



BLOG-ESPRIITDESIGN.COM





Blog Esprit Design is a French webzine dedicated to Design in all its forms : from the idea to the creation, from the inspiration to the production, from the hand to the tool, from the craftsman to the designer ... All these notions are finally nothing without each other.

Designer, Object, Furniture, Motor car, Architecture, News, Inspiration, Technology, Diploma examination project ...

Since 2008, BED establish a design watch to permit us to offer you a daily and an exclusive selection of new talents and creations. A 100% newness which is land by the conception, making the designer's work at the centre of the editorial contents.

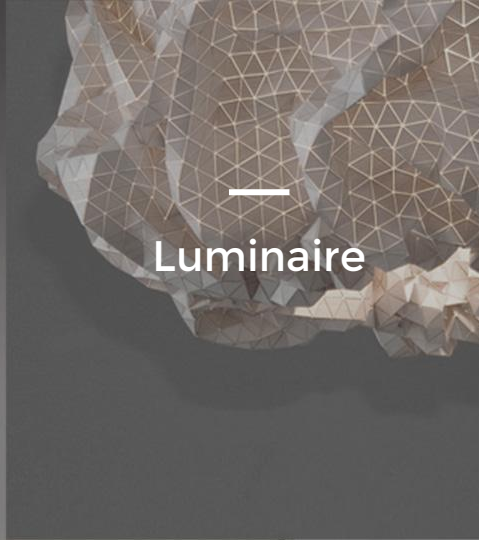
Blog Esprit Design represents the insurance to consult an highly-specialized media identifying and listing market news, trainings, requests for proposal and competitions, as well as coverage of best French Design events and beyond.

Through its values and its presence on social networks, BED combines today an important community of informed readers such as designers, design students, architects and interior designers ...

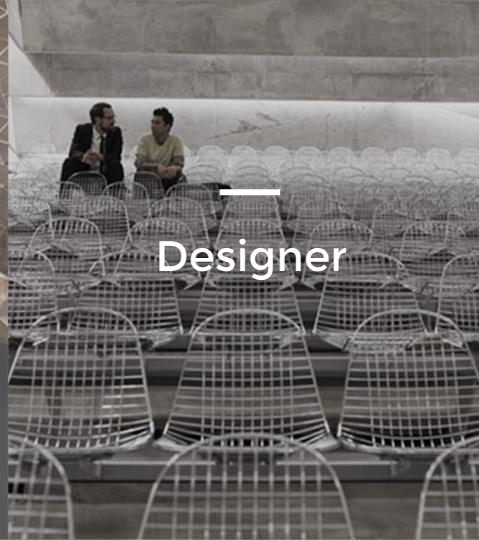
[www.blog-espritdesign.com](http://www.blog-espritdesign.com)



Furniture



Luminaire



Designer



Motor Car



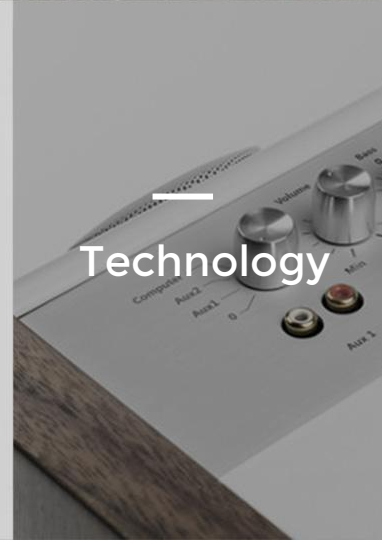
Bike



Hotel



Lifestyle



Technology



Events

8

year history

3 500

articles

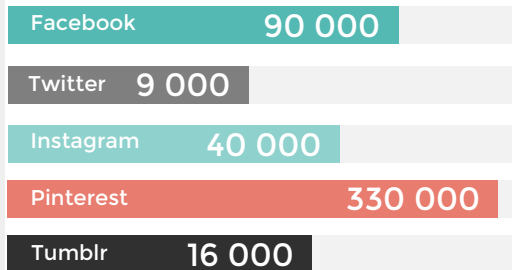
40 000

comments

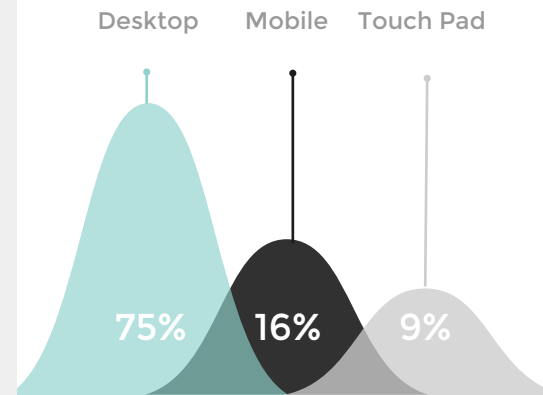
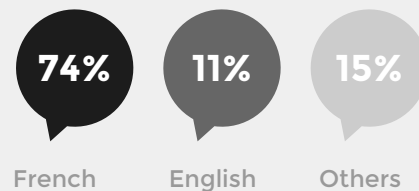
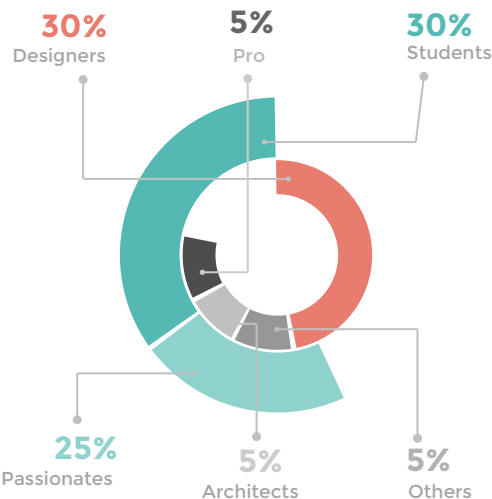
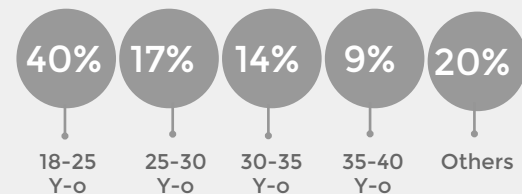
## A visibility



## Social Networks



## A community



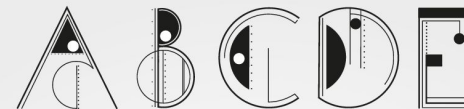
## Offers Summary

Blog Esprit Design develops its formats and its networks to permit you today to reach a dynamic and skilled community which is interested on Design events, news and information through 7 offers:

### Available offers :

1. Articles / Editorial content
2. Articles / Interviews
3. Specialized & viral operation
4. Survey / Trends
5. Competition creation / Call for projects
6. Live reports / video
7. Discovery of place

All these offers could be customizable in function of your target, your activity or your approach : Do not hesitate to contact us.





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## Offer

### 1 - Articles / Editorial content

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Blog Esprit Design handles the conception and writing of the editorial content, highlighting your product(s) and/or your current event(s) with a presentation, according to its editorial line.

This editorial content will be also released on the main BED social networks.

#### This offer includes :

- Discussion with your teams to define your expectation and initiative.
- Writing of a detailed article showing the Design of your company
- Content publication on BED without time limit
- Social Networks release with company your name / account
- Insertion on our weekly newsletter

#### This offer permits you :

- To highlight your brand, company with an online media
- To target a skilled community
- To appear on different formats (blog, social networks, newsletter)
- To have a complete emphasis



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## Offer

### 2 - Articles / Interviews

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Blog Esprit Design also handles conception and writing of an interview putting forward a designer, a studio, a collaboration through the way of thinking, the activity, products or fabrication presentation according to its editorial line.

As well as the editorial content, the interview will be released on the main BED social networks (Facebook and Instagram for example).

#### This offer includes :

- A structured conception according to the Designer and his history
- A detailed interview send by email
- A content writing with exclusive visual elements
- The possibility of multimedia or hypertext link insert
- The publication on website
- The release on social networks & newsletter

#### This offer permits you :

- To pass on a skilled community
- To highlight the way of thinking and the know-how
- To customize the content direction
- To appear on different formats (blog, social networks, newsletter)
- To create a new category on the blog, Designer name or brand with a dedicated page. ([see example](#))



## Offer

### 3 – Specialized & viral operation

Powerful and reactive , the BED skilled community will be influent on your viral marketing operations. With a one-off release or a collaboration, we will define together different suitable rewarding plans.

**A dynamic and skilled community on Facebook, Pinterest, Twitter and Instagram.**

#### This offer includes :

- The conception of an exclusive viral operation
- The possibility of multimedia insert
- The content writing
- A social networks release

#### This offer will permits you :

- To target a skilled community
- To maintain your operation impact
- To have an apparition on several formats
- To insert hypertext links and your account indications on social networks sharing

#### Esprit Design Furniture



₹ 10 525



Modifier

#### + Light +



₹ 2 123



Modifier

#### + Decoration +

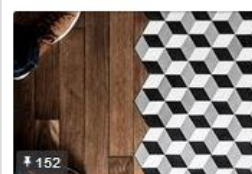


₹ 773



Modifier

#### + Floor & Texture & Pattern +



₹ 152



Modifier

#### + Technologie +



₹ 548



Modifier

#### + Impression 3D +



₹ 267



Modifier



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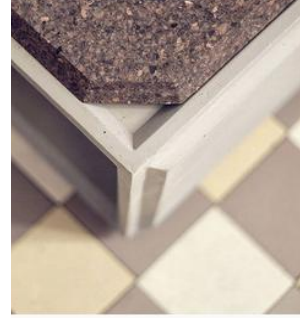
## Offer

### 4 - Survey / Trends

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Since his creation, BED highlights the talent , designer, creations discovery and trends. Very active on social networks and on Design events, BED represents a fresh and original eye.

We propose you to get this survey, in function of your expectation and sector, by creating reports, selections and customize trends summaries.

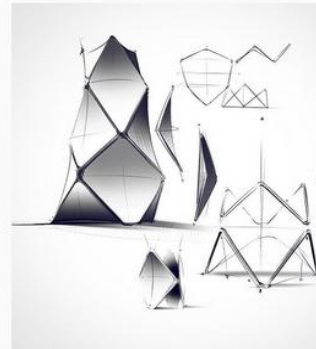


#### This offer includes :

- Specifications creation of your detailed expectations, gathering steps, feedback type, recurrence and application period.
- The conception and selection preview (date has to be defined)
- Formats delivery (selection, documents, customized notebooks)

#### This offer will permit you :

- To have a complete and customized survey
- To provide you our
- To receive turnkey reports
- To have a specialized selection with winning time
- To receive customize trends summaries



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## Offer

### 5 - Competition creation / Call for projects

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BED and its team commit to provide you a support on the competition or call for projects elaboration for designers, young designers and students.

Event catalyst, BED will go with your event, offering you a visibility on its different formats according to your expectations.

#### This offer includes :

- The conception of your competition/call for projects according to your expectations
- A brief including description, displays, terms and project steps
- The blog publication
- A social Networks release
- Option : Project hosting
- Option : consulting, linking with other formats / media

#### This offer will permit you :

- To have a turnkey project
- To have a customize and personal support
- To target a reactive and skilled community
- To follow and valid step by step the project
- To be released on different format
- To Insert links and multimedia
- To maximise your digital



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## Offer

### 6 - Live report / photo & video

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To bring a new magnitude to your event, a BED expert with his cameraman or photographer (if the option is selected) will be present to make a completed report/ Realised by specialized and passionate people, our live report are three-dimensional : before, Live and after Event !

#### This offer includes :

- The conception publication of a teaser on website and release on social networks to announce the event (news section)
- The live release on social networks
- The editorial report + photo on website
- A social networks release
- Option : photo report / video report

#### This offer permits you :

- To highlight and announce your event
- To totally cover you event by the live and the after publication
- To have a social release
- To have a selection and a report on the website



## Offer

### 6 – Live report/ photo & video

## Examples

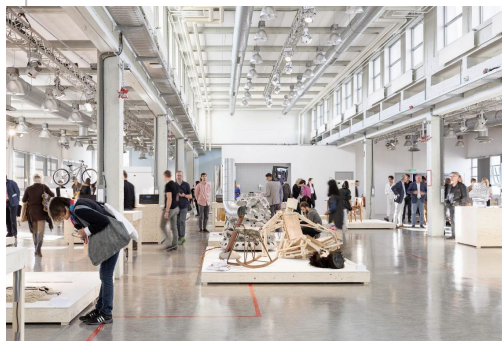
### Announce / live / report

Our reporters present your event, announce it, release it in Live on social networks and will report it with a detailed editorial report on website.



Salone  
del Mobile  
Milano

### Paris Design Week



#### All reports here:

Event announce, Live, guide, report and favorites. A complete project has been realised at the Paris Design Week 2015 [here](#).

### Biennale International Design Saint-Étienne (video option)



#### All reports here:

A complete video report has been realised tp the Biennale Design in Saint-Etienne 2015, online [here](#) and videos on our Vimeo channel [here](#).

Teaser event, place discovery, interviews creation and meetings were booked.



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## Offer

### 7 - Place discovery

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Blog Esprit Design moved on places to discover your place, hotel, restaurant, Concept store or studio/workshop.

A complete discovery which aims to deliver to the community an editorial content with photos.

#### This offer includes :

- Our team visit
- The conception and writing of an editorial content
- The publication on the website
- A social Networks release
- Option : Pro photo shooting, video report

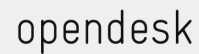
#### This offer will permit you :

- To target a skilled community
- To insert keywords, links, multimedia and referencing
- To be release on different formats





## References



## WHY Blog Esprit Design ?

Having a collaboration with Blog esprit Design is, at first, to transmit its way of thinking, its approach, its products or its news to an important skilled target of SPG+ people. The aim is to create visibility by developing the brand presence and its notoriety.

Then, it's the opportunity to create a viral content with a strong added-value by using the Design know-how of Vincent and his team.

Finally, it represents also the opportunity to present your brand, your studio, your product(s) or your news by our original and customizable vision !



## L'Équipe !

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Plus a team of around 10 passionate editors and reporters ...

