



WELCOME TO BETC



THE BETC CASE: ELEVATING CLIENT EXPERIENCES THROUGH ART AND HOSPITALITY

Background on BETC:

- BETC is a renowned French advertising agency founded in Paris in 1995.
- The company's name stands for Babinet, Erra, and Tong Cuong, the founding members.
- Known for its creative vision, BETC emphasizes the importance of art and culture in its brand identity and business strategy.

The Challenge:

- BETC wanted to create a memorable and unique experience for clients visiting their headquarters.
- Their goal was to establish an environment that reflected their values, particularly their deep connection to art, creativity, and innovation.
- They needed a partner to design and manage this experience seamlessly, ensuring every interaction aligned with their high standards.



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CityOne's Role:

- CityOne was tasked with transforming BETC's lobby into a space that not only welcomed clients but also showcased BETC's commitment to art and culture.
- The concept involved creating an art gallery within the lobby, featuring rotating exhibitions. This dynamic setup ensured the space remained fresh, engaging, and reflective of BETC's creative ethos.

Experiential Marketing in Action:

1. Art as a Storytelling Tool:

- The constantly changing exhibitions served as a visual narrative of BETC's values, highlighting their commitment to creativity and innovation.
- Each exhibit became a talking point, fostering deeper connections with clients and leaving a lasting impression.



Immersive Client Experiences:

- Visitors didn't just enter a reception area—they stepped into an art experience that reflected BETC's unique identity.
- This immersive approach positioned BETC as a forward-thinking, culturally attuned agency.

Strategic Business Impact:

- The curated art gallery elevated BETC's client interactions, helping them stand out in the competitive advertising industry.
- This innovative hospitality approach strengthened client relationships, increased sales, and encouraged repeat business by creating a memorable and distinctive first impression.

Results:

- The art gallery lobby became a key differentiator for BETC, aligning their physical space with their brand values.
- It reinforced BETC's reputation as an agency that values creativity, innovation, and cultural engagement.
- CityOne's successful implementation showcased how experiential marketing can transform traditional hospitality into a strategic business tool.



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The BETC case exemplifies how experiential marketing principles can:

1. Enhance Brand Identity: By aligning the client experience with the company's core values.
2. Create Emotional Connections: Through immersive and memorable interactions.
3. Drive Business Success: By differentiating the brand and fostering stronger client relationships.

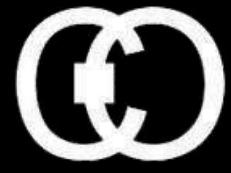
JANVIER 2025

CITY • ONE

HOSPITALITY



REINVENT RECEPTION, INSPIRE EXPERIENCE



CITY • ONE



WHO'S CITY ONE

Founded in **1991** by **Sophie Pécriaux**, City One is a major player in the hospitality and hospitality-related services sector. The group offers a diverse range of services, including:

- **Company reception:** management of physical and telephone reception to enhance the image of companies.
- **Event reception:** provision of qualified hosts and hostesses for prestigious events, trade fairs and point-of-sale events.
- **Passenger Services:** Assistance in the airport and rail sectors, including check-in, boarding and baggage dispute management.
- **Temporary work:** provision of temporary staff for various sectors, such as tertiary, medical, transport and logistics.
- **Space concession:** management of high-end event spaces, combining creativity and flawless management.
- **Logistics and handling:** baggage handling and logistics services within airports.

Its main clients include **SNCF** and **Air France**.

City One is recognized for its professionalism and expertise in the organization and management of large-scale events.



WHAT IS HOSPITALITY ?

Hospitality refers to everything related to **welcoming** and **serving guests** in places like **hotels, restaurants, spas, airlines, and cruise ships**. The main goal is to create a pleasant and memorable experience for customers by ensuring their comfort, well-being, and satisfaction.

In simple terms, it's **the art of making people feel welcome and taken care of** in tourism, luxury, or food service environments. It's an industry where customer service, attention to detail, and creating a great experience are key!



THE CHALLENGES

Staff shortages : There aren't enough qualified employees in hotels and restaurants, as many left the industry after the pandemic.

Higher customer expectations : Guests want personalized, fast, and high-quality experiences, often supported by new technologies.

Sustainability & CSR : Hospitality businesses need to be more eco-friendly (less plastic, reduced waste, responsible sourcing) to meet consumer expectations.

Technology & digitalization : AI, online bookings, contactless check-ins, and chatbots are changing how customers interact with hotels and restaurants.

Increased competition : Platforms like Airbnb force hotels to work harder to stand out.

Hygiene & safety standards : Cleanliness and safety expectations have risen, especially after Covid-19.

Rising costs & inflation : Higher prices for raw materials, energy, and wages put pressure on profitability.

Hybrid experiences  + : Mixing physical and digital experiences (e.g., QR code menus, AR in hotels) is becoming essential.

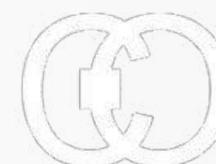


TOWARDS A MODERN AND DISTINCTIVE WELCOME FOR CITY ONE HOSPITALITY

City One Hospitality must stand out in a sector where players like Armonia Hospitality are adopting a modern and '**next-gen**' image.

Some competitors, such as **Circles by Sodexo** and **Welcome at Work**, are going even further with immersive and personalized welcome experiences, centered on well-being and connectivity.

Objective: Create a captivating reception concept, with unique storytelling, which will make City One Hospitality a key and innovative player in corporate hospitality.



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PROJECT ROADMAP

Dual Expertise: A 3-Part Strategic Approach

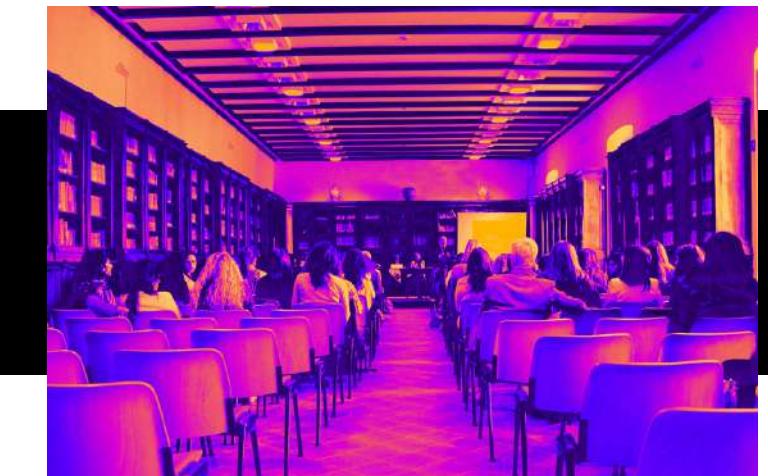


Student Project - Benchmark & Innovation

Competitive analysis by Hospitality students to identify innovative ideas and “next-gen” trends.

Design & Deployment of an Innovative Concept

Development of a unique and modern reception concept, tested and optimized for successful implementation at City One.



Interactive Experience & Gamification

Immersive modules and gamification for staff, strengthening customer engagement and boosting City One's offering.

STUDENT PROJECT - BENCHMARK & INNOVATION

ALIGNING EXPECTATIONS FOR A SHARED VISION

Identify key trends and opportunities to position City One in an innovative way.

- **Next-Gen Spirit and Innovation:** Armonia and Welcome at Work stand out with their connected services and a young and dynamic welcoming atmosphere.
- **Personalization:** Sodexo Circles offers a tailor-made welcome, aligned with the specific values of each client.
- **CSR commitment:** Elior/Maison A promotes an eco-responsible approach, integrating social and ecological values.

Academic Project in Synergy:

Students will conduct an in-depth benchmark, analyzing the strengths and innovations of each competitor.

Their perspective will bring wild sketches of fresh ideas and solutions in line with current expectations, opening new avenues for City One.



DESIGN & DEPLOYMENT OF AN INNOVATIVE CONCEPT

Develop an attractive and distinctive welcome offer, inspired by the best practices in the sector.

Personalization and Customer Experience

Attentive welcome, designed to create unique moments for each visitor. Immersive reception areas for a memorable and engaging experience.

Inspired Design and Unique Ambiance

Careful aesthetics with elements that reinforce the identity and standing of City One.

Integrated Technology

Proposal of connected solutions to enrich and simplify the reception experience.

Training and Committed Culture

Teams formed to reflect a dynamic and modern image, reinforcing the “next-gen” image of City One.

Engagement RSE

Eco-responsible approach aligned with current expectations in terms of ethics and sustainability.

Brand Storytelling

Differentiating positioning which promotes reception as a true signature of City One.



INTERACTIVE EXPERIENCE & GAMIFICATION

DESIGNING A TAILORED STRATEGY FOR SUCCESS

Enrich the training offer with innovative **gamification** modules to maximize engagement and strengthen the attractiveness of City One as an employer.

Reinforced Employer Brand: Interactive and modern training positions City One as an attractive employer, promoting innovation and talent development.

Talent Retention and Attraction: This engaging approach attracts new talent while strengthening the commitment of current teams.

Added Value in Communication: Gamification offers opportunities for impactful communication, allowing City One to promote its commitment to the development and well-being of its employees.

Modernized Hospitality Culture: These trainings promote a proactive, responsive team aligned with the expectations of today's customers, creating a unique and memorable customer experience.

