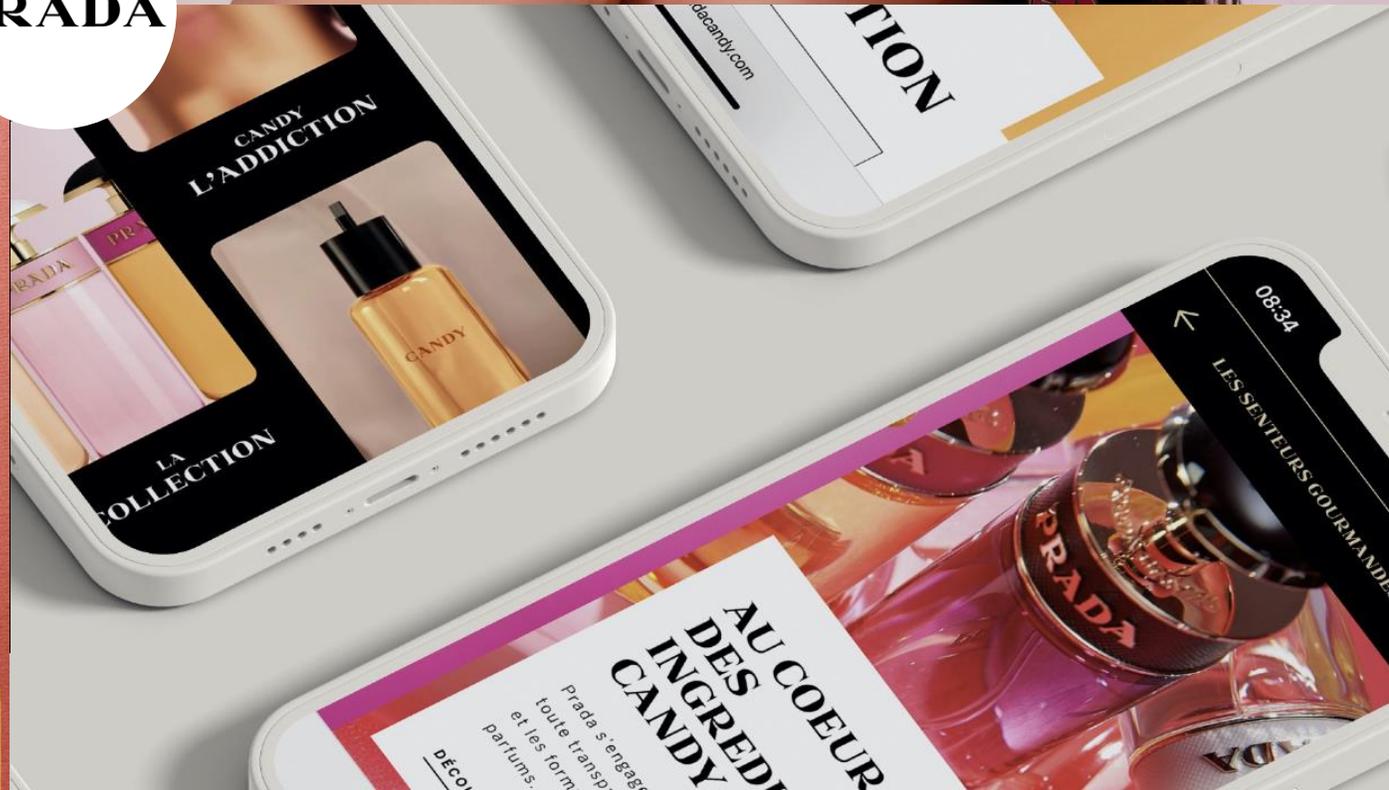
THE PRADA MAGIC

PRADA

frog was approached by L'Oréal to work some magic into the Prada Beauty brand - infusing the brand experience with some creativity and global consistency. We delved into the campaign assets for Prada Candy with meticulous attention to detail. Our goal was to handpick and fine-tune images to create the most captivating and effective creative for a variety of touchpoints.

SPOC - NA

PRADA

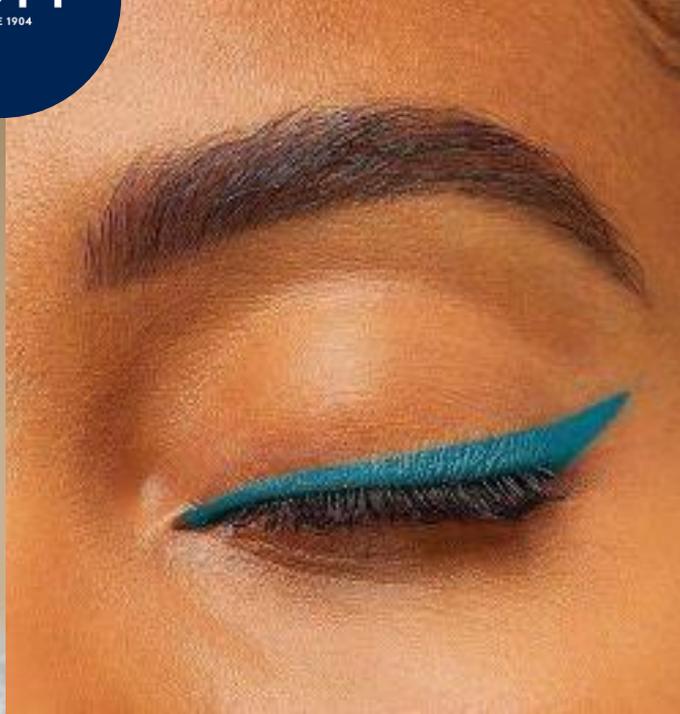


MARKETING STRATEGY

COTY

Coty and frog have formed a partnership to improve their marketing strategies and ensure that their content is effectively reaching audiences on social media platforms.

SPOC - NA



BRAND REFRESH

ST. TROPEZ

St. Tropez is a luxurious self-tanning brand with a rich heritage. Our team worked on revamping their brand strategy and identity to make it more relatable to their audience, while still maintaining a prestigious feel. As part of this project, we also introduced their new Global Brand Ambassador, the supermodel and activist Ashley Graham.

SPOC - NA



ST. TROPEZ



ELEGANT PACKAGING

RODIN

We created a stunning collection of packaging for the globally recognized beauty brand, Rodin. The packaging showcases sleek and sophisticated typography that is strategically aligned to enhance the brand's recognition and perfectly complement the shape of the containers.

SPOC - NA

RODIN



Financial Services



CREDENTIALS

INDUSTRY	TOPICS	CLIENT	DESCRIPTION
FINANCIAL SERVICES	BRAND STRATEGY	JP MORGAN CHASE	Developing an updated brand system for the ultra high net worth
FINANCIAL SERVICES	BRAND STRATEGY	JP MORGAN CHASE	Crafting a B2B "future of payments" offering , including brand and experience strategy
FINANCIAL SERVICES	BRAND STRATEGY	JP MORGAN CHASE	Designing a new lounge experience at scale
FINANCIAL SERVICES	PRODUCT/UX DESIGN	SCHWAB	Creating a new investment advisory tool
FINANCIAL SERVICES	CX STRATEGY	UNION BANK OF SWITZERLAND	Shaping the next generation of customer & advisor experience



J.P. MORGAN ADVISORS VISUAL IDENTITY

JP MORGAN CHASE

frog developed an updated brand system for the ultra-high-net worth, J.P. Morgan Advisors, creating a natural but elevated extension of the J.P. Morgan brand. The new system provides an experience better aligned with JPMA's exclusive offerings and clientele.

SPOC - NA

Wealth management made personal

For generations, J.P. Morgan has been a financial leader recognized for its strength and its commitment to economic innovation. Today, we carry on that tradition by providing our clients with award-winning research, powerful market analysis and world class banking and investment tools. As personal advisors at J.P. Morgan Wealth Management, it's our job to help you navigate these vast resources, providing the access and expertise you need to safeguard your own legacy.

Because to us, wealth management means more than investment portfolios and account balances. It means creating opportunities, achieving aspirations and providing for those you care about most. That's why we take pride in knowing our clients on an intimate level. We take the time to understand who you are—your life, needs and goals—and then design comprehensive financial strategies to address the priorities that matter most to you and to your family.



An intimate understanding of wealth

With decades of experience serving some of the nation's wealthiest individuals and institutions, we understand how to help you look after your family's priorities, today and for future generations.

Exclusive access

We leverage insights from J.P. Morgan's global network of industry-leading financial researchers and analysts to help you take advantage of significant—and often exclusive—opportunities for growth.

A premier digital experience

Our streamlined digital experience allows you to manage your accounts, as well as access robust investment tools and J.P. Morgan's powerful market insights—all in one place.

A comprehensive approach

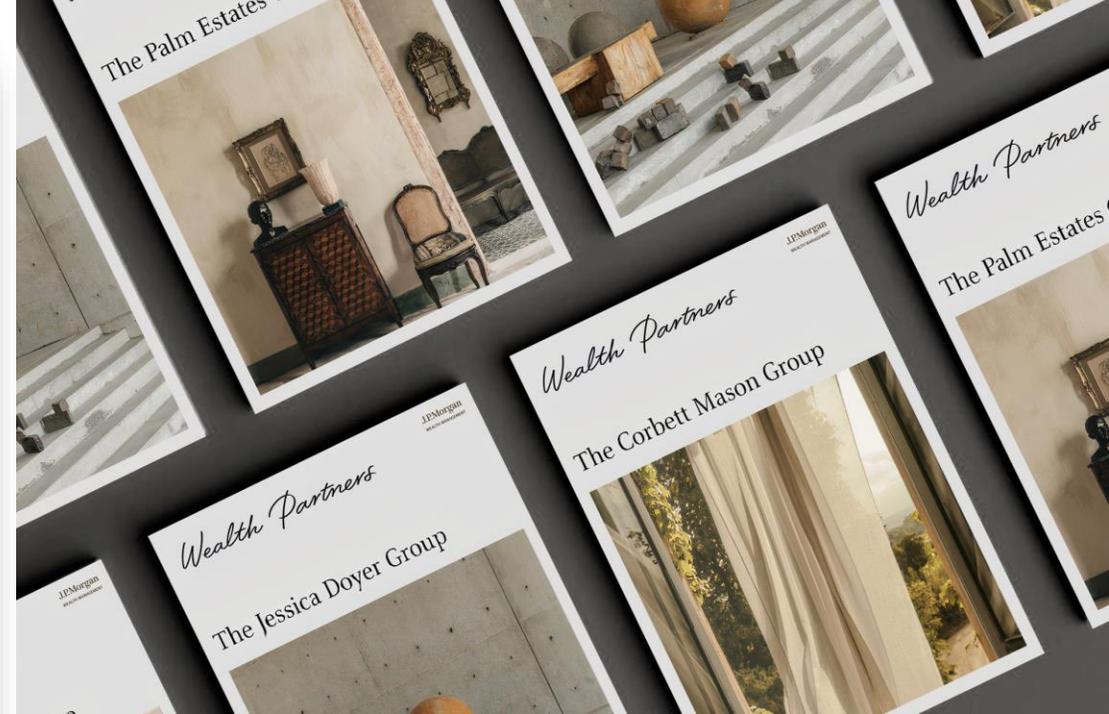
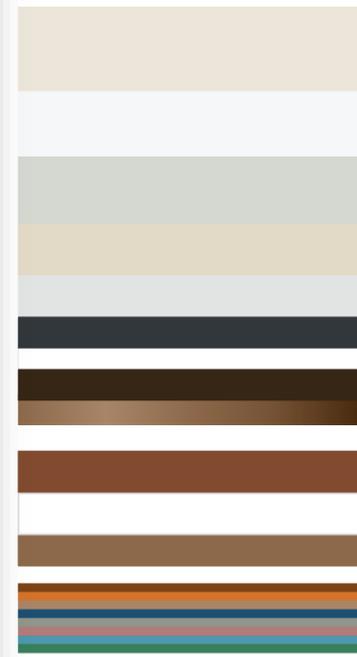
We simplify complexity by acting as the single point of contact for your finances, with comprehensive strategies designed to maximize your wealth for today, tomorrow and beyond.

Trustworthy advice, when you need it

You can rely on our expert guidance to help you navigate major milestones and the effects they could have on your wealth in the years ahead.

We focus on what matters to you.

Your advisor is your personal guide to the full range of J.P. Morgan's capabilities, giving you a single point of access to manage your entire financial life.

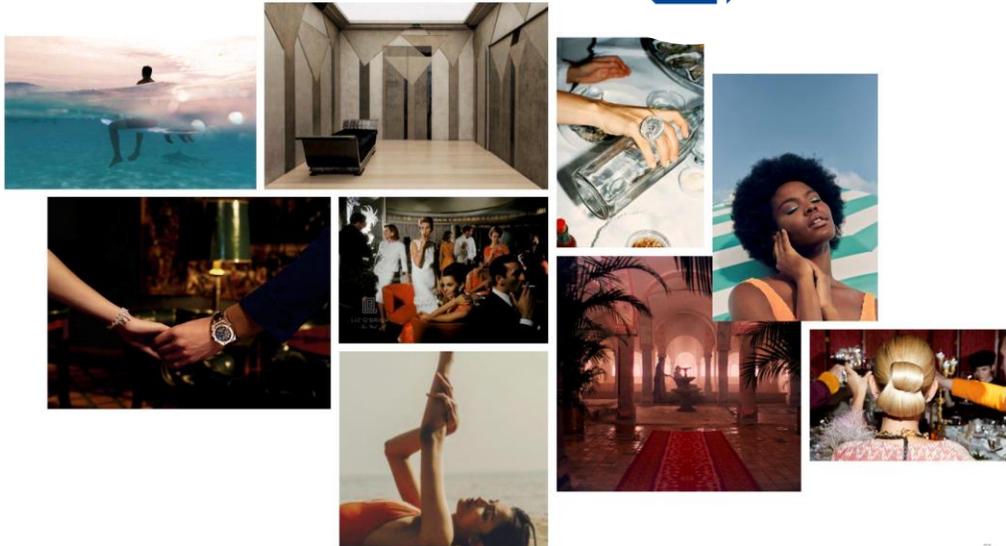
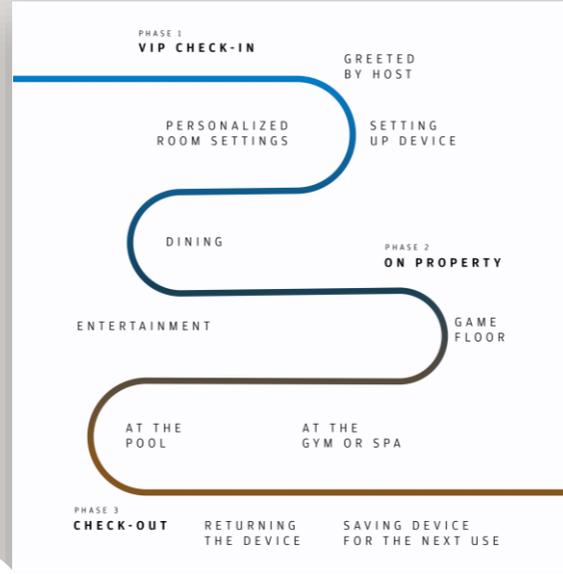


PAYMENTS WEARABLE BRAND AND PRODUCT

JP MORGAN CHASE

frog helped JPM in crafting a B2B "future of payments" offering, including brand and experience strategy, a launch video, event, and a pre-proof-of-concept wearable to help the JPM team build client relationships using a functional prototype.

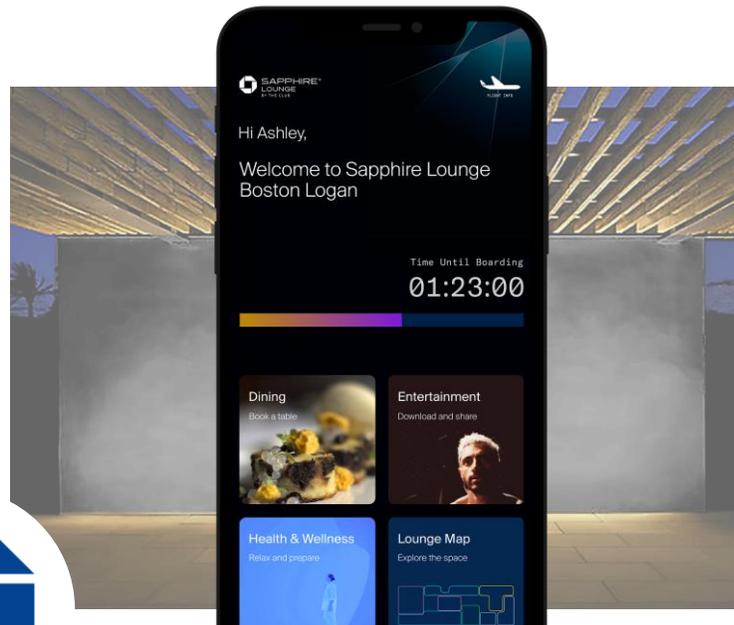
SPOC - NA



JP MORGAN CHASE

frog led the development of Chase's new Sapphire lounge, as a physical manifestation of customer engagement with the brand. Frog's work helped Chase win a landmark bid to rethink LaGuardia's hospitality experience, launched in late 2023.

SPOC - NA



Recommendations

Uniforms

Discoverable items are an opportunity for localization and to differentiate across lounges.

Classic looser silhouettes for layering and movement

White sneakers to keep the look fashionably casual

Pieces that fit with the aesthetic of the staff's role

Modern silhouettes with interesting shapes and structured draping

Pieces that fit with the aesthetic of the staff's role

Well-tailored fitted neutrals

Pieces that fit with the aesthetic of the staff's role

Structured jackets to visually distinguish managers and supervisors.

Pieces suited for layering

BAR STAFF + SERVERS

FRONT OF HOUSE

PRIVATE SUITE + MANAGERS

Discovery Criteria

While most of these criteria are direct, quality of a brand can be subjective. Because of this, the "Highly-Esteemed" criteria is looked at through the lens of aesthetics and how a brand is perceived by people.

FUNCTIONAL VALUE	SOCIETAL VALUE	RELATIONSHIP VALUE	EMOTIONAL VALUE
Highly-Esteemed We offer a collection of amenities and services that prioritize design, materials, and experience over cost.	Progressive Our partnerships and environment consider inclusivity, progressive practices, and eco-conscious behavior.	Curated We are curated, approachable, smart and savvy—introducing travelers to new favorites.	Authentic Sapphire lounge is unique, authentic, discerning and in the know—we have a design-forward aesthetic sensibility.
FOR EXAMPLE <ul style="list-style-type: none"> Do these products meet our quality standards? Are we providing the right access to the right touchpoints at the right time? Does the product use quality ingredients? Does the packaging communicate an understanding of good design? How do our staff respond when a cardmember asks for something the lounge doesn't provide? 	FOR EXAMPLE <ul style="list-style-type: none"> Is the space accessible? Are partnerships or artists minority-owned or women-owned? Are they inclusive? Are they ethical and sustainable? Do they have a philosophy or ethos? Do our staff approach customers using their desired pronoun? 	FOR EXAMPLE <ul style="list-style-type: none"> Are our products and partners relevant? Have they passed peak coolness? Where else can it be found? Are the partners established? Can they scale at the national level? The international level? Are there ways to learn more about partners and products? How will traveler segments feel about the discoverability? Will it be exciting to Gen Z and challenging to Gen X? Or is it new to Gen X and boring to Millennials? 	FOR EXAMPLE <ul style="list-style-type: none"> How unique is the partner or product? Where else can it be found? Does this uniform look like Brooklyn 2010/feel safe or is there an authentic reference and style decision? Does the art have a unique POV? What are the parameters we give our staff to personalize their uniforms?

Proprietary & Confidential

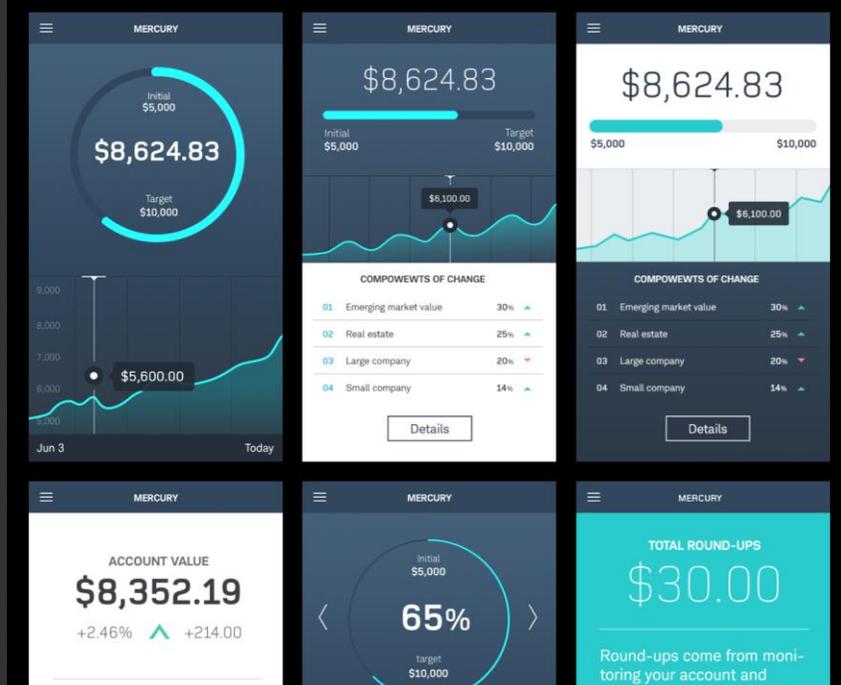
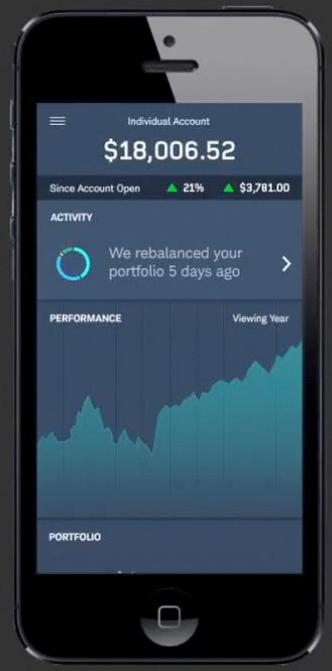
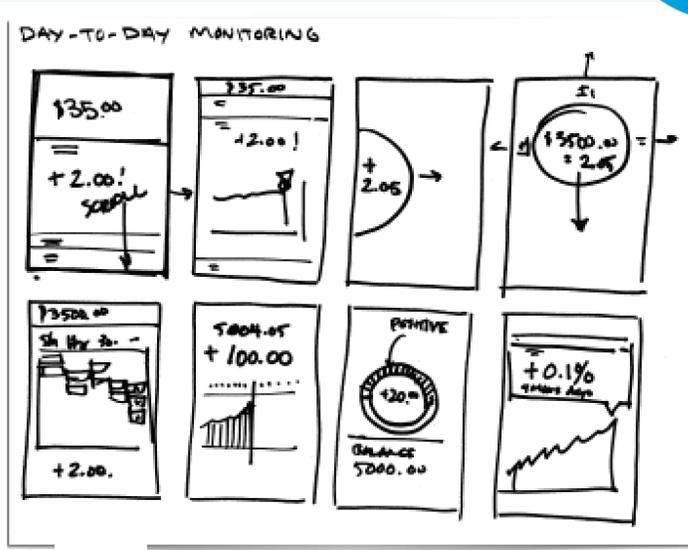
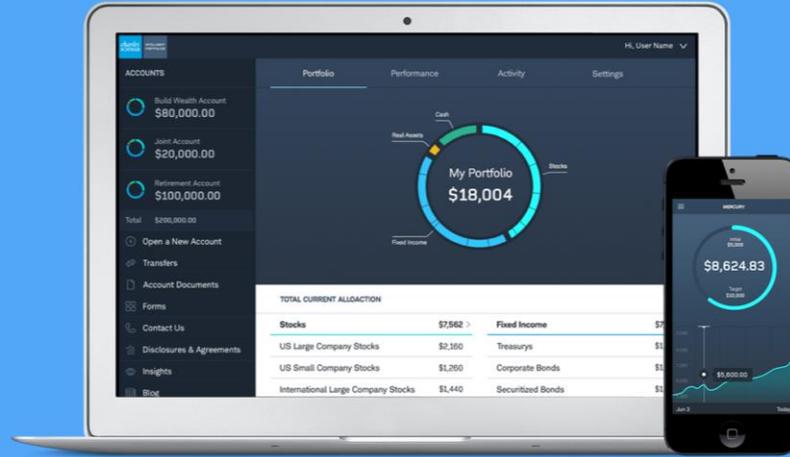


ADVISORY TOOL

SCHWAB

Schwab engaged frog to help create a new investment product offering — an algorithmic-based advisory tool. The frog team partnered with Schwab across UI/UX, Visual Design, Branding, Content Strategy, and Technology.

SPOC - NA



TRANSFORMATIVE PARTNERSHIP

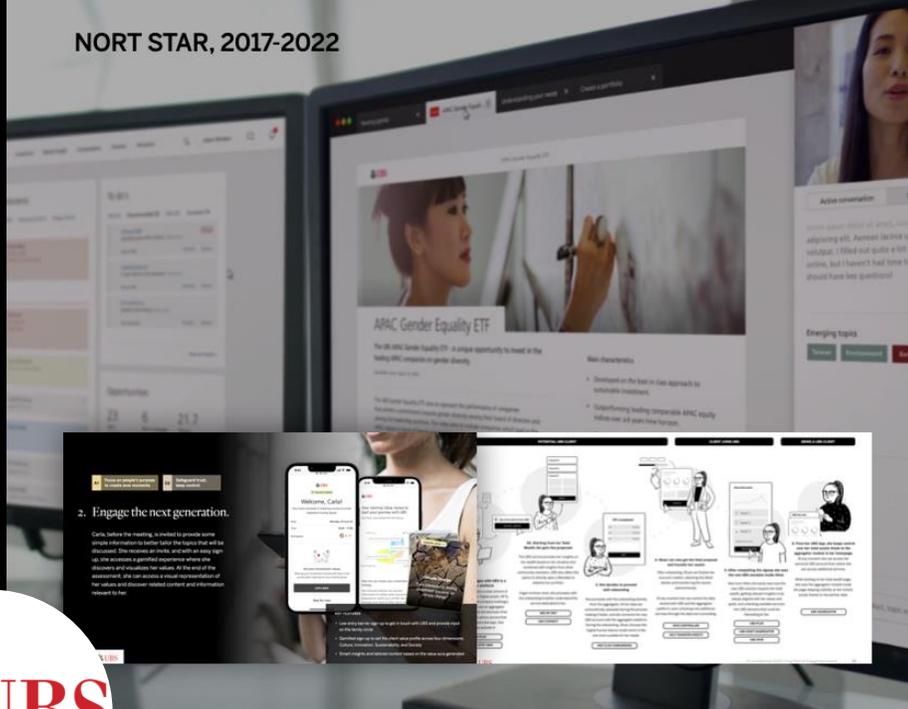
UNION BANK OF SWITZERLAND

frog worked with UBS, Since 2012, running 13 engagements across APAC, EU and US teams to collaboratively shape the next generation of client interactions, hybridising human and digital advising, serviced and self-served experiences.

SPOC - DIANA, Chiara



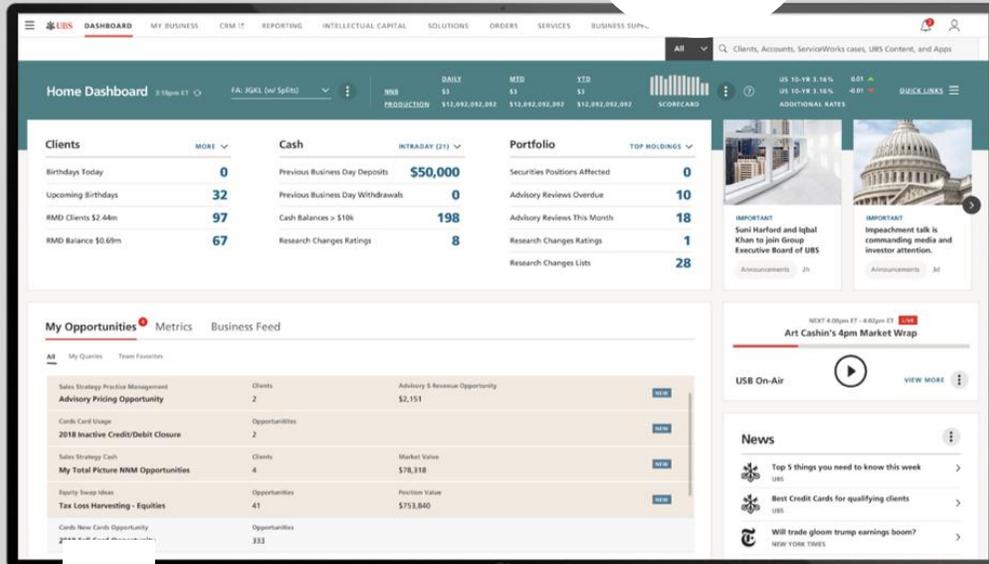
NORT STAR, 2017-2022



CONTENT TO CLIENT JOURNEYS, UBS WM EU, 2019



WORKBENCH, US 2019



BANKING APP, UBS CH, 2012



Jewelery



CREDENTIALS

INDUSTRY	TOPICS	CLIENT	DESCRIPTION
JEWELERY	MARKET ENTRY STRATEGY	BOUCHERON (Kering)	Crafting a market approach that delivered a number of industry innovations
JEWELERY	DIGITAL EXPERIENCE DESIGN	BOUCHERON (Kering)	Transforming the online shipping experience mirroring the in-store
JEWELERY	ECO-CONSCIOUS PRODUCT DESIGN	BOUCHERON (Kering)	Designing a luxurious, modular and eco-conscious jewellery case
JEWELERY	PRODUCT DESIGN	MONTBLANC	Creating a new branded product offering
JEWELERY	OMNICHANNEL STRATEGY	TAG HUEUR	Harmonizing the premium omnichannel customer experience for the Customer Care Team
JEWELERY	DIGITAL EXPERIENCE DESIGN	TIFFANY & CO	Revamping the E-commerce experience



RETHINKING MARKET ENTRY

BOUCHERON

frog created a market approach that delivered a number of industry innovations – a new service that redefines how the high-end consumer can experience luxury jewelry; a unique retail concept that can travel to the customer rather than wait for them; and a distribution and product idea that elevates the craft of Boucheron to the highest levels of art and commerce.

SPOC - Benoit Liénart



E-COMMERCE EXPERIENCE

BOUCHERON

frog assisted Boucheron in transforming their online shopping experience within 10 months, achieving a unique online ambiance mirroring the in-store setting at 26 Vendome during the 2.0 Magenta Version development, with 5 designers and 7 developers involved.

SPOC - NA



notre Politique de protection de la vie privée et avons fait de notre mieux pour la rendre plus compréhensible. Vous pouvez en apprendre plus [ici](#) sur la Protection de votre vie privée avec la maison Boucheron.

BOUCHERON
PARIS DEPUIS 1858

catégorie / Colliers et pendentifs

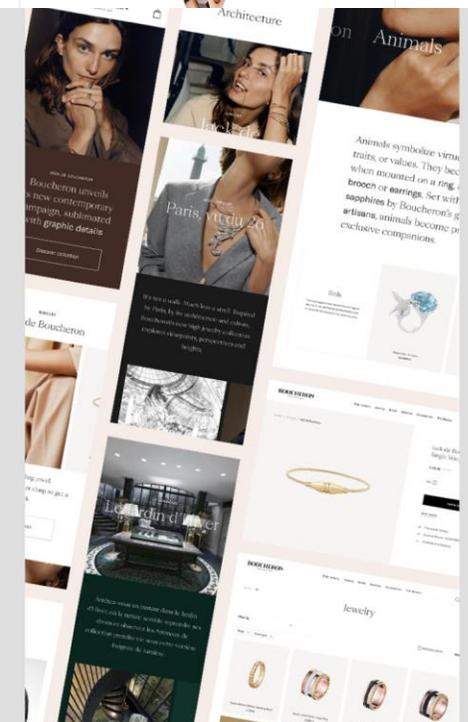
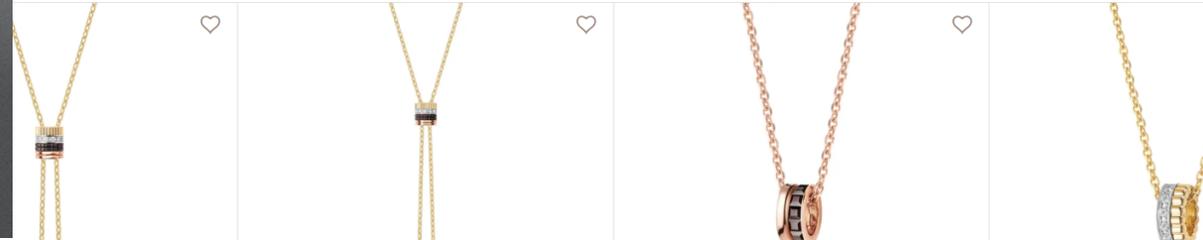
COLLIERS ET PENDENTIFS

Sublimer un décolleté tout en laissant à chacun la liberté de son style. Depuis 1858, cette philosophie guide chacune des créations Boucheron. Elle a donné naissance à l'icône collier Point d'Interrogation et inspire toutes les créations de la Maison.

FILTRES >

TRIÉ PAR >

123 PRODUCTS



ECO-CONSCIOUS DESIGN

BOUCHERON

Frog assisted in designing a luxurious, modular jewellery case for home use, aiming to enhance product lifespan and minimize resource use. Employing an eco-design hybrid approach, Frog navigated between lifecycle analysis and design iterations to mitigate environmental impacts.

SPOC - NA



PRODUCT DESIGN

MONT BLANC

frog was approached by Montblanc and IWC to create a new branded product offering, in response to the digital watch offerings of other traditional luxury brands.

SPOC - NA

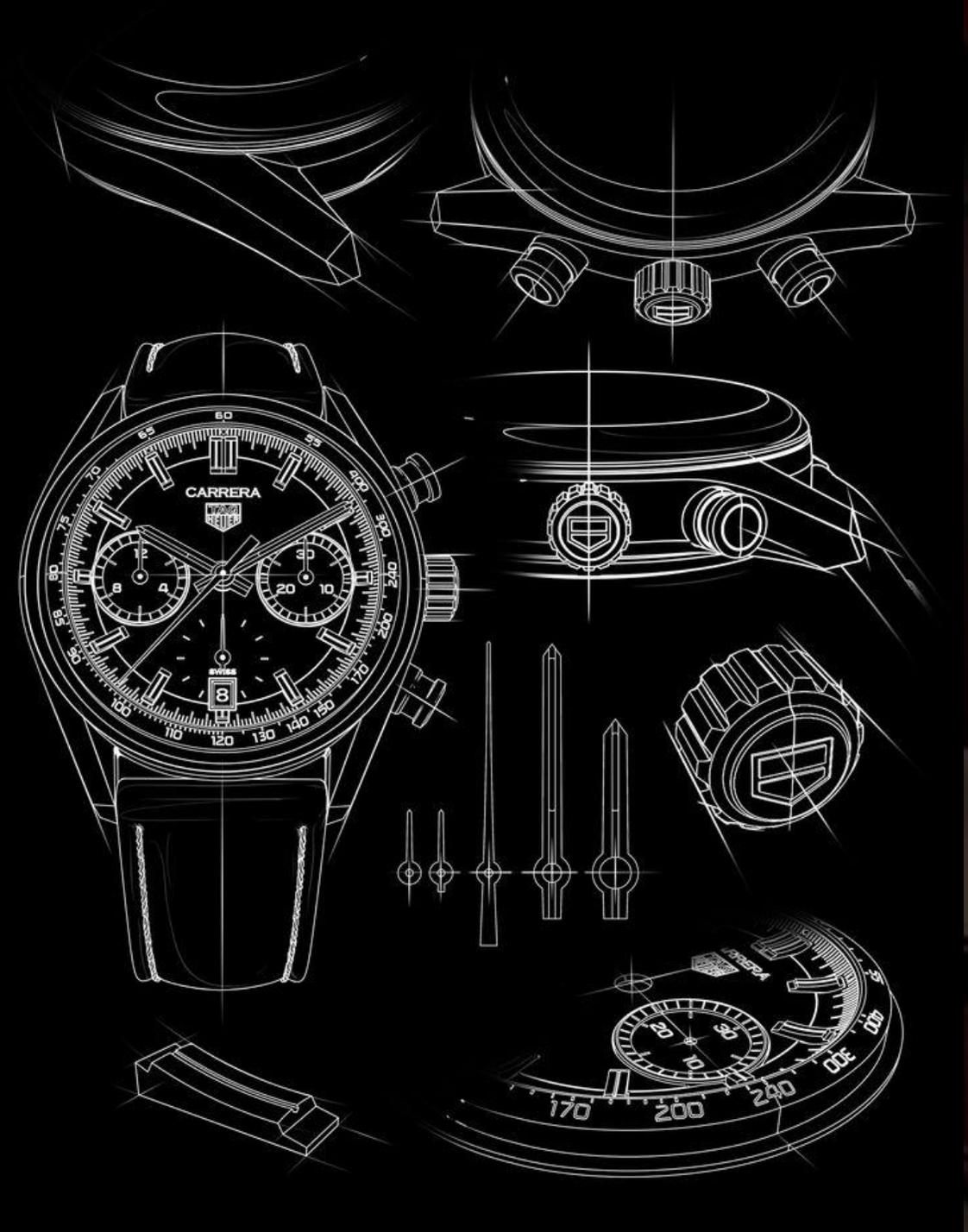


HARMONIZATION OF THE PREMIUM OMNICHANNEL CUSTOMER EXPERIENCE

TAG HEUER

frog played a pivotal role in formalizing and analysing Tag Heuer's existing Customer Care model by country, contributing to the definition of processes for a targeted model. They identified key steps in the main boutique customer journey and outlined primary functionalities for implementation in the CRM vendor tool. Additionally, frog assisted in the integration of a system for collecting customer feedback after crucial interactions with the Customer Care team.

SPOC - Caroline Le Bars



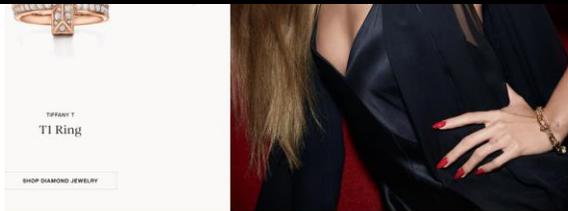
E-COMMERCE EXPERIENCE |
OMNICHANNEL

TIFFANY & CO.

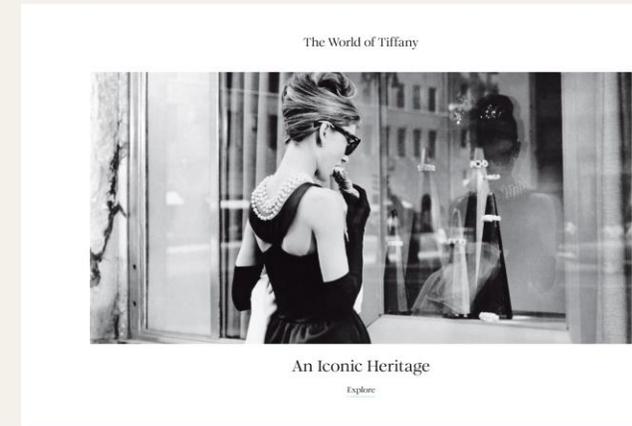
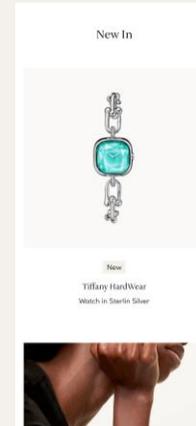
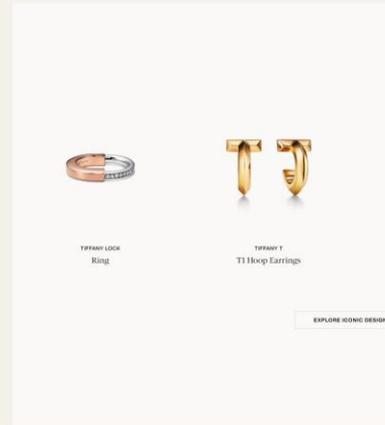
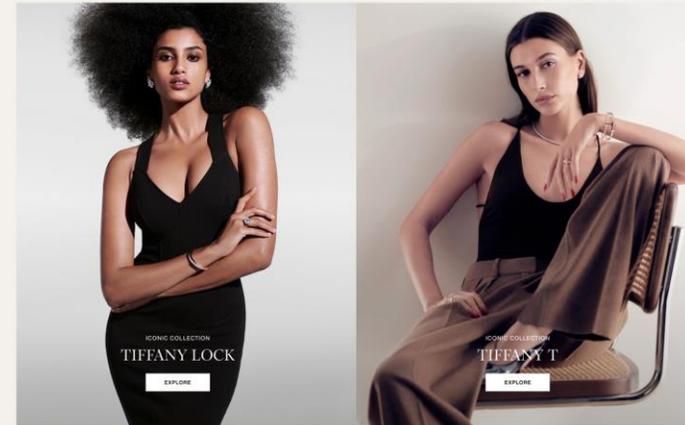
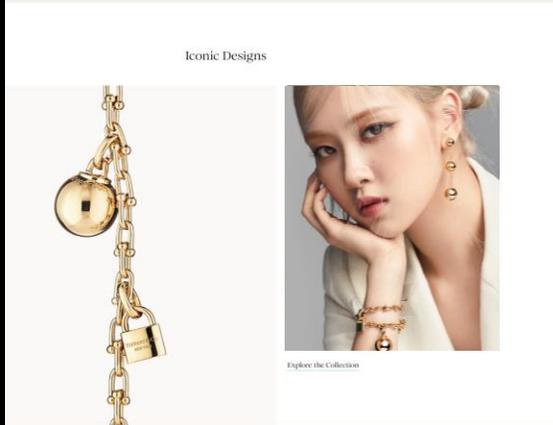
In a context of IT replatforming into SFCC, frog is currently redesigning Tiffany & Co entire website, rejuvenating of its look& feel and User Experience principles (navigation, menus, sections, PLP, PDP, ...).

We conduct both research, design and implementation follow-up in close relation with the US team.

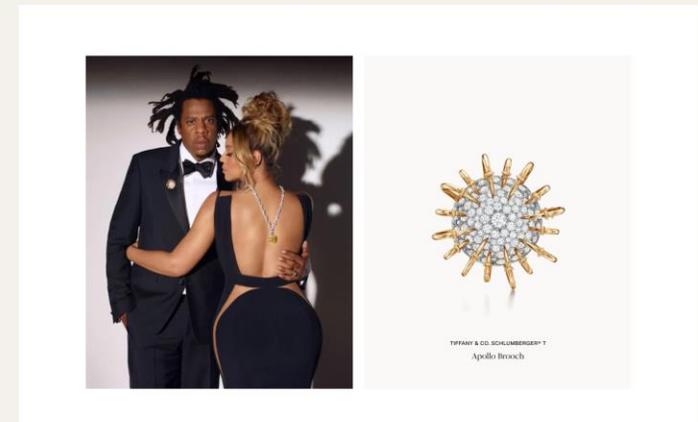
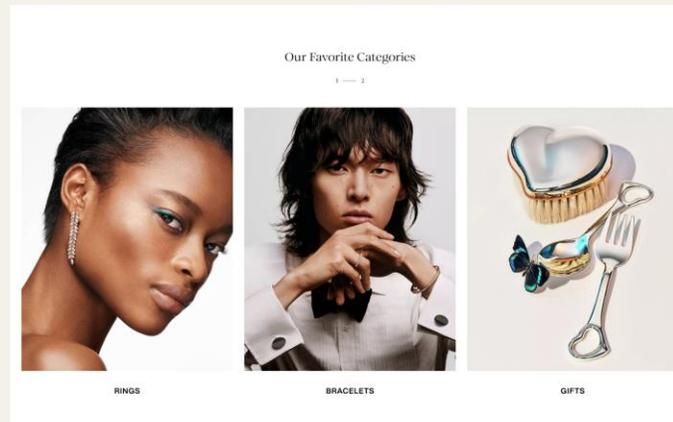
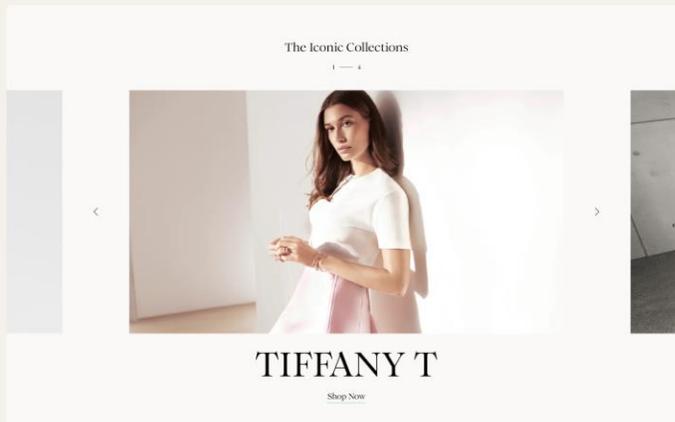
SPOC - Solène Robert



TIFFANY LOCK
Shop Now



N° 148 THE 2022 AC



Hospitality & Travel



CREDENTIALS

INDUSTRY	TOPICS	CLIENT	DESCRIPTION
HOSPITALITY & TRAVEL	CX STRATEGY NEW SEGMENT TARGET	VIRGIN	Developing experience facilitating discoveries to attract new cruiser segments
HOSPITALITY & TRAVEL	CX STRATEGY	FOUR SEASONS	Redefining global and home experiences for guests
HOSPITALITY & TRAVEL	CX STRATEGY NEW SEGMENT TARGET	MARRIOT	Creating Canvas, a food and beverage program to target Millennial travellers
HOSPITALITY & TRAVEL	DIGITAL EXPERIENCE DESIGN	MARRIOTT (SHERATON)	Developing new digital experience across 3 devices
HOSPITALITY & TRAVEL	CX STRATEGY	HYATT	Expanding customer relationship, moving beyond hotel stay
HOSPITALITY & TRAVEL	BRANDING & EXPERIENCE DESIGN	AMOMA	Branding Tokyo's newest luxury real estate
HOSPITALITY & TRAVEL	BRAND STRATEGY	ROSEWOOD	A new premium hospitality brand for Rosewood
HOSPITALITY & TRAVEL	BRAND STRATEGY	ANAWA	A luxurious brand for a new hospitality icon
HOSPITALITY & TRAVEL	BRAND STRATEGY	MARRIOTT	Branding a luxury hotel with character and charm



FACILITATING DISCOVERIES

VIRGIN VOYAGES

frog developed a cohesive on-board experience to attract new cruiser segments. The vision for this experience revolved around creating serendipitous interactions between passengers that would ultimately help them find a sense of belonging within like-minded communities.

SPOC - NA



RE-THINKING F&B

MARRIOTT

frog created Canvas, a food and beverage program to target Millennial travellers. Launched in 2015, Canvas brings the agile entrepreneurship and regional relevance of local hospitality innovation to the scale of Marriott's international footprint.

SPOC - NA



A NEW DIGITAL FUTURE

SHERATON

frog transformed a green-field problem space into a functional prototype experience for Sheraton, starting with visits to hotels and inspirational locations to development of the digital experience across three devices.

SPOC - NA

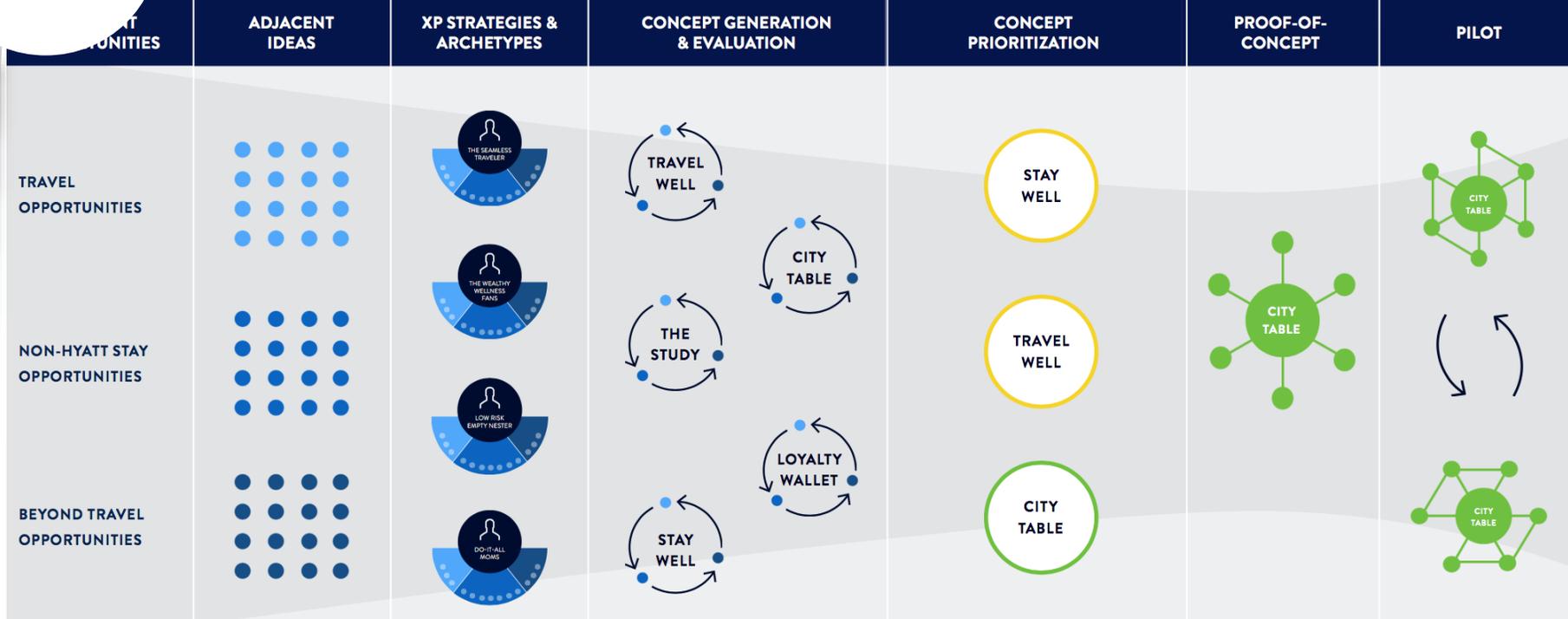
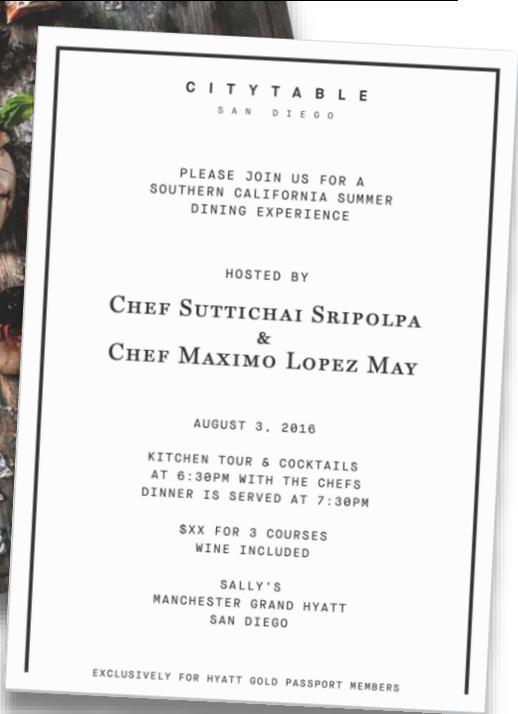
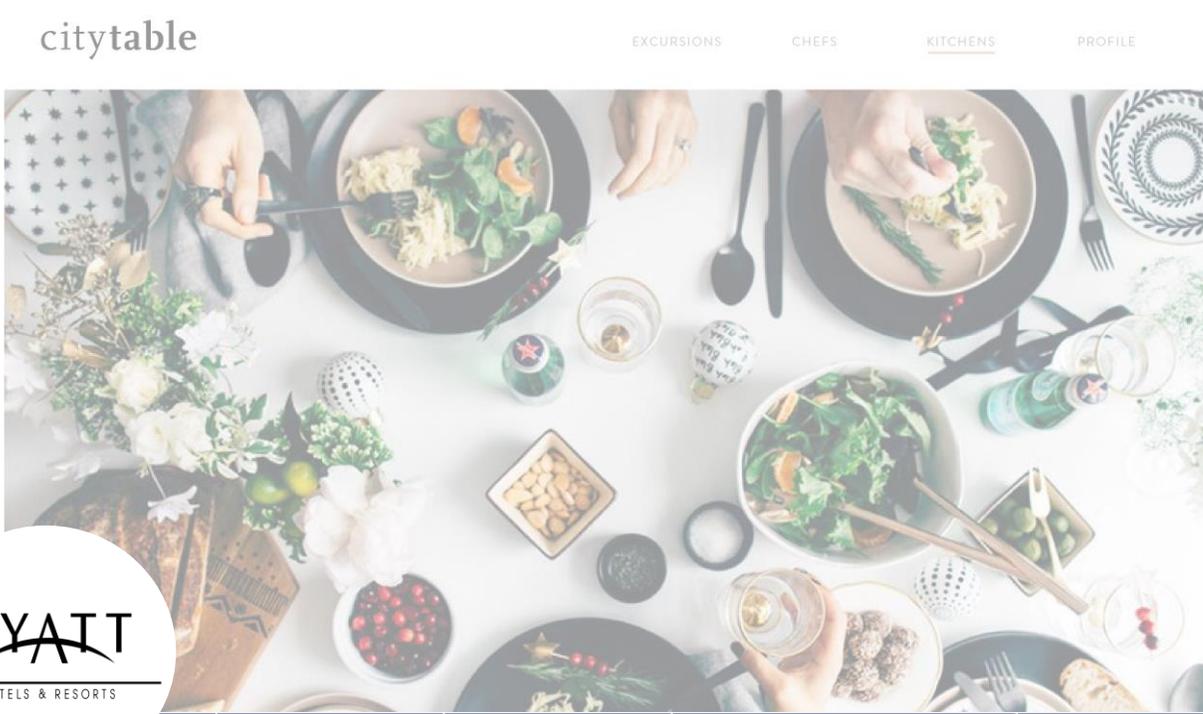


MOVING BEYOND HOTEL STAYS

HYATT

frog assisted Hyatt in expanding consumer relationships, driving growth through an experimental brand community strategy, exemplified by the proof-of-concept City Table.

SPOC - NA

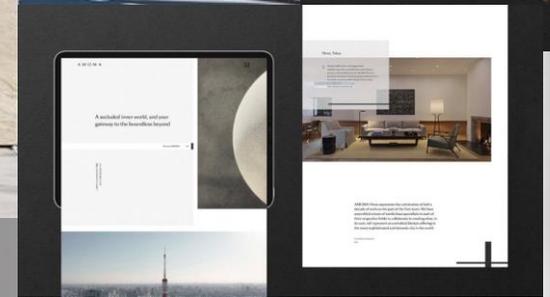




AMOMA

AMOMA was created to stand above and apart from the conventions of Tokyo's luxury real estate market. The visual expression and design language of AMOMA is inspired by the concept 'The Space In-between,' or 'MA,' and this extends from the expression all the way through to the experience.

SPOC - NA



ROSEWOOD

We worked closely to create a culture brand for Rosewood Hotel Group that would support its global expansion and talent attraction and retention efforts. Our team developed a unique brand expression and a range of assets to elevate the visibility of the Rosewood brand in the post-COVID era.

SPOC - NA

ROSEWOOD
HOTELS & RESORTS

THE CALLING

Relationship hospitality. It's in the genes. Some just have it; that desire to deliver heartfelt experiences. It's a calling.

These are the people we seek. Natural hosts, with personality and a flair for building meaningful relationships.

Hand-picked for attitude, trained for skill – our teams use their instincts to deliver effortless service.

We trust them to treat guests and each other like family.

Rosewood is the place where those who have it can master their craft and create the extraordinary.

#rosewoodcalling



Textures

Our texture palette comes from the space in and around our hotels. We use these textures as a background for type, as an alternative to block colour. For legibility, ensure that the white leg is applied on darker images and the black leg on onto lighter images.

The textures can easily be localized and use a key element in the 60:20 ratio. They can be specific to brands and also properties, if needed.



ROSEWOOD
A SENSE OF PLACE

KHOS

THE WORLD
HOTELS & RESORTS

THE CALL

Behind the scenes

These shots are intended to capture the spirit of our people, their strong connections with each other and the sense of family that they share. It's not about shooting the service they provide, but the experience of what it feels like to work for Rosewood Hotel Group and what makes it so special for each of them.

Mastering your craft

These are moments that demonstrate the guidance and mentorship that are so central to the experience of our people.

Passion and expertise

These are images that capture our people completely immersed in a moment, an interaction or a task, demonstrating their intense focus and joy when they're hard at work.

Human, spirited

A quiet moment for an employee, or a heartfelt interaction between two or more employees. These are images that encapsulate our relationship hospitality ethos.



N.B. Inclusive image, not owned by RWHG



GUIDELINES

A LUXURIOUS BRAND FOR A NEW HOSPITALITY ICON



ANAWA

Introducing a new identity for a luxurious hospitality brand in Saudi Arabia, aimed at providing ultra-high net worth individuals with an unforgettable experience in both 'the world you know and a world apart.



SPOC - NA

ANAWA

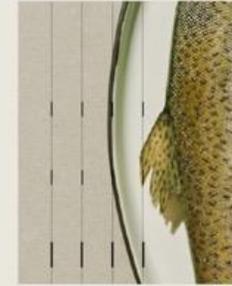
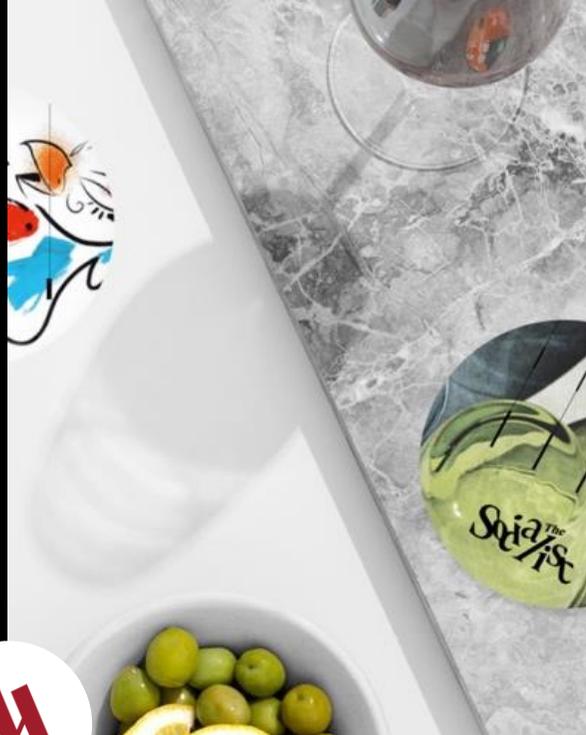


BRANDING A LUXURY HOTEL WITH CHARACTER AND CHARM

MARRIOTT

The Socialist is a luxurious hotel situated in Copenhagen and is a part of the Marriott Group. Its name, ambiance, and overall experience are designed to foster social interaction among diverse groups while also promoting mindfulness towards the neighbouring communities.

SPOC - NA



ENTER INTRIGUED



MARRIOTT



Mobility



CREDENTIALIALS

INDUSTRY	TOPICS	CLIENT	DESCRIPTION
MOBILITY	GROWTH STRATEGY	AUDI AG	Defining digital opportunity spaces
MOBILITY	CX STRATEGY	PORSCHE	Designing the Future Retail Experience
MOBILITY	CUSTOMER SEGMENTATION	PORSCHE	Supporting a car manufacturer in segmenting the customer base and increasing top-line performance
MOBILITY	DIGITAL EXPERIENCE STRATEGY	MERCEDES-BENZ	Bringing digital luxury experience to life

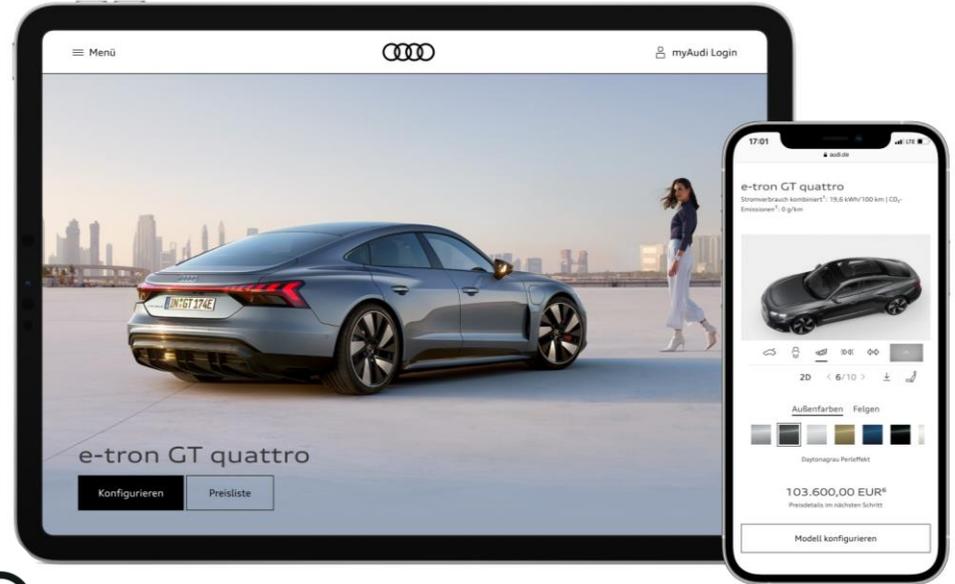


DEFINING DIGITAL
OPPORTUNITY SPACES

AUDI

To define and re-energize Audi's innovation efforts to step-change the business and generate half of the company's future revenue from digital services frog created a portfolio of 'opportunity spaces' that represented long-lasting innovation and growth platforms for the business for the next five years. These growth platforms were focused on enabling new digitally-based services, experiences and business for the Audi brand, whilst leveraging their My Audi platform.

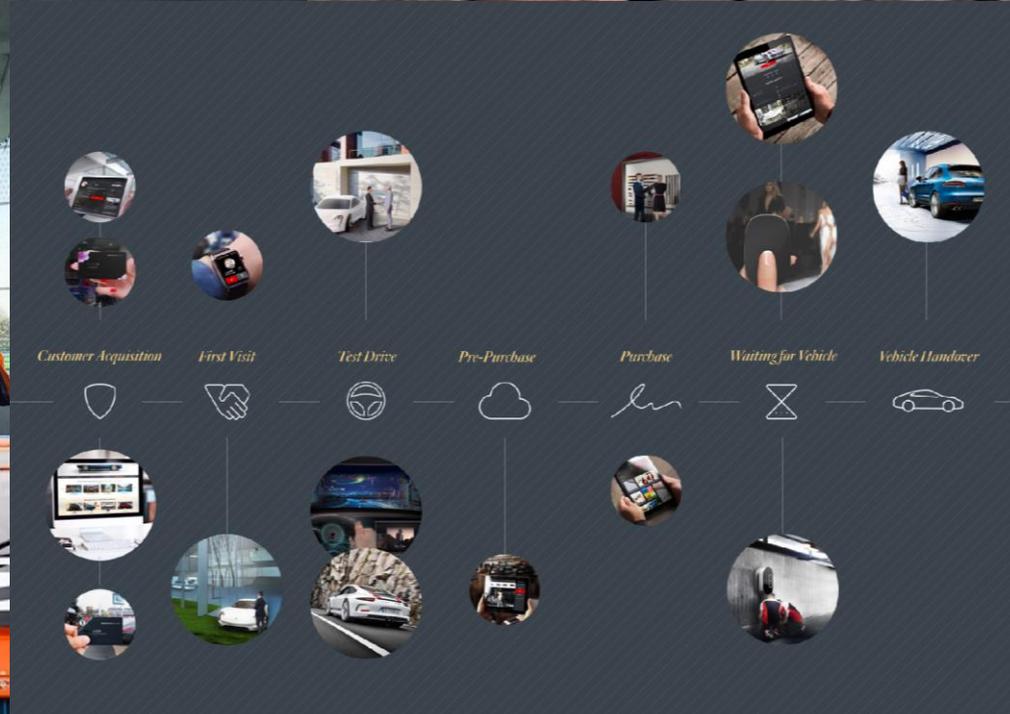
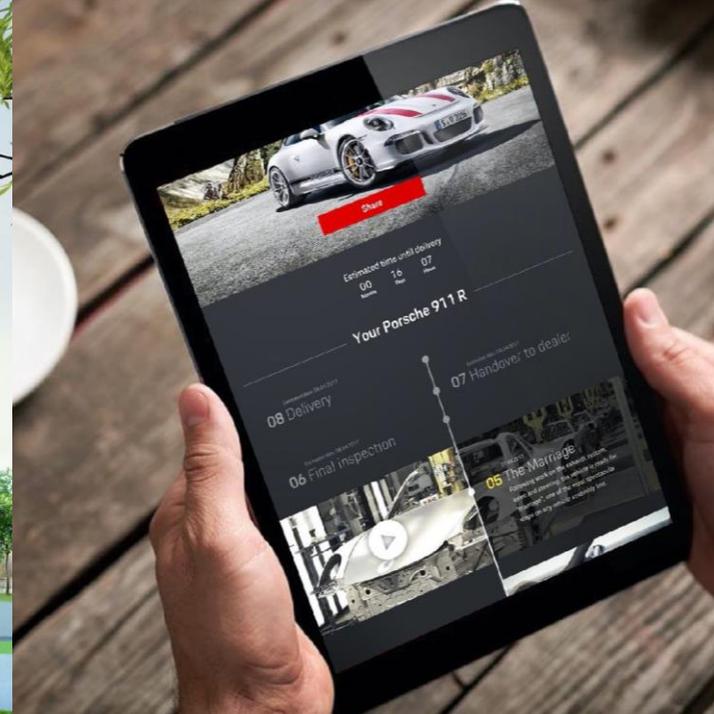
SPOC - NA



EXPERIENCE VISION

PORSCHE

Porsche AG asked frog to design the Future Retail Experience and Porsche Centre as part of their 2025 Vision. frog crafted a dynamic eco-system of people, story, tools and space that captured the rich legacy and aspirations of the leading sports car brand in the world. SPOC - NA



CUSTOMER DESIGN & CONNECT, TRACK
PRECISION & OFF-ROAD APPS

PORSCHE

frog initially worked with Porsche to design and develop the new Porsche Connect app, and create a scalable platform to integrate future services.

frog supported Porsche to reinvent the racing companion app and introduce novel features. Throughout the program frog conducted user research to inform the design and development and refine the underlying technology.

frog collaborated with Porsche to conceptualize, design and develop a novel app, focused on engaging customers to learn driving off-road and advancing their daily Porsche experience.

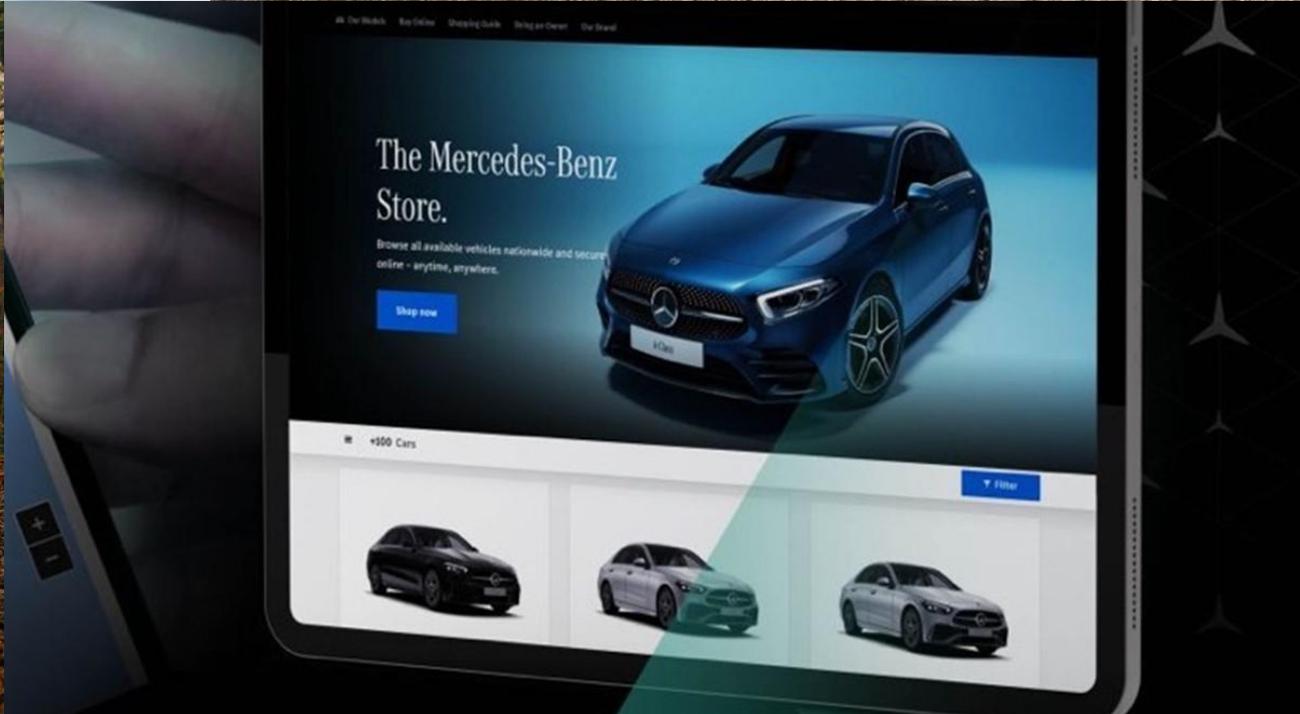
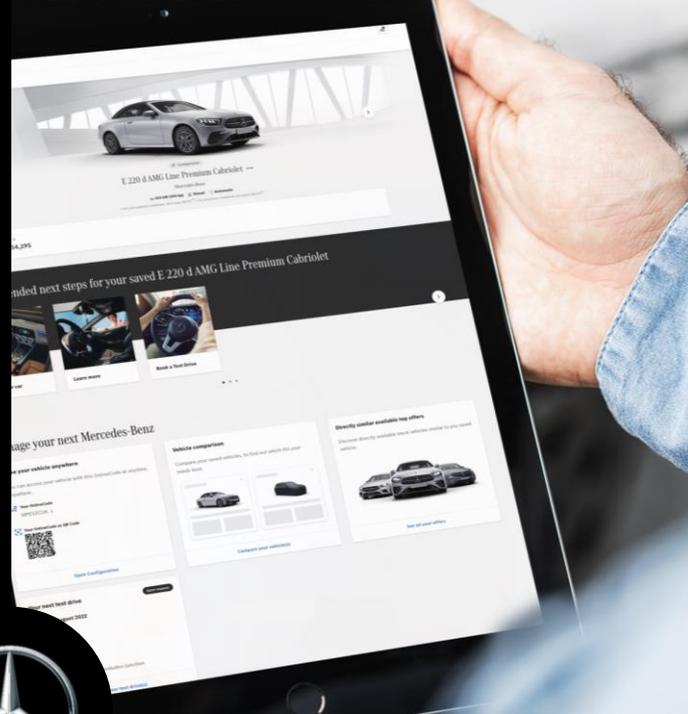
SPOC - NA



MERCEDES-BENZ

frog assisted in streamlining the web channel, creating a luxurious omni-channel journey, implementing a future governance structure, and ensuring efficient collaboration for a premium online shopping experience.

SPOC - NA



Furniture & Houseware



CREDENTIALS

INDUSTRY	TOPICS	CLIENT	DESCRIPTION
FURNITURE & HOUSEWARE	Visual Refresh In Luxury Audio Design	BANG & OLUFSEN	In collaboration with esteemed audio brand Bang & Olufsen, we crafted a refined visual identity, a seamless online interface, and stunning physical elements that enhance the brand's reputation for exceptional quality and exquisitely designed speakers.
FURNITURE & HOUSEWARE	CX Due Diligence	CHAIRISH	To support Chairish's potential acquisition of a competitor, frog led a CX/commercial due diligence to evaluate the target's current CX and future growth prospects , leading to a successful acquisition later that year.



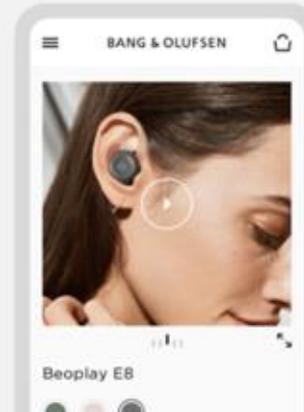
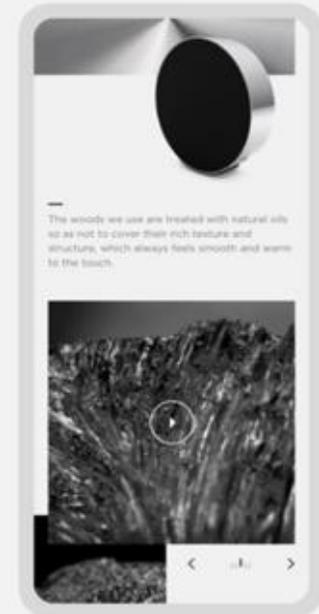
VISUAL REFRESH IN LUXURY AUDIO DESIGN

BANG & OLUFSEN

In collaboration with esteemed audio brand Bang & Olufsen, we crafted a refined visual identity, a seamless online interface, and stunning physical elements that enhance the brand's reputation for exceptional quality and exquisitely designed speakers.

SPOC - NA

BANG & OLUFSEN



CHAIRISH

To support Chairish's potential acquisition of a competitor, frog led a CX/commercial due diligence to evaluate the target's current CX and future growth prospects, leading to a successful acquisition later that year.

SPOC - NA

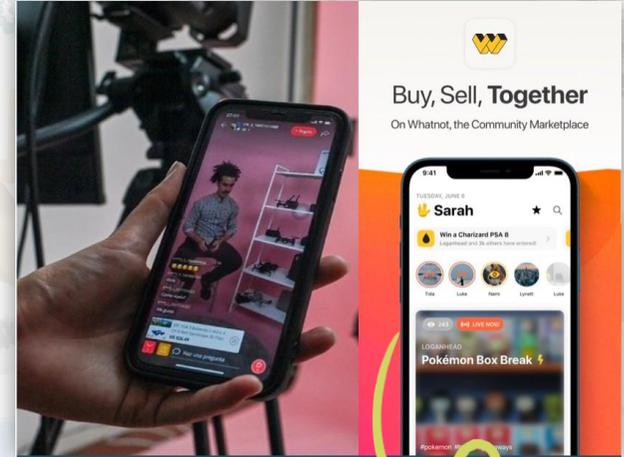


Evaluating Petal's economic potential & market positioning

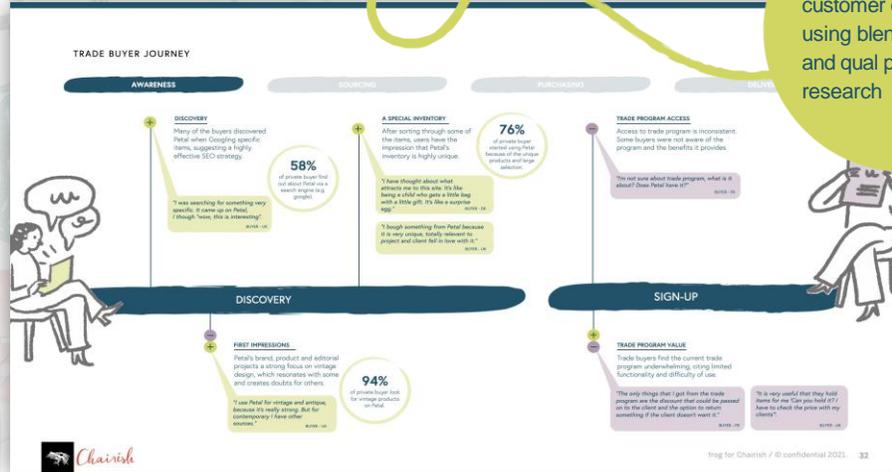
Notes
2021 EU potential net revenue could range between \$150-\$200m. At about \$6M net revenue, this gives Petal a roughly 3-4% market share, which is coherent with the market structure and Petal's current strategy.

frog's estimate of the 2020 US market size (\$1.2B) is roughly 66% the size of Baker Tilly's estimate (\$1.8B)

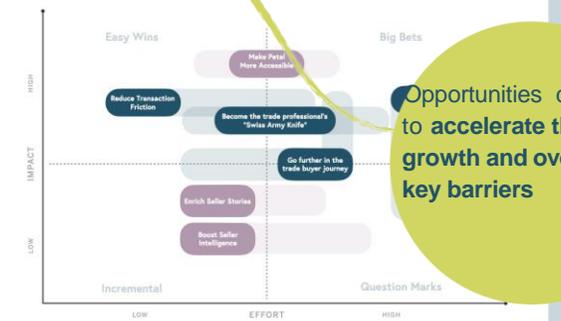
The European market is roughly is



Describing the key challenges in the customer experience using blended quant and qual primary research



Opportunities by impact and effort



Notes
Based upon research, the opportunities are likely to have the highest impact on business are:

Transaction Friction

Accessible

Professional's swi

Trade buyer journe

ice

ould be prioritiz

ss army knife

ould also be exp

ed with

urther in journey,

ould also be exp

ed with

Remaining 2 should be explored opportunistically or deprioritized

Chairish

Wines & Spirits



CREDENTIALS

INDUSTRY	TOPICS	CLIENT	DESCRIPTION
WINES & SPIRITS	PERSONALIZATION & DIRECT TO CONSUMER	DIAGEO	Creating a premium and personalized experience for customers
WINES & SPIRITS	BRAND EXTENSION	BELVEDERE	Developing innovation pipeline on brand extensions
WINES & SPIRITS	DIGITAL EXPERIENCE DESIGN	RUINART	Redesigning Ruinart website integrating an e-Commerce journey and loyalty program

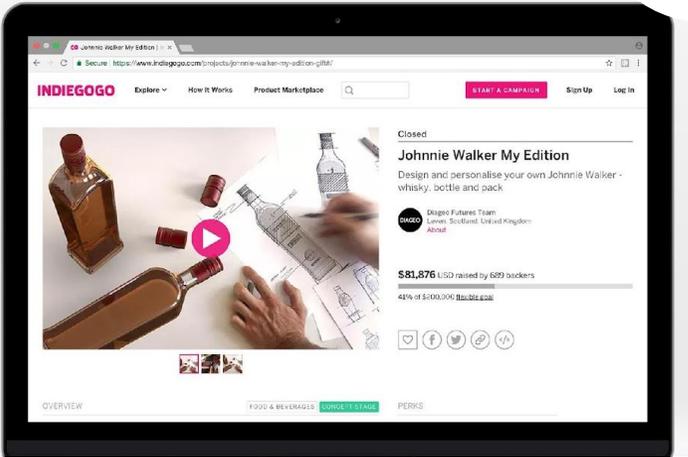


DIAGEO

frog created Johnnie Walker My Edition, a personalized Whiskey platform that created a more premium experience for customers by allowing them to personalize their own whiskey blends and unlocked the Direct-to-Consumer channel for Diageo.

SPOC - NA

DIAGEO



BELVEDERE

frog developed an innovation pipeline for Belvedere, introducing Heritage 176, a rye-forward vodka, and Organic Infusions, redefining flavored vodka for a more elevated and health-conscious audience.



SPOC - NA

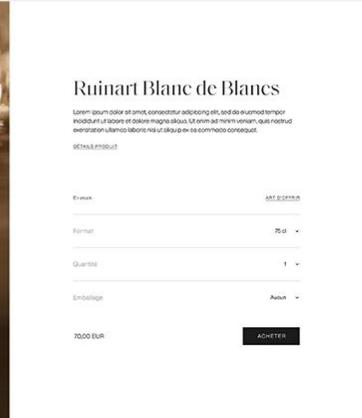
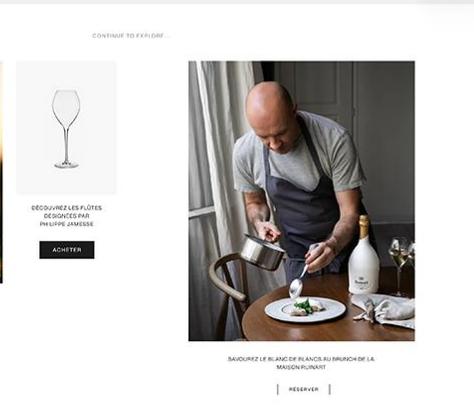
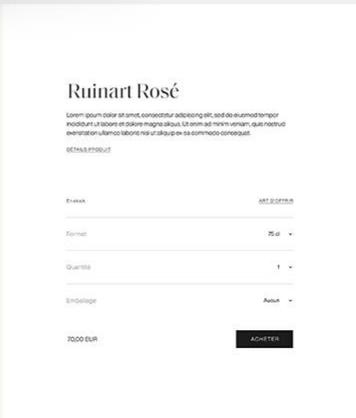
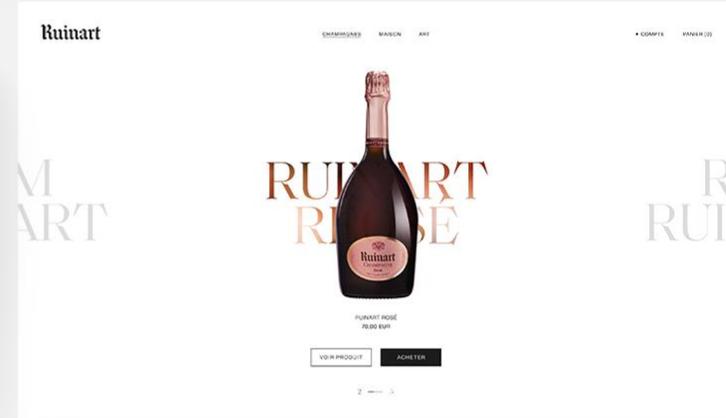
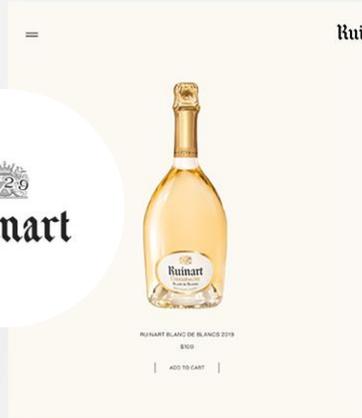
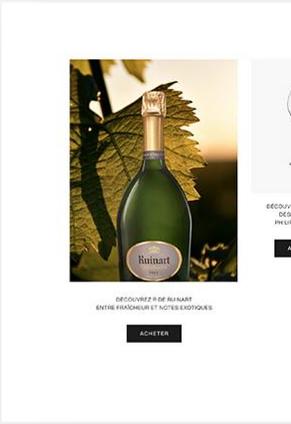
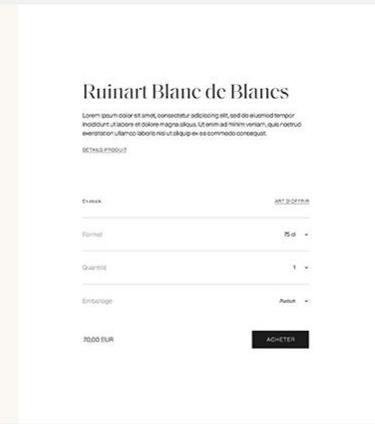
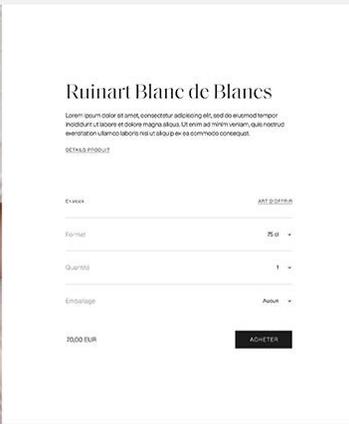
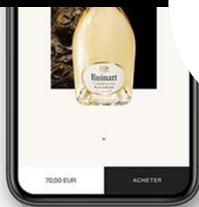
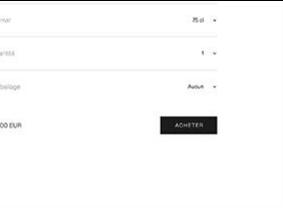


E-COMMERCE EXPERIENCE

RUINART

Redesign of Ruinart website, integrating an eCommerce journey and an exclusive loyalty program to add a direct-to-consumer program to the Maison digital touchpoints, making sure of its feasibility and transposition into SFCC core model.

SPOC - NA



Culture & Fine Art



CREDENTIALS

INDUSTRY	TOPICS	CLIENT	DESCRIPTION
CULTURE & FINE ART	MULTI-SENSORIAL GUEST EXPERIENCES	GUGGENHEIM	<p>frog developed a comprehensive portfolio of notions addressing the need to provide personalization and optionality to the museum experience. Our notions portfolio included holistic programming to amplify the primary exhibition through multi-sensory activities, an immersive portal to explore the Guggenheim’s permanent collection, and mindfulness activities to transform the Guggenheim into the temple of the spirit.</p>



GUGGENHEIM

frog developed a comprehensive portfolio of notions addressing the need to provide personalization and optionality to the museum experience. Our notions portfolio included holistic programming to amplify the primary exhibition through multi-sensory activities, an immersive portal to explore the Guggenheim's permanent collection, and mindfulness activities to transform the Guggenheim into the temple of the spirit.

SPOC - NA



