



BABY BOOST SOLUTIONS

STAY STRONG... ALWAYS!

**BBS** IS THE FIRST AGENCY  
TO SPECIALIZE IN BABYCARE PRODUCTS & THE TOY MARKET IN FRANCE

► RETAILERS' TRAINING ► STORE EVENTS  
► MERCHANDISING ► MARKETING RESEARCH ► STRATEGY CONSULTING



**BBS**, thanks to its managing director Christophe BOUGOUIN, provides you with 20 years' experience in the development, creativity and management of premium childcare products and toy brands.

Baby Boost Solutions offers bespoke solutions to boost your business and your sales through in-store trainings and branding given its thorough understanding of the offer and the market players.

The aim of BBS is not only to be your operational relay and spokesperson when interacting with stores (over 3,500 sales consultants in the specialized distribution of childcare products), it is also to offer you tools and mirror market analysis to simplify your strategic, commercial and marketing decision making process.

BBS intervenes with its teams of course leaders-trainers, organized over 12 regions in France, on the childcare products and toy market networks: hypermarkets, retailers, centralized and franchised babycare stores as well as pharmacy circuits, recreational leisure chains, electronics... regardless of the type of products.



BABY BOOST SOLUTIONS is organised around **5 BBS areas of competence**:

#### **BABY BOOST SCHOOL: RETAILERS' TRAINING**

- Organization of TRAINING sessions at your customers' baby products and toy stores
- Targeting in line with your planning, your strategy and your targeted networks

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#### **BABY BOOST SHOW: STORE EVENTS DEMONSTRATIONS**

- Availability of demonstrators for :
  - Consumer or Trade Shows
  - In store actions (open days, workshops, baby wish lists ...).

2

#### **BABY BOOST SHOP SERVICE: POS MERCHANDISING**

- Establishment of POS, furniture assembly and bedroom corner
- Merchandising, linear implantation
- Mystery Client Operation

3

#### **BABY BOOST STUDY: MARKETING STUDIES**

- DNA and brand territory
- Quantitative and qualitative surveys in stores
- Awareness survey

4

#### **BABY BOOST STRATEGY: ADVICE**

Commercial & marketing strategy consulting for managers in the French and international childcare products market.

5

# OUR STRENGTHS: PROXIMITY, REACTIVITY, EXPERTISE.

## ► PROXIMITY AND REACTIVITY: OUR TEAMS OF COURSE LEADERS/TRAINERS IN 12 REGIONS

For optimal performance, the BBS services are provided by our carefully recruited teams, all trained in sales and argumentation techniques specific to each project. Our operational presence throughout France is organized into **12 areas of mobile teams**:

REGIONAL ORGANISATION OF BABY BOOST SOLUTIONS COURSE LEADERS / POINTS OF SALE								
Regions	PROVENCE-ALPS-COTE D'AZUR		SOUTH WEST		CENTRE FR		CORSICA	
TRAINING REGION	1		2		3		4	
RECRUITMENT AREA	AIX	MONTPELLIER NIMES	TOULOUSE	BORDEAUX	TOURS	CLERMONT F	AJACCIO	BASTIA
Regions	NORTH / PAS DE CALAIS		RHONE ALPES		PAY DE LOIRE / BRITTANY		UPPER AND LOWER NORMANDY	
TRAINING REGION	5		6		7		8	
RECRUITMENT AREA	AMIENS	LILLE	LYON	CHAMBERY	NANTES ANGERS	RENNES VANNES	CAEN	ROUEN
Regions	ALSACE/ FRANCHE COMTE		CHAMPAGNE ARDENNES		PARIS AND THE GREATER PARIS AREA			
TRAINING REGION	9		10		11		12	
RECRUITMENT AREA	BESANCON	MULHOUSE STRASBOURG	NANCY	TROYES REIMS	NORTH EAST PARIS REGION	PARIS	SOUTH EAST PARIS REGION	SOUTH WEST/WEST PARIS REGION

MORE THAN 650 STORES SPECIALIZED IN BABY CARE PRODUCTS  
CORPORATE , FRANCHISED AND INDEPENDANT, MORE THAN 3500 SALES STAFF TO TRAIN...  
...AND MORE THAN 2000 STORES SPECIALIZED IN TOYS



# OUR STRENGTHS: PROXIMITY, REACTIVITY, EXPERTISE.

## ► EXPERTISE FOR AN EFFECTIVE PROCESS AND COMPLETE RESPECT OF YOUR BRAND'S UNIVERSE

### « EXPERT ONE » SALES, MARKETING, MANAGEMENT, STRATEGY

**THE EXTENSIVE EXPERIENCE OF CHRISTOPHE BOUGOUIN**,  
director and founder of Baby Boost Solutions, was forged in the childcare  
products and toy industries :

- Trade marketing manager
- Manager for the promotion of sales and merchandising
- Commercial and marketing director
- Director of French and international trade transactions
- SME Managing Director
- Management of the corporate sales team and of reps acting for several firms
- Management of key accounts
- Country manager



### « EXPERT TWO » COMMUNICATIONS AND THE BRAND'S DNA

BBS also offers to format your training and events tools through its partnership  
with the communications agency **DOUBLE B**

[www.doubleb.fr](http://www.doubleb.fr)



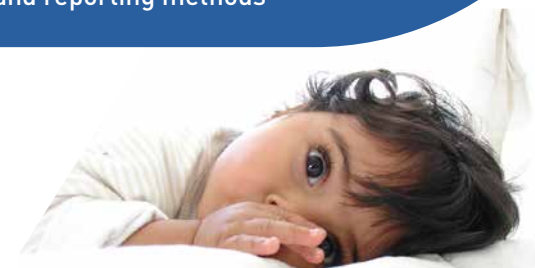
## YOUR NEEDS :

- ▶ You wish to reinforce your position as both leader and expert of your market segment vis-à-vis your competitors
- ▶ You are launching a new product, new concept, new product range and you want your retailers' sales teams to be efficient... from the moment the products arrive in the store.
- ▶ You want to develop the attachment of your sales consultants and of your customers to your brand.
- ▶ You want to distinguish yourself from your competitors thanks to a better understanding of your product's specificities.
- ▶ You want to increase multi-channel sales thanks to thorough knowledge of your brand in store.

The « **BBSCHOOL in store** » implements, organizes and conducts your sales consultants' TRAINING courses in your customers' babycare and toy stores. Operations are according to your agenda, your strategy and in-store targeted markets. Be it for specialist corporate chains such as AUBERT / ORCHESTRA/ TOYS R US / NATALYS/ALLO BEBE/OXYBUL /GRANDE RECREE / DARTY/ NATURE ET DECOUVERTES... or franchised stores such as BEBE9/AUTOUR DE BEBE/ MADE4BABY/ JOUECLUB... **BBS builds on its recognized on-site expertise and proven knowledge of its recruitment processes, training and reporting methods**

## OUR VISION :

### THE TRANSFER OF VALUE



## ▶ THE STAGES OF A BBS TRAINING SESSION

### ▶ PRE-TRAINING SESSION (PREPARATION CARRIED OUT IN COLLABORATION WITH THE CLIENT)

- ▶ Integration by BBS of the identity and DNA of the Partner's Brands
- ▶ Comprehension and Technical analysis of the range to be presented
- ▶ Drafting and layout of the training documents
- ▶ Customer targeting

### ▶ «IN LIVE» SESSION (CARRIED OUT BY BBS)

- ▶ Regional training by the 10 Childcare products mobile training teams
  - Transmission and awareness of brand values
  - Product demonstration training
- ▶ On-site project monitoring and follow-up of the BBS trainers assured by C BOUGOUIN
- ▶ Daily Reporting by the teams of mobile Trainers
- ▶ Weekly BBS-to client conference call report

### ▶ POST-TRAINING SESSIONS

- ▶ Full report at the end of the BBS training session
  - Quantitative
  - Qualitative
  - A nominative list of the staff trained during the training session
- ▶ BBS Knowledge Quiz Test



## ▶ THE + POINTS OF THE BABY BOOST SCHOOL TRAININGS THE BBS CERTIFICATION

### OUR BBSCHOOL CERTIFICATE

#### BBSCHOOL CERTIFICATE

- ▶ BBS offers in-store training recognized by the issuing of our training certificate :  
The Babyboost School certificate is customized to your brand.
- ▶ Training certificates are awarded by the BBS trainer at the end of the training session.

#### Our certificates are established by product category:

These include STROLLERS / CAR SAFETY / FURNITURE / BABY PHONES / CONNECTED PRODUCTS / BREASTFEEDING / BOTTLE FEEDING / ELECTRICAL FOOD APPLIANCES / BABY'S FIRST FOODS / BABY BATHTIME & BABY CARE / BEDROOM TEXTILES / BABY CLOTHES / MATERNITY CLOTHES / CARRYING BABY

### OUR EDUCATIONAL TOOLS

#### BBS QUIZZ

- ▶ A BBS QUIZ TEST on your brand is proposed and adapted during each training session. The aim of this quiz is to synthesize the key knowledge to be gained from the training and to control the level of acquisition and understanding of the brand's sales staff. It will be completed in a fun way and shared at the end of training by our BBS Childcare trainers and the store's team.
- ▶ This Quiz will be available to download during the training session:  
[www.babyboostsolutions.com](http://www.babyboostsolutions.com)

#### L'OBJECTIF DE CE CERTIFICAT :

- ▶ Develop the brand's expertise within your products' categories.
- ▶ Motivate and stimulate your customers' sales staff.
- ▶ Identify the trained staff and ensure a follow-up in line with the training session level of each store's teams.
- ▶ Ensure monitoring of the BBS mobile training team's activity.



#### MOBILE TRAINING TEAM'S ACTIVITY.

- ▶ The contents of the training pack, based on your own commercial and marketing documentation, will be established by your teams in collaboration with BBS and within the framework of the Baby Boost SCHOOL training session.
- ▶ The graphic design, in line with your own graphic charter and that of BBS, as well as the printing will be handled either by your communications/marketing dept. or by our communications' partner, the DoubleB agency / [www.doubleb.com](http://www.doubleb.com)

► YOU WANT TO HIGHLIGHT YOUR BRAND IN STORE OR ON YOUR STAND.

**Baby Boost Solutions** intervenes punctually in store or at a trade show to highlight your products and offer support to the store's sales teams:

- In-store open days
- In-store Baby Wish List Workshops
- Trade show
- Consumer shows



The BBS Merchandising teams organize in-store events and demonstrations as well as setting up the designated areas. Your area manager can be in charge of these events or they can be run independently by the BBS Trainers/Demonstrators.

TRADE SHOW/BRAND TRADE SHOW



CONSUMER SHOW



# BABY BOOST SHOP·SERVICE POS MERCHANDISING

- ▶ YOU WISH TO STRENGTHEN YOUR BRAND'S VALUE, OPTIMIZE THE SHELF-SPACE POSITION OF YOUR PRODUCTS OR HIGHLIGHT A STORE.

**Baby Boost Solutions** intervenes in-store to ensure the presence and showcasing of your products:

- ▶ Installation of the POS
- ▶ Validation of the POS presence
- ▶ Photo of shelf displays, shelf facing status
- ▶ Furniture assembly
- ▶ Implementation



**BBS Merchandising teams** work on the display area and assembly from start to finish (the preparation, setting up of the initial structure in accordance with a planogram, re-implantation...) These operations can be carried out with your area manager or independently by BBS Childcare products trainers/advisors.

YOU WISH TO HAVE THE NECESSARY MARKET INFORMATION TO ALLOW YOU TO TAKE THE BEST STRATEGIC MARKETING AND COMMERCIAL DECISIONS

**Baby Boost Solutions** offers to carry out the following studies through interviews, in-store surveys, hard data:

► **Brand survey:**

- To highlight, strengthen or reshape your brand identity, its territory, its DNA
- To create your Brand Book, a decision identity filter in order to stay consistent and remain focused as part of your development.

► **Brand awareness survey:**

- To assess the in-store recognition level of your brand among distributors and consumers

► **Panel of BABY BOOST SHOP Partners** (available 2nd quarter 2017):

- Subscription to the BABY BOOST BAROMETER Childcare quarterly. Statistics and market trends in specialist childcare product's stores based on the Baby Boost Panel cash outflows.
- Quantitative and qualitative survey undertaken by the panel, on a segment of a targeted market, according to request.



**BABY BOOST STUDY,**  
an outside view to validate  
your answers to the following questions:

«Why does it work and how  
to make the right choices to remain consistent and on course?»

«Go/No Go for a new range or the development of a segment?»

«Why it no longer works and how to get back on track?»

«Selective distribution or not? By which circuit?»

## ► SUPPORT

Baby Boost Consulting offers to assist SME managers in their strategic thinking, their analysis and their creativity.

To find the «Baby Boost solutions» which reply to their problems and their **MARKETING AND SALES** development ambitions.

- Product strategy, brand DNA, market positioning...
- Channel Management in France, setting up of effective structures and the organisation of the French market, French commercial policies...
- Europe, Asia, USA Markets Export Strategy...



## TO RESUME:

BABY BOOST SOLUTIONS WILL ACCOMPANY YOU  
IN YOUR DEVELOPMENT, YOUR BUSINESS STRATEGIES,  
YOUR AMBITIONS AS A PROFESSIONAL IN  
THE CHILDCARE MARKET...

### EXPERIENCE AND SKILLS

BABY BOOST SOLUTIONS trade experts  
provide operational and strategic support  
for each mission..

#### ► ORGANIZATION

An organization built around each key point of a  
mission: management, team building, quality mo-  
nitoring, performance management...

#### ► PROCESS

Rigorous processes enabling precise monitoring of  
on-site activity and of the results obtained.

► Each outsourced trade task is specific to each childcare  
brand and meets precise, unique issues.  
To offer customized, efficient «Baby Boost Solutions»  
to its customers.

*Baby Boost Solutions,  
Your success will be ours!*

From January 2017, in your customers' stores...



# YOUR PARTNERS

## CHILDCARE PRODUCTS



## TOYS



## OTHER LEADING BRANDS






AIM FAR... AIM FURTHER!



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