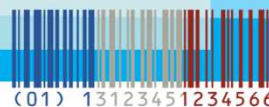


La mesure d'élasticité par questionnement direct et indirect : retour d'expérience

Florence Brunet

15 février 2018

Le Club du pricing
français



Sommaire

- 1** Revenu Management chez Reed Midem
- 2** Méthodes de mesure de la sensibilité
- 3** Enseignements et conseils





A global leader in the organisation of international professional markets.



ABOUT US

Mission and aim

OUR MISSION IS TO FACILITATE THE BUSINESS SUCCESS OF OUR CLIENTS, creating environments and offering services that enable them to **BUILD RELATIONSHIPS, LEARN, AND TRANSACT BUSINESS.**

We are dedicated to providing our clients with the ultimate in **PREMIUM-QUALITY INTERNATIONAL B-TO-B TRADE SHOWS, CONFERENCES AND NETWORKING OPPORTUNITIES.**

OUR AIM IS TO COVER THE FULL SPECTRUM OF THE MUSIC, TELEVISION, ESPORTS AND REAL ESTATE INDUSTRIES and best meet the needs of the wide range of participants at our event.



- 3 -



A global leader in the organisation of international professional markets.



ABOUT US

Our values

OUR VALUES, BELIEFS AND BEHAVIOURS ARE THE CORNERSTONE OF OUR BUSINESS CULTURE

- 
Multicultural
 The diversity of our employees and clients is at the core of our history and central to our future. It is the foundation that allows us to adapt and grow with respect and recognition for everyone.
- 
Excellent
 We aim to provide an exceptional level of quality for our clients, our employees and our partners. This is the reflection of our professionalism.
- 
Remarkable
 We aspire to make every experience and encounter unique and memorable for our clients.
- 
Considerate
 We are most effective when we value and care for the needs of our clients, our partners and our employees.
- 
Innovative
 Leadership in an ever-changing world requires a passion for creativity and freshness, continuous evolution and breaking of new ground.



- 4 -



AT A GLANCE

Key facts and figures

IN 2017, Reed MIDEM was:

participants **+71,700**

+8,500 Exhibiting companies

+29,200 registered companies

+1,980 Journalists in attendance

countries represented **141**

+79,940 m² Total exhibition surface

Reed MIDEM has supported the business community since the launch of MIPTV in Lyon.

1963



OUR STRUCTURE

A strong Group brand

Reed MIDEM today is a subsidiary of **REED EXHIBITIONS**, the world's leading events organiser, with over 500 events in over 30 countries, serving 43 industry sectors, throughout the Americas, Europe, the Middle East, Asia Pacific and Africa.

Reed Exhibitions is part of the **RELX Group**, a global provider of information and analytics for professional and business customers across industries.



OUR BUSINESS

Premium events in 6 sectors

OUR REAL ESTATE PROFESSIONAL MARKETS

Real estate, retail real estate and Prop Tech

include MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York for the **real estate** industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the **retail real estate** sector.

OUR ENTERTAINMENT TRADE EVENTS

TV & digital content, music and e-sports

include MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the **television and digital content** industries; MIDEM in Cannes for **music** professionals; Esports BAR in Cannes and in Miami for the **esports** business.



OUR CLIENTS

A trusted and valued partner

At Reed MIDEM, the key to being a global leader in our business is **TO BE A TRUSTED AND VALUED PARTNER FOR OUR CLIENTS.**

Through our brands and our people, we **CATALYSE COMMUNITIES, CURATE CONTENT AND CREATE EXCEPTIONAL ENVIRONMENTS, SERVICES AND EXPERIENCES. WE CONNECT, EMPOWER AND INSPIRE OUR CLIENTS TO ACHIEVE AND CELEBRATE THEIR BUSINESS OUTCOMES.**





OUR CLIENTS

Reasons to attend

Our events attract today's brightest and most influential entrepreneurs, leaders, investors, local authorities, journalists and bloggers **FROM MORE THAN 140 COUNTRIES TO:**

- **EXHIBIT & SHOWCASE** their brands, services and solutions to a targeted audience.
- **HOST** business meetings and events in one location and **REACH** the international market.
- **VISIT & NETWORK** in multiple exhibition halls, dedicated venues and at prestigious events.
- **LEARN** with high-level conferences and pitching sessions.



OUR SERVICES

All year round solutions

REED MIDEM OFFERS PRACTICAL, PREMIUM SERVICE SOLUTIONS TO FACILITATE CLIENTS' BUSINESS BEFORE, DURING AND AFTER THE SHOW.



Online database

to target and organise meetings in advance in a dedicated online area, and reach relevant executives in respective communities.



Digital communications

to find the useful event information on the websites, mobile apps, e-newsletters, blogs and social networks.



Publications

to stay informed ahead of and during the event with the preview, news, guide and programme publications.



Visibility opportunities

to build a tailored strategy and boost profiles, including panels, banners, mobile advertising and projections.



Resources centre

to discover exclusive information about industry trends and consumer insights by accessing full conference videos and executive interviews.



Press service

to reach out to relevant media with the help of a dedicated press team.





OUR SERVICES
On-site solutions

REED MIDEM OFFERS PRACTICAL, PREMIUM SERVICE SOLUTIONS TO SMOOTHEN CLIENTS' EXPERIENCE BEFORE, DURING AND AFTER THE SHOW.

- 
Travel and accommodation services
to prepare travel and transport logistics in advance.
- 
Stand management
to optimize exhibition space.
- 
Mobile apps
to follow the latest event news with smart-phone apps, including floor plan, conference search tool and Master Guide to Cannes.
- 
First-timer cocktail and discovery tour
to learn the ins and outs of the show and meet other first-timers.
- 
Clubs and on-site services
to access Internet and office equipment, claim VAT, do express deliveries, and more.
- 
Events
to provide PR assistance and tips from dedicated suppliers.

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1 - Revenue Management chez Reed Midem

REVENUE MANAGEMENT ET PRICING

De la création de poste 2015

- Audit de la maturité
- Création d'un process pricing et d'outils standardisés
- Identification des leviers de croissance
- Utilisation des toutes les données disponibles (commerciales, enquêtes post show)

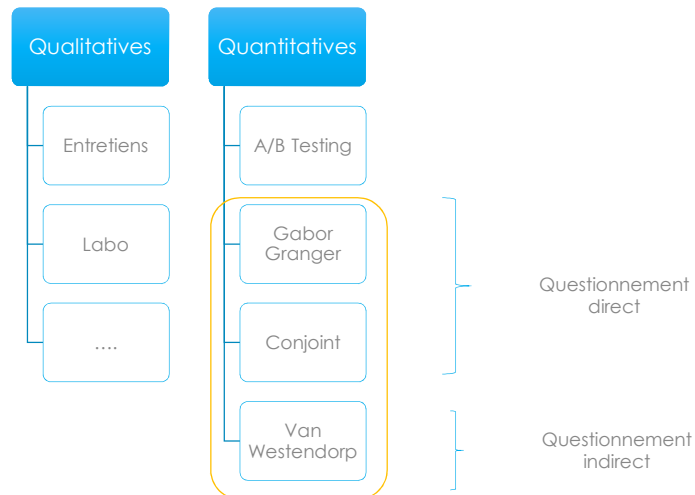
A la recherche de nouveaux leviers de croissance

- Enrichissement avec des données externes
 - Etudes pricing (Van Westendorp, Conjoint, value/need mapping)
 - Mesure de comportement (trafic, usage e)
- Utilisation de la Data Science pour prévoir la demande (modèles de phasing et de rétention)
- Aide à la décision grâce à l'indicateur de pricing power, des simulateurs de prix et des outils de suggestions de produits



2 - Méthodes de mesure de la sensibilité

TYPLOGIES



2 - Méthodes de mesure de la sensibilité

1 – GABOR GRANGER: OBJECTIFS ET MÉTHODE

Objectifs

- Tester la sensibilité au prix de clients ou prospects par un questionnaire direct
- Connaître le prix idéal pour un segment

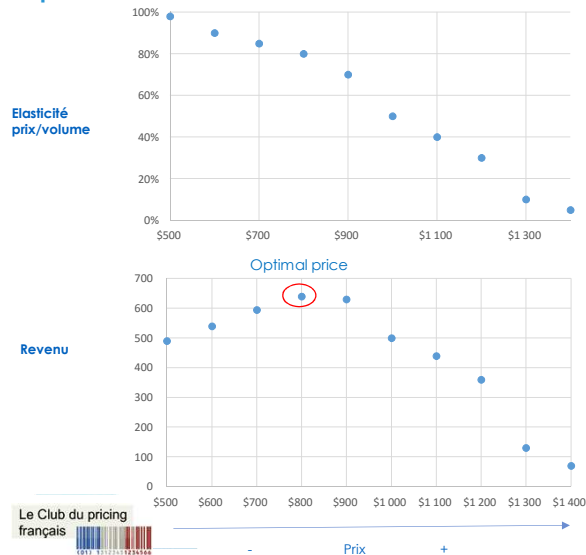
Méthode

- Questionnaire envoyé au client
- Présentation de l'offre et de son contenu
- Test du prix (10 à 15 prix différents) jusqu'à obtenir une réponse négative
 - I would consider this package at the price of?
 - Yes/No
- Variante demande de prix idéal et test de ce prix +x€ jusqu'à atteindre un prix rédhibitoire

2 - Méthodes de mesure de la sensibilité

1 - GABOR GRANGER: EXPLOITATION, + ET -

Exploitation



Les +

- Méthode simple et rapide
- Méthode peu coûteuse
- Résultats visuels
- Points prix en fonction de la stratégie (e.g. maximisation des revenus ou des volumes)
- Identification de segments

Les -

- Risque de prix sous-estimé
- Test d'une offre globale
- Pas de prise en compte de la concurrence

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2 - Méthodes de mesure de la sensibilité

2 - VAN WESTENDORP : OBJECTIFS ET MÉTHODE

Objectifs

- Tester la sensibilité au prix de clients ou prospects par un questionnaire direct
- Connaître la tranche de prix ou le point prix idéal(e)

Méthode

- Questionnaire envoyé au client
- 4 questions principales
 - (Assume the price of the XXX is usually **XXX€**), at what price would you consider...
 - ... the package **so cheap** that you would doubt the quality of the chosen features of the package?
 - ... the package **a bargain** – a great buy for the money?
 - ... the package **expensive**, but still worth considering?
 - ... the package **too expensive**, so that it no longer comes into question for you?

- +1 optionnelle : l'intention d'achat

At a price between the price you identified as 'a bargain' and the price you said was 'getting expensive', how likely would you be to purchase?

Extremely Likely/Very Likely/ / Not At All Likely

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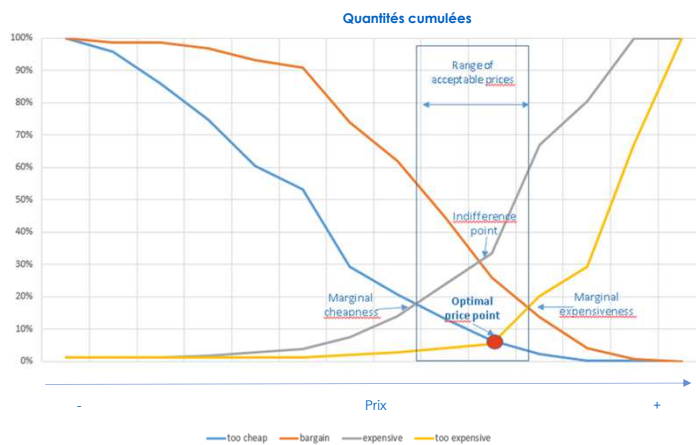


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2 - Méthodes de mesure de la sensibilité

2 - VAN WESTENDORP : EXPLOITATION, + ET -

Exploitation



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Les +

- Méthode simple et rapide
- Méthode peu coûteuse
- Points prix en fonction de la stratégie (e.g. maximisation des revenus ou des volumes)
- Identification de segments

Les -

- Risque de prix sous-estimé
- Test d'une offre globale
- Pas de prise en compte de la concurrence

2 - Méthodes de mesure de la sensibilité

3 - CONJOINT : OBJECTIFS ET MÉTHODE

Objectifs

- Tester la sensibilité au prix de clients ou prospects par un questionnaire indirect
- Connaître la composition idéale d'une offre ou d'une gamme de produits sur un marché

Méthode

- Questionnaire envoyé au client
- **Menu based**
 - Choix d'une offre parmi 3 ou 4 offres aux contenus et au prix différents
 - Choix d'acheter ou non
 - Choix répété 12 fois
- **Adaptative Choice-Based**
 - 1 Choix de l'offre et de chacun de ses composants
 - 2 Test des composants les + ou les - adaptés au client
 - 3 Test des variantes proches de l'offre idéale

	Offer A	Offer B	Offer C	Offer D
Feature A	Level 1	Level 2	Level 1	Level 1
Feature B	Level 1		Level 1	Level 2
Feature C	Level 1	Level 2		
Feature D			Level 1	Level 2
Feature E				
	1.000 €	1.000 €	1.200 €	1.100 €

Build your own		
Feature A	500 €	●
Feature B	200 €	●
Feature C		
Feature D	100 €	●
Feature E	200 €	●
Feature F		
Total	1.000 €	

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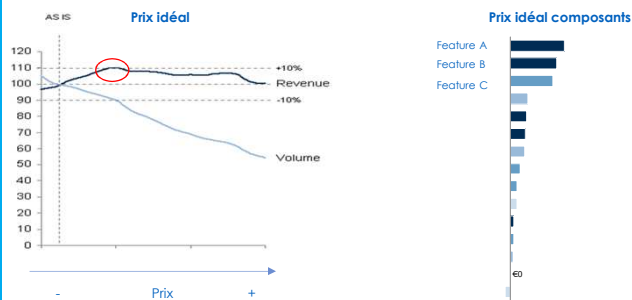
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2 - Méthodes de mesure de la sensibilité

3 - CONJOINT : EXPLOITATION, + ET -

Exploitation

- Simulateur permettant de tester et d'optimiser
 - Le prix d'une/des composante(s) d'offre
 - La composition idéale d'une gamme
 - Les parts de marché



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- Les +
 - Méthode complète
 - Valorisation de composantes tangibles et intangibles
 - Comparaison avec la concurrence
 - Simulation des préférences des clients
 - Identification de segments
- Les -
 - Méthode plus complexe avec un prestataire et/ou des consultants
 - Risque de prix sous-estimé

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3 - Enseignements et conseils

Data

- Prise de décision data driven
- Gain de pricing power

Questionnaire

- Segmentation (questionnaire/post questionnaire)
- Offres simples et explicites

Echantillon

- Précision en fonction du nombre de répondants
- Intérêt d'une loterie

Projets

- Délais 5-6 semaines
- Coûts en fonction de la complexité et de l'autonomie
- Compétence étude marketing

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