

# MATRICE DE POSITIONNEMENT MARKETING | MARCHÉ

		NATURE				SPORTS / BIEN-ÊTRE				CUISINE / CÉNOTOURISME				CULTURE / SAVOIR-FAIRE				ROMANTISME				VIE NOCTURNE				SHOPPING			
		☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀	☀
PARIS	Millennials									✓	✓			✓		✓						✓	✓			✓			
	Familles														✓											✓	✓	✓	✓
	Jeunes couples sans enfants									✓	✓			✓	✓	✓	✓	✓	✓	✓	✓					✓	✓	✓	✓
	Seniors													✓		✓										✓	✓	✓	✓
	Clientèle haute contribution					✓		✓		✓	✓			✓	✓	✓										✓	✓	✓	✓
VILLES	Millennials									✓		✓										✓	✓						
	Familles																									✓	✓		
	Jeunes couples sans enfants									✓	✓			✓	✓	✓	✓	✓	✓	✓	✓					✓	✓		
	Seniors									✓		✓		✓		✓										✓	✓	✓	✓
	Clientèle haute contribution									✓		✓		✓		✓										✓	✓	✓	✓
LITTORAL	Millennials	✓																											
	Familles																												
	Jeunes couples sans enfants																												
	Seniors																												
	Clientèle haute contribution																												
MONTAGNE	Millennials																												
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	Seniors																												
	Clientèle haute contribution																												
OUTRE-MER	Millennials	✓																											
	Familles																												
	Jeunes couples sans enfants																												
	Seniors																												
	Clientèle haute contribution																												

		SÉMINAIRES/RÉUNIONS/CONVENTIONS/CONFÉRENCES	LANCEMENTS DE PRODUITS/LANCEMENTS COMMERCIAUX	INCENTIVE/TEAM BUILDING	CONGRÈS	SALONS	VOYAGEURS D'AFFAIRES INDIVIDUELS					
		Medical	Scientific	IT	Energy	Insurance	Legal & law	Transport	Telecom	Sport & leisure	Automotive	Retail
PARIS	Corporate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	AGV événementielle	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	TMC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Associations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CÔTE D'AZUR	Corporate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	AGV événementielle	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	TMC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Associations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LYON	Corporate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	AGV événementielle	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	TMC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Associations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
BORDEAUX	Corporate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	AGV événementielle	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	TMC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Associations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
AUTRES VILLES	Corporate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	AGV événementielle	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	TMC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Associations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MONTAGNE	Corporate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	AGV événementielle	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	TMC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Associations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CAMPAGNE	Corporate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	AGV événementielle	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	TMC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Associations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LITTORAL	Corporate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	AGV événementielle	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	TMC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Associations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓