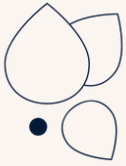




**MARKETING, BRAND, AND COMMUNICATIONS CONSULTING.**

LAUNCH. BUILD. GROW.



# INTRODUCTION

INOUE Consulting [E-new Consulting] is a European-based marketing and communications consulting firm.

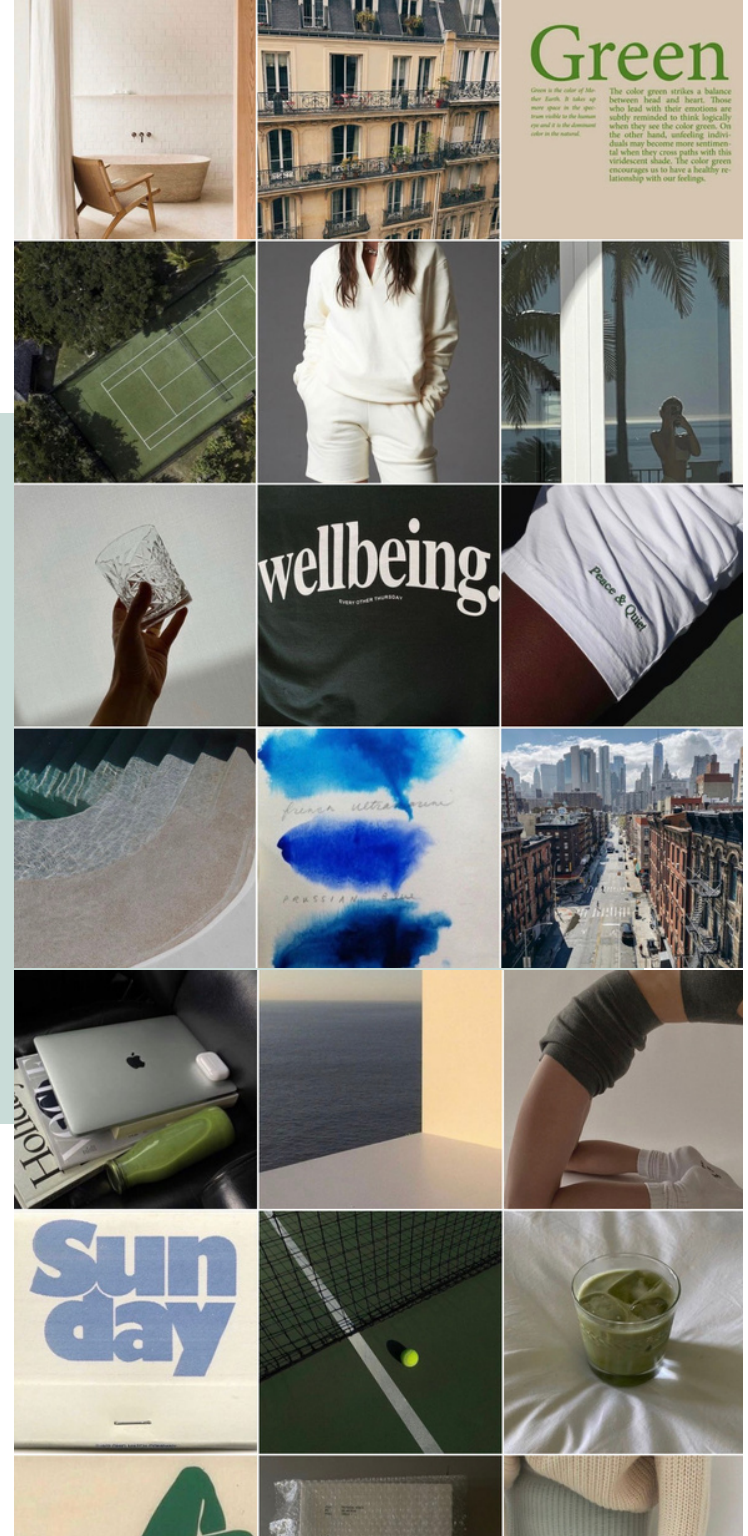
Your strategic partner for:

- international expansion
- new market strategy & entry
- content strategy (& social media marketing)
- product launches & events
- in-store & online partnerships
- brand development
- influencer marketing
- consumer activations

Experienced and passionate about expanding/ developing brands:

- in wellness, lifestyle, activewear, fashion and beauty.

*To new beginnings.*





# ABOUT ME

I'm an independent marketing and communications consultant with 10+ years of PR, Marketing, and Brand Management experience.

After an internship in Seoul, I followed my passion for communications to New York. My career took off at a boutique PR agency, where I developed my niche in wellness and lifestyle.

In 2017, I moved to London and became employee #1 at *Ernest Leoty*. I spearheaded the activewear brand's launch, oversaw the brand, media/ influencer, and omnichannel strategy, and expanded the business in the UK, France, and the US.

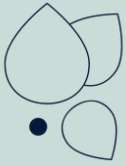
In 2020, I established INOU Consulting to collaborate with diverse brands and companies across various sectors and markets. I now specialize in Go-to-Market Solutions.

Full bio on [inouconsulting.com](https://inouconsulting.com).



ADELAIDE DE SAINT ETIENNE

I'm bilingual/bicultural (French/ American), working with brands across the UK, the US, France, Spain, and Sweden.



# APPROACH

## **a decade of international experience**

Harnessing over a decade of experience in marketing and communications, I offer a profound understanding of diverse global cities, providing comprehensive support and unparalleled insights to propel brands toward success.

## **a bespoke solution**

I customize each activity to resonate with your specific industry, audience, and customers and firmly believe in the absence of a one-size-fits-all approach.

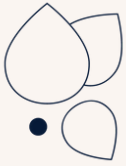
## **an extension of your team**

In close collaboration with your brand, whether as your dedicated marketing powerhouse or seamlessly integrated within your existing team, I take great pride in fostering strong relationships that extend far beyond any single project.

## **short and long-term partnerships**

I adapt to client needs, engaging in short-term projects and long-term partnerships - from strategic planning to hands-on tasks - with utmost flexibility.





# TESTIMONIALS

## **Faiza Cochrane-Janselme, Founder and CEO of ELIXSERI**

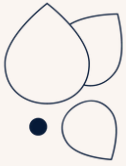
"For almost three years, we worked with Adelaide to increase Elixseri's brand awareness across the UK and France. From securing brand partnerships and influencer partners, to developing the social media strategy for the seasonal Duo launches and the new website launch in 2021, Adelaide was an integral part of the marketing and content strategy."

## **Charlotte Muller, Founder and CEO of FERTILITY YOGA**

"I initially worked with Adelaide to introduce *Fertility Yoga* in the UK, but quickly discovered her extensive knowledge in wellness and marketing. Together, we explored partnership and brand opportunities in Spain, France, the US, and UK. With her network and market knowledge, we secured partnerships for several influencer classes, including: Le Bon Marché in Paris and Detox Kitchen and Mortimer House in London. Adelaide also played a key role in developing a co-branded partnership with *Jolly Mama*."

## **Marion Rabate, Founder and CEO of ERNEST LEOTY**

"Adelaide played an instrumental role in launching and elevating the global recognition of Ernest Leoty. Her strategic partnerships, PR agency management, influencer relationships, customer events, content shoots, and social media activations contributed to our brand's impressive press features, successful expansion into top retailers in the UK, France, and the US markets, and the development of a loyal customer base. Adelaide's innovative mindset, effective team management, and multitasking abilities were evident throughout the numerous marketing and PR initiatives we executed together, propelling our brand's success."



# TESTIMONIALS

## **Daniel Shapiro, Founder and CEO of FOURLAPS**

"Adelaide was an integral part of the successful launch of *Fourlaps*. Her entrepreneurial spirit, drive, grit, and ability to think outside the box were instrumental in getting the *Fourlaps* brand so much press so early on. I would highly recommend Adelaide!"

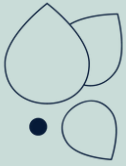
## **Carole Ott, Partner at CORPORATE VALUE ASSOCIATES**

"Adelaide played a vital role in ensuring the success of Corporate Value Associate's 35th Anniversary party at the Louis Vuitton Foundation in Paris. She was responsible for designing the event invitation, managing the guestlists, invite distribution, and RSVPs of the Firm's partners, and creating on-site digital materials. She collaborated closely with the event production team for a seamless experience."

## **David Bateman, Managing Partner of CLARET CAPITAL PARTNERS**

"Following our spinout from Harbert European Growth Capital, Adelaide led the development of *Claret Capital Partners'* communication strategy and the launch of [claret-capital.com](http://claret-capital.com). In addition to managing the website development, she oversaw the creation of a new monthly newsletter, LinkedIn content, interview requests, and thought leadership pieces. We were delighted with the positive impact of the revamped communication and website."



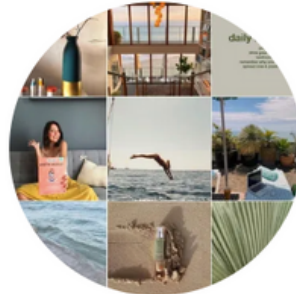


# SERVICES

MARKETING STRATEGY  
PUBLIC RELATIONS  
GO-TO-MARKET  
PROJECT MANAGEMENT +



CONTENT STRATEGY



SOCIAL MEDIA



BRAND MANAGEMENT



INFLUENCER MARKETING



EVENT MANAGEMENT



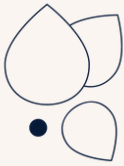
PARTNERSHIPS



RETAIL ACTIVATIONS AND  
POP-UPS



CONSUMER ACTIVATIONS



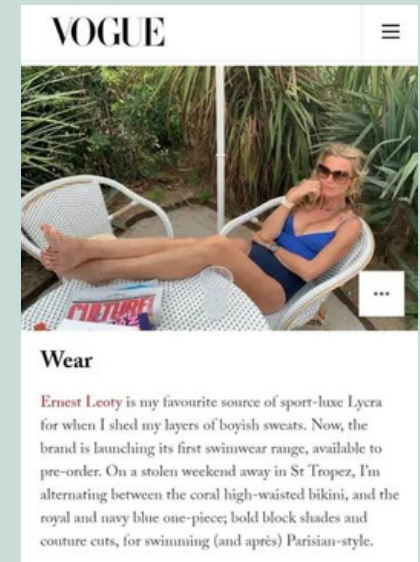
# CASE STUDIES

## ERNEST LEOTY MARKETING & PR STRATEGY / IMPLEMENTATION (UK, FR, USA)

**Challenge:** Introduce and establish the high-end activewear brand in the competitive athleisure market.

**Solution:** I developed and executed marketing and communication campaigns, managed the content and social media strategy, established global partnerships, organized influencer/ journalist trips and events in major cities, and developed consumer programs, pop-ups, and more across Europe and the United States.

**Impact:** Successfully launched [ernestleoty.com](https://www.ernestleoty.com) globally (primary markets: UK, FR & USA); Secured the collection at Net a Porter, Selfridges, Matches Fashion, Le Bon Marché, SKP Beijing, Goop, Carbon38, ...; secured top media placements (Vogue, Le Figaro, Women's Health, Glamour, ...); and secured it to become the go-to activewear brand in Paris.







# CASE STUDIES

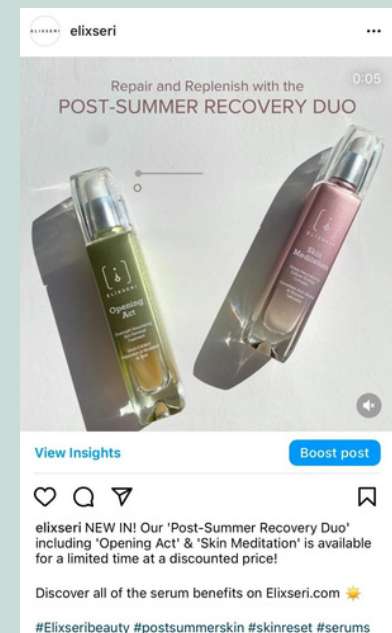
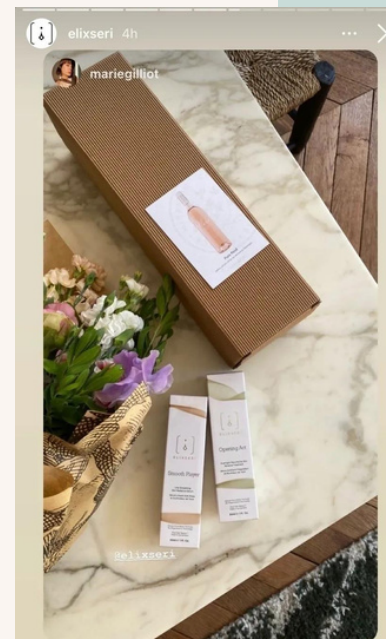
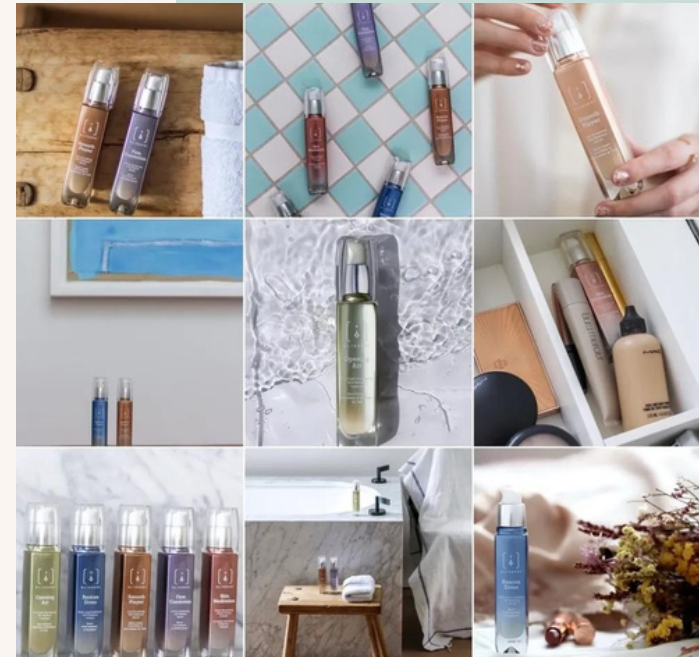
## ELIXSERI SOCIAL MEDIA MARKETING

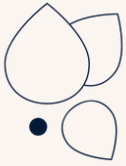
**Challenge:** Grow the social media following of the beauty brand by developing a content strategy for Instagram and Facebook. Increase awareness in the competitive market.

**Solution:** I developed innovative content and social campaigns, + identified and collaborated with brand ambassadors and influencers to create content and increase brand recognition. I conducted market research, analyzed our direct competitors, and planned social media strategies to effectively communicate with the brand's target audience.

**Impact:** Organically grew Instagram following by 39%.

(Worked with Elixseri for 3 years)





# CASE STUDIES

## DAYS OF CONFIDENCE CONTENT STRATEGY & PRODUCTION

**Challenge:** Oversee and develop the newly launched brand's content strategy.

(The brand had no model imagery)

**Solution:** Organized a photoshoot in Paris and secured well-known French and British photographers Morgane and Jonny Cochrane-Lay. Sourced model, makeup artist, and the shoot team, plus handled all production elements to showcase the products (beauty and supplements) in use.

In addition, I organized a video shoot and sourced the videographers to create a 'founder series' between the founder and brand expert to highlight the science behind the brand.

**Impact:** Produced hundreds of professional and behind-the-scenes images and videos to use on the website, newsletters, Ads, and social media.





# CASE STUDIES

## CHARLOTTE MULLER PARTNERSHIPS

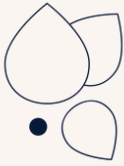
**Challenge:** Establish 'Charlotte Muller' as an authority in the areas of fertility, hormones, and women's health.

**Solution:** Research like-minded brands, create pitches, and "asks" for social media partnerships, cross-promotional newsletter content, and co-branded products that elevate Charlotte's own brand visibility in Europe to accompany the 'Fertility Yoga' brand.

**Impact:** Secured a co-branded product partnership between Charlotte Muller and one of France's leading women's fertility, pregnancy, and postpartum snacks brand, Jolly Mama, with the creation of the "Pink Balance, Hormonal Balance" drink powder.

(The product is still for sale today - August 2023)





# PAST EXPERIENCE & TRUSTED PARTNERS



E. LEOTY



BLOOM  
& WILD

4 | FOURLAPS

ELIXSERI

DAYS OF CONFIDENCE



CHARLOTTE MULLER

atelier nubio

PARIS

DR. LAURE HYVERNAT

THE NATURAL CONSULTATION

OVER  
& ALL

FERTILITY YOGA

BY CHARLOTTE MULLER

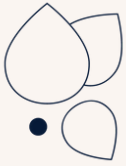


CVA

Corporate Value Associates

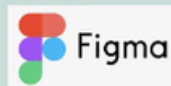
New York, London, Paris, and Madrid-based businesses.

*\*References available upon request.*



# TOOLS AND PLATFORMS

Proficient in marketing tools and platforms, including:







# CONTACT

|                  |  |
|------------------|--|
| <b>E-mail</b>    | <a href="mailto:adelaide@inouconsulting.com">adelaide@inouconsulting.com</a> |
| <b>Website</b>   | <a href="http://inouconsulting.com">inouconsulting.com</a>                   |
| <b>Phone</b>     | +44 7553 264822  |
| <b>Instagram</b> | @inou.consulting   |
| <b>Rate</b>      | £500 / day<br><i>Or based on the duration and scope of the project</i>       |