



Co-branding — 5 brands and their routes

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Three routes adapted per brand, half a day in total · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **A mood board is the plate of images that sets the visual direction of a proposal before any production.** The five brands are chosen from what has worked for the retailer, not from a bought list.

Where the five brands come from

Trait compared	Profitable operations	Unprofitable operations	Reading
Brand already listed in the 34 stores	2 of 2	0 of 3	Entry condition
Annual media budget above €60,000	2 of 2	1 of 3	Viability threshold
No in-house studio at the brand	2 of 2	0 of 3	The decisive trait: it is what gives yours its value

What is prepared for each brand

Element	Content	Effect in the meeting
Mood board	Visual direction, references, mood palette	The brand sees rather than imagines
3 campaign routes	Adapted across the retailer's 11 formats	You walk in with visuals, not with an intention
Comparative costing	What the brand would pay elsewhere for the same set	Places the value of the in-house studio
Technical framework sheet	Hosting, logging, confidentiality before launch	Answers the question that always comes at the end of a meeting

What the approach costs to produce

Before	After	Nature of the change
2 studio days per prospect	Half a day for all 5, review included	Not a time saving: an action that was impossible with a team of five

What is advised against, with figures

Target ruled out	Finding	Expected consequence
3 powered-garden-equipment brands	All with an in-house studio	Across 3 past operations of that profile, production was imposed 100 % of the time: the budget would have come, the value would not

The end-of-meeting argument: everything lives in France, on a machine belonging to the company, with the deployment objective of processing and access operated within the European Union. **A partner brand's unreleased visuals, its launches and its prices do not leave — and that can be proved in writing.**

For the company to decide

Brand to approach first: _____

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