

Consulting in communication: establishing a strategy - 1/2

Each one of the different communication services provided by the Agency, includes an aspect of consulting, but Noir sur Blanc also has a specific division devoted to handling consulting within communication. This was set up for clients who are looking to assess their current position before launching a new communication strategy.

Strategy / Creating a map for communication

The strategy for acquiring a positive image cannot be improvised.

The Agency conducts strategic analyses that can be used as diagnostic tools. Created to enable the client to define the priority areas of communication, this service is intended to be incorporated into a global communication plan. We use an interactive methodology to ensure that the client can accomplish their goals.

Assessments, Inquiries and Market Studies

Whether it concerns the launch of a new product, or a market survey, businesses and institutions need to set precise goals.

Noir sur Blanc conducts different types of image evaluations and market surveys according to the specific needs of clients. The methodology and boundaries are defined by the nature of the assessment and the aims of the client.

1998: *The Agency moves once again within Paris, this time to Palais Royal.*

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Noir sur Blanc offers a full range of services:

High-speed evaluations:

Completed within just a few days, this type of dependable assessment offers an analysis of a client's internal and external communication.

Positioning evaluations:

Using a comparative strategy, this allows an organization to have an objective look at where it stands in relation to its competition.

Image evaluations:

More detailed than high-speed evaluations, this provides a comprehensive evaluation of a company's image. The Agency uses the views of journalists, employees, sub-contractors, and prospective collaborators for this assessment.

Market evaluations:

The Agency carries out market surveys in specific sectors, including those of higher education, business and government policy. These surveys can also be much more specific, for example the potential for a new product launch or student recruitment.

These different forms of evaluation, carried out within France or internationally, are based on methodology and specifications agreed upon by all concerned parties.