



VLAD LANDAU BOOK

Digital Branding - Customer Experience - AI Services Automation



EXPERIENCE / SKILLS



DIGITAL TRANSFORMATION

Loop into Circular Economy
Loop into Circular Economy
Loop into Circular Economy
Loop into Circular Economy

Highly Commended
The Circular 2018

DIGITAL STRATEGY

Digital Content Journey
How to Improve!
Social Selling Funnel
Social Selling Campaign

ALEXA VOICE APP & CHATBOT

Alexa Skills for Alexa
HEALTH VOICE SERVICES
Messenger Chatbot @safetytips

UX/UI DESIGN

SHOES
beach surf & sun hotel

STORY TELLING & CONTENT MARKETING

White paper & Webinar
Video: How to
Video: What is

LEAD GENERATION CAMPAIGN

LinkedIn post
Call to Action post
Banner / display advertising
Webinar landing page

VIDEO ASSETS PRODUCTION

VOICE
WHAT IS THE GOOGLE ANSWER BOX?

GLOBAL CONSUMER PROMOTION

A Comprehensive iTunes
Promotional Package
20,000,000 Free Songs

MOBILE PHONE + APP LAUNCH

Samsung GALAXY mini
APPLI

DIGITAL TRANSFORMATION



Digital transformation initiative to accelerate the transition to a circular economy and create differentiation at scale from competition.

Digitalise the recycling process of print cartridges with a mobile app and smart eco boxes linked to a reverse logistic services.

Missions: Program launch, mobile app and smart box dev, video et web site production. Nominated at The Circulars 2016 Awards.

Result: 12K customers, 150K ecobox orders / year, 3 Million cartridges collected & recycled per year, 1 out of 3 cartridges reused

LOOP INTO CIRCULAR ECONOMY
EXPERIENCE INNOVATIVE RECYCLING SERVICES VIA LEXMARK MOBILE APPLICATION
Download app and join Lexmark Cartridge Collection Program at www.lexmark.com/lccp

LOOP INTO CIRCULAR ECONOMY
EXPERIENCE INNOVATIVE RECYCLING SERVICES VIA LEXMARK CARTRIDGE COLLECTION PROGRAM
Join Lexmark's Lexmark Cartridge Collection Program (LCCP) powered by 20% of Lexmark's toner cartridges from shipping up to 100 miles, just using any old printing container services to return empty cartridges, we will create and recycle them into the Lexmark EcoBox. Customers get up to 25% recycled content.

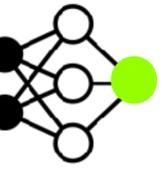
LOOP INTO CIRCULAR ECONOMY
EXPERIENCE INNOVATIVE RECYCLING TECHNOLOGY VIA LEXMARK PRINT CARTRIDGES
Download app and join Lexmark Cartridge Collection Program at www.lexmark.com/lccp
USE 25% PCR BY 2018

LOOP INTO CIRCULAR ECONOMY
EXPERIENCE INNOVATIVE RECYCLING TECHNOLOGY VIA LEXMARK CORPORATE CARTRIDGES
Download app and join Lexmark Cartridge Collection Program at www.lexmark.com/lccp
UP TO 90% REUSED COMPONENTS

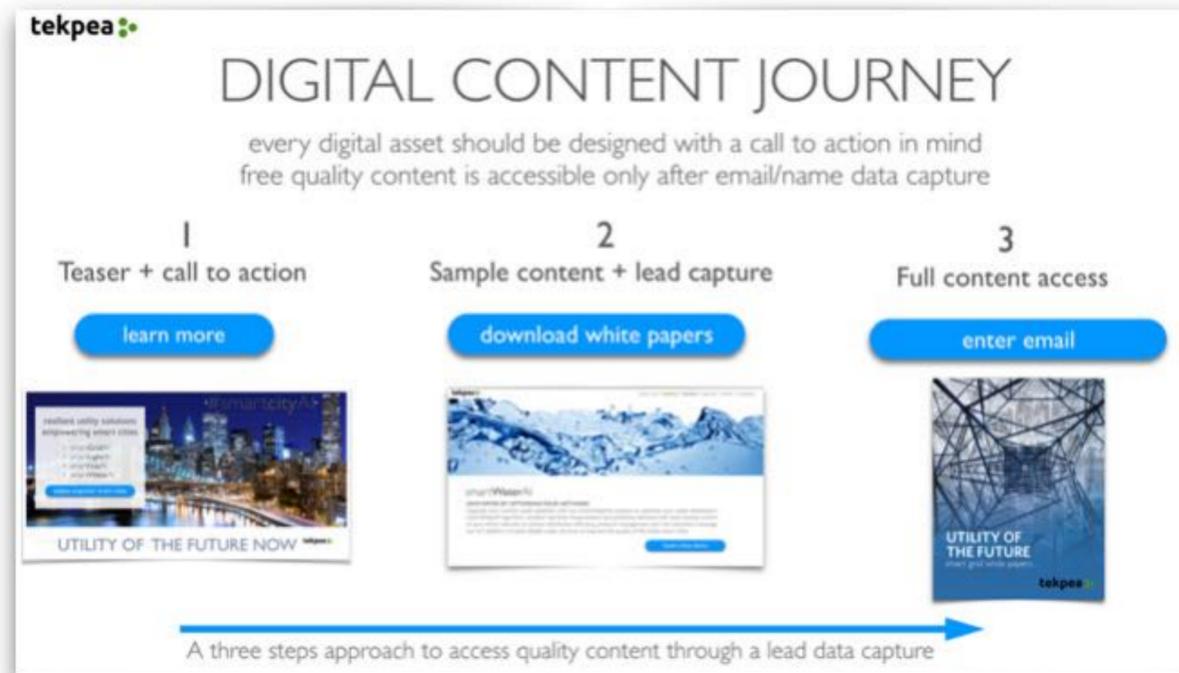
We offer innovative recycling services

The Circulars 2016
HIGHLY COMMENDED
theirculars.org
In collaboration with Accenture
Sponsored by: BT / Ecobis / Alliance Trust / SAP/HP
Media partner: Foruma

DIGITAL STRATEGY



Design global digital roadmap and mid-term plan, ensure alignment between objectives, execution and resources allocation. Missions: Translate business objectives into application specifications and requirements. Provide guidelines to the local markets.



HOW TO IMPROVE?

- Simplification**
 - Less is more
 - No out dated info
 - Visual experience
- Messaging**
 - Who is your target?
 - What are your target's problems?
 - What do you want to say?
- User Experience**
 - How do you say it?
 - How to deliver added value?
 - Identify use case
- Content strategy**
 - Free quality content
 - white papers / case study
 - webinar / video
- Add call to action**
 - Learn more
 - More info
 - Check video
 - Read article
- Add lead generation**
 - Book a demo
 - Register to our webinar
 - Download our white papers
 - LinkedIn / Tweeter
- Add data capture**
 - subscribe to newsletter
 - Career site
 - Contact Us
- SEO**
 - Keywords & meta data
 - Cross linking with article/blog
 - Social media

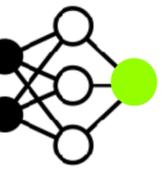


SOCIAL SELLING CAMPAIGN

create a linkedIn social campaign on smart cities empowered by tekpea
infographic - article - case study - white papers - webinar - video
opinion leadership by quality content

- 1**
- 2**
- 3**

STORY TELLING & CONTENT MARKETING



Create and deliver a content package on Voice Search SEO including white papers, article, video, training and guideline.
Missions: research, story telling, story boarding, copywriting, assets production and publication, project management.



VOICE SEARCH WHITE PAPERS

Voice Search is the most disruptive opportunity for a marketer today! Understand how this method of search and discovery via virtual assistant will change buying cycles, consumer experience and even brand preferences for the year to come. Learn how to increase your brand visibility in the era of voice search.

Personalise your experience with skills.

JOIN THE VOICE SEARCH WEBINAR

30th May 2018 - 11am CET

[MORE INFO](#)

White papers & Webinar

Checklist & Quick Guide

What is the best content strategy for voice search?

Voice Search Optimization

- Optimize to short attention spans
- Check out your competitors
- Create a FAQ page
- Answer the five W's & H
- Explain steps to complete tasks
- Highlight the best options for customers
- Include a definition statement
- Focus on structuring content in a way that matches consumer intent
- Use a schema markup
- Produce in-depth content
- Understand the search intent
- Track performance

Is your brand ready for a voice experience?

Guidelines

Blog articles

IS YOUR BUSINESS OPTIMIZED FOR THE VOICE SEARCH REVOLUTION?

By 2021, 59% of all searches will be voice searches according to ComScore. Voice Search is the most disruptive opportunity for a marketer today! Understand how this method of search and discovery via virtual assistants will change buying cycles, consumer experience and even brand preferences for the years to come. Learn how to increase your brand visibility in the search era.

Voice search quick stats

- By 2021, 59% of all searches will be voice searches.
- 2 in 5 say voice-activated devices are essential to their lives.

Blog articles

Video: How to

VOICE

HOW TO OPTIMIZE CONTENT FOR VOICE SEARCH?

Video: How to

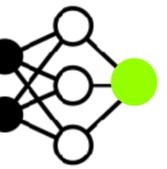
Video: What is

VOICE

WHAT IS THE GOOGLE ANSWER BOX?

Video: What is

LEAD GENERATION CAMPAIGN



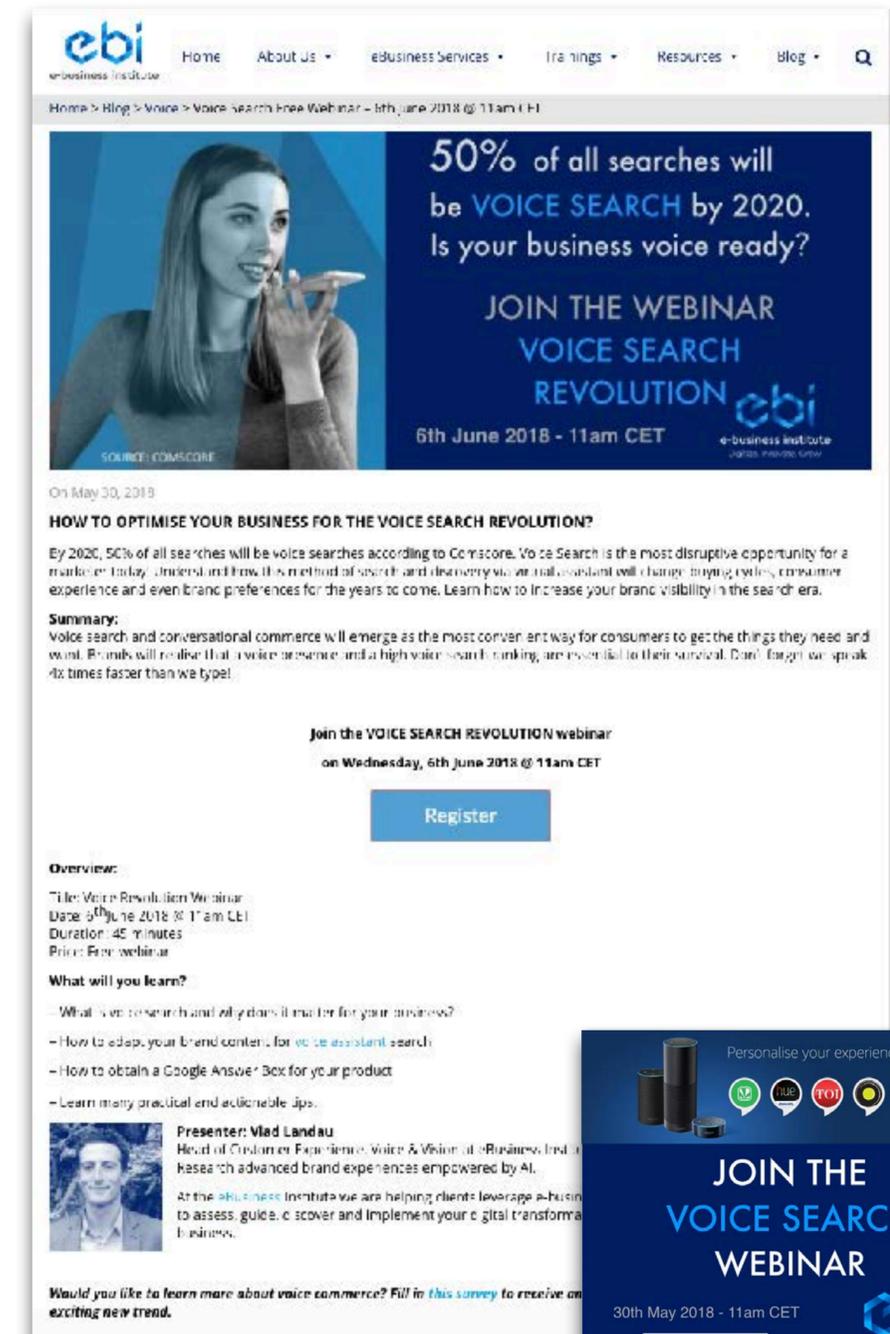
Create a social media and display advertisement campaign to increase webinar registration and white papers downloads.
Missions: assets creation, campaign management, audience targeting / CRM, PPC bidding, analytics, webinar registration & speaker.



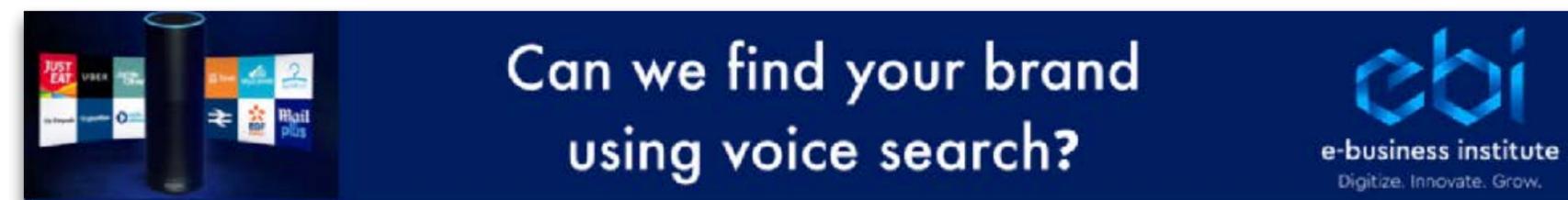
LinkedIn post



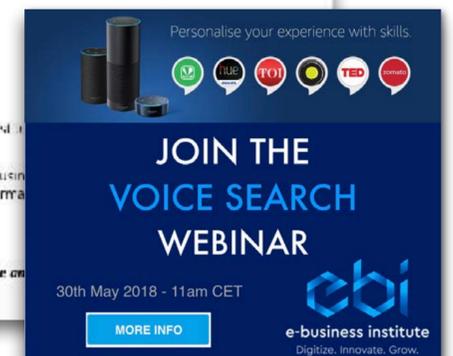
Call To Action post



Webinar landing page



Banner / display advertising



AI PLATFORM SERVICES : VOICE APP & CHATBOT

Design thinking of new AI services that enhance the customer experience with automation and voice control.
Missions: Agile methodology to define customer journey, app specifications and requirements, conversational flow



Alert SOS

alertSOS skills for Alexa



HEALTH VOICE SERVICES



alertSOS alertMEDICINE safetyTIPS

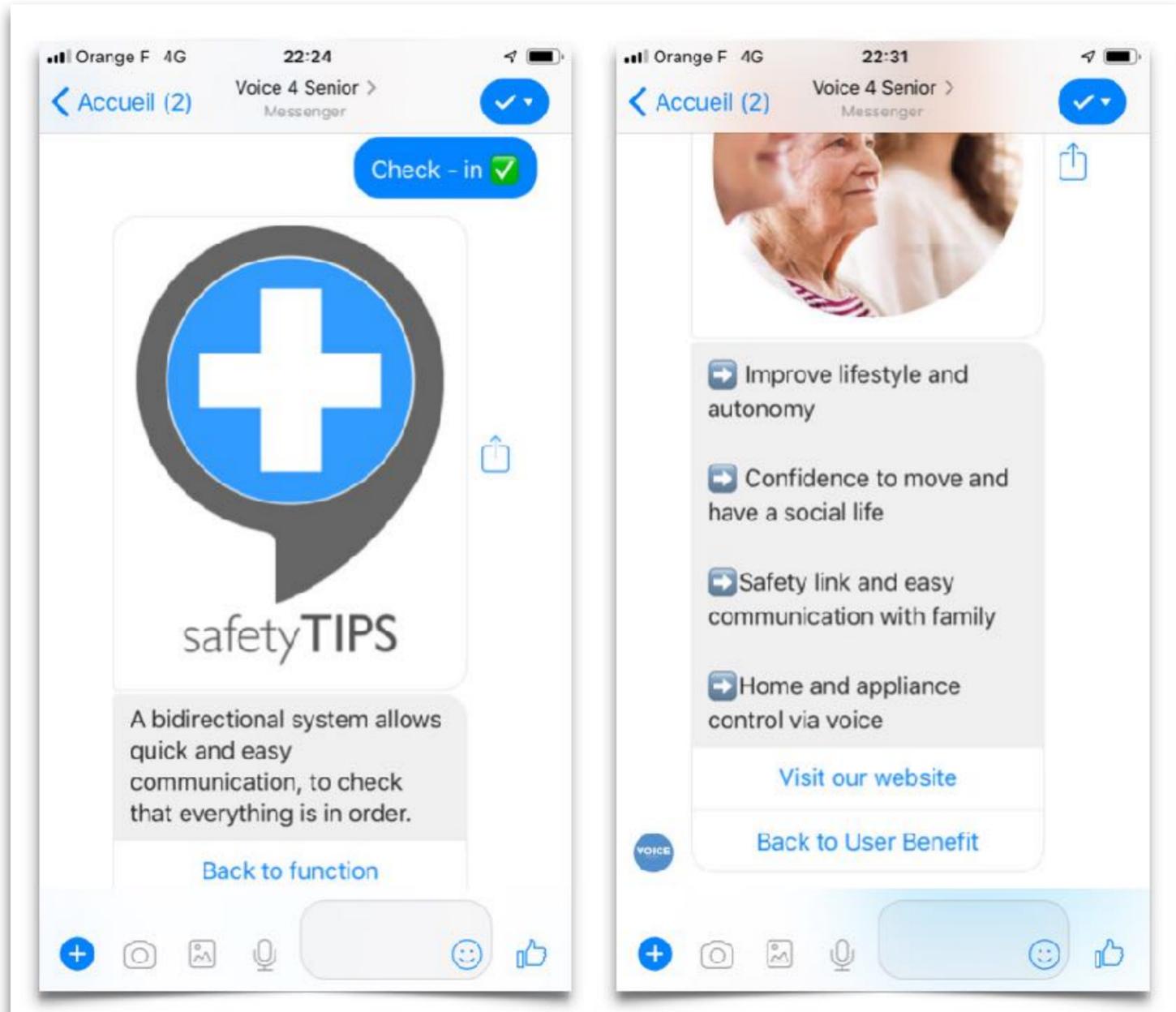


Be safe at home with AlertSOS skill for Alexa



Better medication with the alertMEDICINE skill reminder

Soon on Amazon Alexa Skills Store



Orange F 4G 22:24

Accueil (2) Voice 4 Senior > Messenger

Check - in ✓



safetyTIPS

A bidirectional system allows quick and easy communication, to check that everything is in order.

Back to function



Improve lifestyle and autonomy

Confidence to move and have a social life

Safety link and easy communication with family

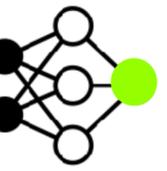
Home and appliance control via voice

Visit our website

Back to User Benefit

Messenger ChatBot: m.me/Voice4Senior

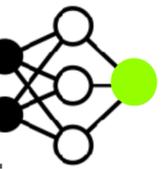
SOCIAL MEDIA CONTENT CALENDAR



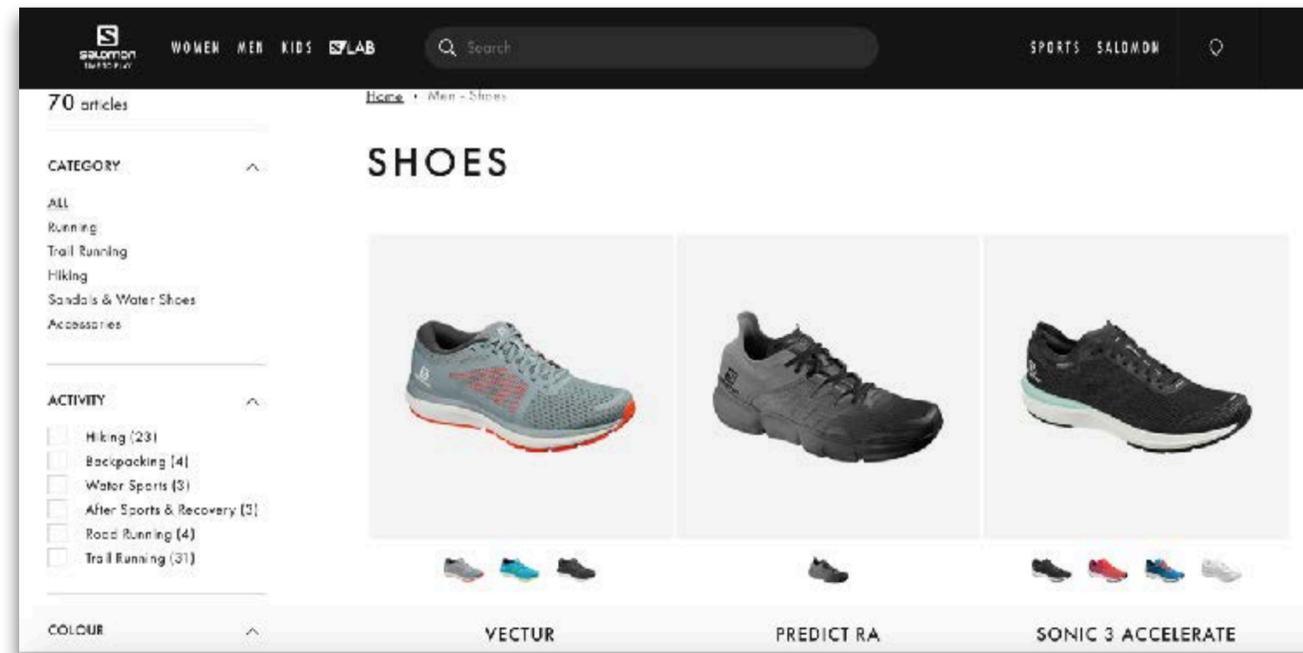
Ideate and publish a monthly/quarterly content plan for social media posts that engage and resonate with the target audience.
Missions: Story telling, art direction, copywriting, assets creation, A/B testing, posting planification & automation

	week1	week2	week3	week4
month1				
month2				
month3				
month4				

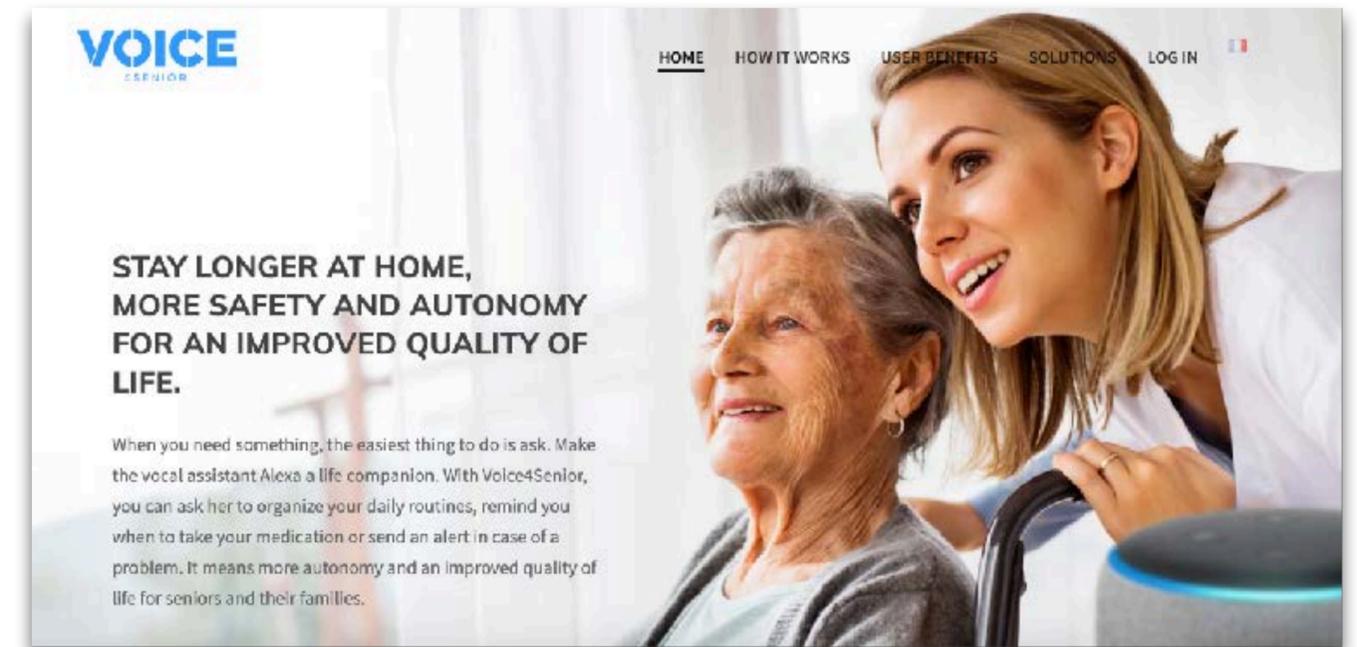
WEB & E-SHOP UX/UI DESIGN



Design cutting edge web and shopping user experience with simplified information architecture, quality content and art direction. Missions: design, copywriting, A/B testing, front-end dev or project management and agency coaching (Salomon, Duracell, Oxbow)



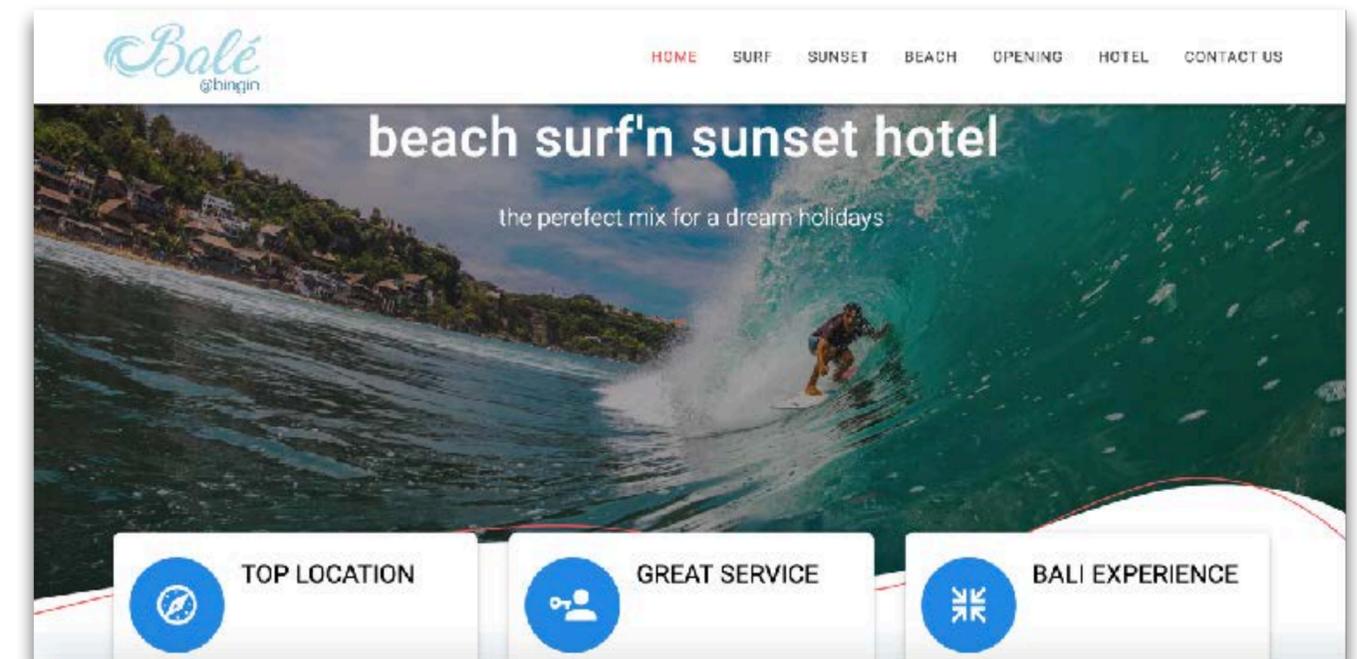
www.salomon.com



www.voice4senior.com

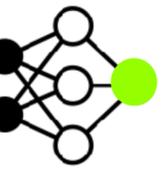


www.tekpea.com



www.balebinginbeach.com

VIDEO ASSETS PRODUCTION



Ideation and production of video assets from “How to” video up to training and product launch video or 3D animation. Missions include storyboard definition, scripting, shooting coordination, validation of editing, diffusion on social media.



<https://www.youtube.com/watch?v=0OCma8uj7ao>

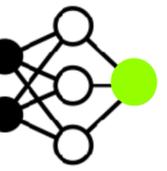


https://youtu.be/eTX_yih-A_U



<https://youtu.be/YyoiF2svlOk>

GLOBAL CONSUMER PROMOTION



Define, create and implement a global sales promotion in-pack/in-store/on-line bridging the off-line & on-line shopper experience. Missions: iTunes partnership negotiation, project management and agency coaching, validation of all the creative development and promotion mechanics, overlooking the logistics and market coordination as well as the post analysis (+0,6 market share vs Y-1)

A Comprehensive iTunes Promotional Package

DURACELL
Free Song on iTunes with every pack

Check details www.duracell.com/itunes

+ 10 iPod Hi-Fi to be won
6 DURACELL batteries included

Promotional Package

DURACELL
3 Free Songs on iTunes

DURACELL
3 Free Songs on iTunes

20,000,000 Free Songs

Duracell has teamed up with iTunes, THE market leader in legal digital music downloads, to present our most exciting partnership ever. Every promotional pack will carry a code for a free song download on iTunes...

- 1** Purchase a promotional pack, find the code & go to www.duracell.com/itunes
- 2** Answer a multiple choice question to enter into a draw to win an iPod Hi-Fi
- 3** Register your details
- 4** iTunes launches, input your code & redeem your song!
Those without iTunes will be asked if they wish to download it first.

Display

Floor Sticker

Standee Free Song on iTunes with every Duracell pack

MOBILE PHONE + APP LAUNCH



Launch a Limited edition Samsung X Oxbow phone with an android app in exclusivity for Virgin mobile.
 Missions: secure partnership, create mobile app and launch assets, set up the website to redeem the phone back cover.

OXBOW

SAMSUNG

Samsung **GALAXY mini**

Virgin mobile
Détendu du mobile

CUSTOMISE TON MOBILE

OXBOW ——— **OXBOWPHONE.COM** ———

SCAN ET GAGNE*

1 STAGE DE SURF VIP
1 SURF OXBOW
20 TEESHIRTS

OXBOWPHONE.COM

* Jeu sans obligation d'achat, participation et règlement sur www.oxbowphone.com

APPLI OXBOW

Découvre les vidéos de nos riders en exclusivité sur ton smartphone

Samsung GALAXY mini

HSDPA	HSDPA Bi-bande (900/2100 MHz)
EDGE/GPRS	EDGE/GPRS Quadri-bande (850/900/1800/1900 MHz)
	Ecran 3.14" QVGA TFT
	Appareil photo 3 Mégapixels
TouchWiz	Interface TouchWiz
	GPS
WiFi CERTIFIED	Wi-Fi 802.11 b/g/n
	Batterie Li-ion 1200 mAh

GT-S5570

www.samsungmobile.fr Images non contractuelles