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

LINDBERGH FORMATION — Blue Lemon Agent — Companies register (RCS) Évry 817 946 114 —
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Brand to approach first: _____

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