

# Daytona

Cosine Group

## SALES ACTIVATOR

CORPORATE PRESENTATION  
2018

# Daytona's DNA

As a field sales and marketing agency belonging to Omnicom, Daytona has the strength of a large group and the agility of an SME.



Thanks to our 25 years of experience, we work with multi-sector clients and offer services tailored to each client's needs.

Our ability to recruit the best profiles allows us to continue offering top notch services. We have won 13 trophies in our industry thanks to our customers and our teams.



**Philippe Cadiou**  
Managing Director  
SORAP President  
COPSE President

# Omnicom Group, an international presence

The agility of an SME  
The strength of the Omnicom Group

## OmnicomGroup



We are able to accompany your sales & marketing needs across Europe

The trust of a public group, audited SOX annually by KPMG.



# Daytona in figures

Our business is our people !

**13**

Current clients

**25** years of experience

**+ 200** people dedicated to our clients

**+ 300** operations

**13** M€ revenue

**13** trophies in **12** years

**4 412 238** Km each year

**95 300** visits with decision-makers each year



# The synergy of the Daytona ecosystem

Our Sell-In, Sell-Out, Event, Business Intelligence and Training ecosystem allows us to create synergies between services.

## Daytona Cosine Group

Sales Force  
Merchandising  
Demodays  
Training  
Mystery Shopping

## Daytona Event

Roadshows  
Street-marketing  
Company Soirée  
Seminar / Convention  
Team-building  
B2B Events

## Daytona Business Intelligence

Driving performance  
Data collect  
Call File Segmentation  
Analysis and Insight

## Daytona Formation

Professional training  
Intervention at seminars  
Brand training  
Module creation  
E-learning

# Daytona Services

A variety of services to meet all the needs of our customers in the field.



## Sales Force

Sell-In & Sell-Out teams

Negotiation & Prospecting

Sales Promotion

Opening new accounts

## Demodays

Boost sales

Support the POS

Product demonstration and customer feedback

Direct interaction with consumers

## Training

Sell-Out Coaching

Staff knowledge

Brand training

Sales challenges

## Merchandising

Negotiation and visibility optimization

POS Materials

Increase range and shelf share

Installing trade marketing efforts

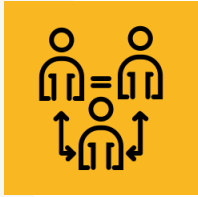
## Audit

Mystery Shopping

Measure visibility

Planogram compliance

Analyze shelf share



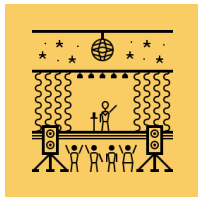
Team Building



Company  
Soirée



Seminar /  
Convention



B2B Events



Street  
Marketing



Road-show

## Excellence for your events

EVENTS

The event department's mission is to strengthen the business of our customers, enhancing their internal and external communication through the optimal use of their event strategy.



# Daytona

Business Intelligence



## Driving Performance

Measure results to define the action plan



## Data collect

Innovative tools to increase data quality



## Call file segmentation

Increase sales actions in store and reduce time spent on the road



## Analysis and Insight

Strategic recommendations on your marketing strategy and operations

We transform your data into assets, to serve your strategy







Development of employees' skills



E-learning: development of training modules



Sell-In & Sell-Out training programs



Daytona: an integrated training organization

25 years of experience in team training and impactful module creation

A department aimed at developing the skills of all our employees, the training needs of our customers, as well as market needs in BtoB and BtoC

# Markets and Channels

Our multi-channel expertise allows us to set up your sales teams by:

- HoReCas
- HyperMarkets
- CE
- Organic
- BtoB
- Pharmacy
- Parapharmacy
- Perfumery

We are experts in specialized sectors with high growth potential:

- BtoB
- FMCG
- Luxury
- High Tech
- Energy
- Health
- Beauty
- Organic
- Paramedical

Our teams bring Daytona's business expertise to our clients' field needs in order to maximize Sell-In and Sell-Out.



# An innovative agency

We create the difference for our customers through data and digital services.



connect  
l'espace daytonien

**Internal collaborative platform**  
Managing internal resources for better sharing and social cohesion



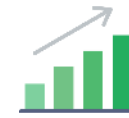
geoconcept

**Geo-optimisation**  
Productivity gain solution for more store visits and less time on the road



What the Shop?

**POS Traffic Analysis**  
Understand and follow the consumer journey and interact with them through a digital kiosk



**Identify and activate performance metrics**  
to develop the ROI.  
Interactive dashboards + ad hoc analysis



**E-learning**  
Develop professional and personal skills to increase employee performance



# An award winning agency

Thanks to our teams and our clients



We have been rewarded 13 times in the past 12 years of participation in ActionCO Trophies in the categories of point-of-sale demodays and field sales forces.

## 2017 WINNERS





# Your trusted partner

Member of a professional organisation

Security and data control efforts



## GDPR

**Member of SORAP**, the Alliance of Professionals of Commercial Actions). Our MD Philippe Cadiou is the current President

Since October 2017, our agency has anticipated the transition to become **GDPR compliant**



**EcoVadis** provides expertise on Corporate Social Responsibility (CSR), covering 150 purchase categories and 21 CSR indicators.



Belonging to an American group, we must respect the strict rules imposed by **SARBANES & OXLEY (SOX) laws**.



**Regular audits** are carried out by KPMG on the checkpoints imposed by SOX (Information Security, Finance, IT ...)



Sponsors of the Montrouge Young Achievement Awards, **we assist young entrepreneurs** in the definition of their business plans

We are part of the **Omniwomen initiative** launched in France in 2017 to promote the advancement of women in business

Supplier of paper and envelopes, Antelope provides employment opportunities to people with disabilities

Donation of computer equipment to Ecodair who recycles and provides employment opportunities to people with disabilities



# Why choose Daytona?

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25 years of experience

13 trophies in 12 years

The agility of an SME, the strength of the Omnicom Group

An ecosystem of services that cover all your needs in Sell-In & Sell-Out, Training, Event and Business Intelligence

Multi-sector and multi-channel expertise

A trusted and committed partner

An innovative agency

**Daytona**  
Cosine Group

**SALES ACTIVATOR**

## CONTACT US

### **Philippe Cadiou**

*Managing Director*

[philippe.cadiou@daytona.fr](mailto:philippe.cadiou@daytona.fr)

+33 1 72 70 00 02

### **Brandon Pusey**

*Sales & Marketing Director*

[brandon.pusey@daytona.fr](mailto:brandon.pusey@daytona.fr)

+33 1 72 70 00 33

## JOIN US

106 avenue Marx Dormoy

92120 Montrouge

France

**[www.daytona.fr](http://www.daytona.fr)**

+33 (0)1 72 70 00 00

[contact@daytona.fr](mailto:contact@daytona.fr)

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