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Laboratoire Pharmaceutique Mondial, notre Groupe est spécialisé dans la conception, le développement, la production et la commercialisation de produits destinés à la santé animale. Avec plus de 40 implantations dans le monde, nos 3500 salariés portent les valeurs du Groupe Ceva :

Passion du client – Innovation – Esprit entrepreneurial – Solidarité

DIGITAL MARKETING ASSISTANT – H/F

We are looking to recruit a full time digital marketing trainee for which full training will be given; the different services will be investing heavily in the development of this person. Ultimately you will be in charge of your future so enthusiasm, drive and ability are key.

THE ROLE

Will be to help corporate marketing support the launch and follow-up of campaigns in Ceva's subsidiaries. Advising and developing innovative internet marketing actions for a range of internal brands.

As a trainee digital marketing consultant, you will assist in the measurement, management and delivery of:

- Website Optimisation
- Pay Per Click Advertising
- Display Campaigns
- Video Campaigns
- Social Media

You will be analysing Google Analytics, AdWords and Moz accounts to provide insight back to countries in order to help optimize the above campaigns to provide maximum Return On Investment.

The team will set time aside each week to liaise with you personally on all of the above areas. Ongoing training and mentoring will be provided to ensure continuous development.

Full training will be given to the successful candidate over the first 3-6 months culminating with them gaining Google Adwords Professional status.

REQUIREMENTS

You will be able to demonstrate that you have the following qualification, skills and qualities:

- Undergraduate Degree
- Knowledge of digital marketing a real bonus
- To be analytical and have attention to detail
- be rigorous and well organised
- Be keen to learn in a fast paced industry
- Able to prioritise and manage own workload
- A great attitude and motivated to achieve
- Fluent English essential
- German, French, Spanish, Italian, Dutch Language skills a bonus

Based in Libourne, you will be reporting to the Behavior Marketing manager.

Envoi de votre candidature : CV et lettre de motivation, à sophie.junieres@ceva.com

ANNEXE 2 : TECHNICAL DEMANDS

P 4

Date	Deadline		Demands	Who	Links	Answer	General Comments	Kristel comments	James comments
15th February 2016	15th Feb 16	1	Optimise Fellway.fr for main keywords in keyword collaboration document (in link) for subjects: 1. Cat behaviour 2. Cat stress 3. Scratching 4. Spraying 5. Moving 6. Travel This means make sure the keyword is in the Header, Title, URL, text body, img alt, meta-description	KB	https://docs.google.com/spreadsheets/d/1L4V8Y3FdwWc3qcs7UaYZ6jBO0k2zpJ7NP3JI_Ez7Ciedt7_usp/sharing	ok	Test with on page grader: https://moz.com/researchtools/online-page-grader	OK	According to Moz Page Grader still some issues. Need to look into details since I can see you have tried to add in all the correct places
15th February 2017	15th Feb 17	2	Set the main keywords agreed in Moz analytics for: 1. Cat behaviour 2. Cat stress 3. Scratching 4. Spraying 5. Moving 6. Travel Suggest you remove the other keywords for these areas from the campaign. Also please ensure that a keyword label is added to new keywords being added.	KB	https://docs.google.com/spreadsheets/d/1L4V8Y3FdwWc3qcs7UaYZ6jBO0k2zpJ7NP3JI_Ez7Ciedt7_usp/sharing	ok https://drive.google.com/a/ceva.com/file/d/0B2xf2aj1t8CIEtu1tpodXEwTjQ/view	Moz campaign: http://analytics.moz.com/search/manage-keywords/468932.955200		
22nd February 2016	27th Feb 16	3	Find main keywords for Fellway.fr on the following subjects: 1. 2 cats 2. new cat 3. conflict between cat 4. visitors 5. over grooming 6. old age 7. hiding 8. low activity (lazy cat) 9. loud noise Please identify the relevant keywords in French and the volume of searches per month in a Google sheet so we can agree on the most important for optimising Fellway.fr	KB	https://docs.google.com/spreadsheets/d/1mT30akuWYIbwf4mQc6SRdHf6W_g5-hengnU7LQA/edit#gid=2071658685	https://docs.google.com/spreadsheets/d/1mT30akuWYIbwf4mQc6SRdHf6W_g5-hengnU7LQA/edit#gid=11884635721	Use Google Adwords Keyword Planner amongst other tools.		
22nd February 2016	27th Feb 16	4	Optimise Fellway.fr for main keywords in keyword collaboration document (in link) for subjects: 1. 2 cats 2. new cat 3. conflict between cat 4. visitors 5. over grooming 6. old age 7. hiding 8. low activity (lazy cat) 9. loud noise This means make sure the keyword is in the Header, Title, URL, text body, img alt, meta-description	KB	https://docs.google.com/spreadsheets/d/1mT30akuWYIbwf4mQc6SRdHf6W_g5-hengnU7LQA/edit#gid=2071658685	ok	Test with on page grader: https://moz.com/researchtools/online-page-grader		
22nd February 2016	27th Feb 16	5	Set the main keywords agreed in Moz analytics for: 1. 2 cats 2. new cat 3. conflict between cat 4. visitors 5. over grooming 6. old age 7. hiding 8. low activity (lazy cat) 9. loud noise Suggest you remove the other keywords for these areas from the campaign. Also please ensure that a keyword label is added to new keywords being added.	KB	https://docs.google.com/spreadsheets/d/1mT30akuWYIbwf4mQc6SRdHf6W_g5-hengnU7LQA/edit#gid=2071658685	https://docs.google.com/spreadsheets/d/1mT30akuWYIbwf4mQc6SRdHf6W_g5-hengnU7LQA/edit#gid=11884635721	Moz campaign: http://analytics.moz.com/search/manage-keywords/468932.955200		
22nd February 2016	27th Feb 16	6	Find main keywords for Adaptil.fr on the following subjects: 1. Dog Behaviour 2. Puppy night crying 3. Puppy training 4. Puppy socialisation 5. Old dogs 6. Home alone 7. Loud noises 8. travel Please identify the relevant keywords in French and the volume of searches per month in a Google sheet so we can agree on the most important for optimising Fellway.fr	KB	https://docs.google.com/spreadsheets/d/1K2MY0MLN1Cj1mB6xOTW-KpXVYK-aFF3Yaet8a3Ua8QW9w/edit#gid=2103363483	ok			

Date	Deadline	
	Priority	Qtr
Heartbeat adjustment	1	2
Getting access to all social media profiles from countries	1	2
Booking times with countries to go through SEO results and determining actions	1	2
Building central dashboard from all country dashboard.	1	1
Putting links to top central result and average to country dashboards	1	1
Follow up business dashboard with countries	1	2
Referrals		
Link referencing and building	2	2
Implementation of gamebox apps into countries	1	2
Social Media		
Work with countries who want a Wordpress blog to help them develop it (nil)	2	2
Retargeting tag added to where to buy page for Facebook and partner banner advertising	2	2
Post website articles using	2	2
Posting of blog posts onto	2	2
Website		
Product decision table conversion into an app and translation for countries	1	2
New product pages		
Update content to pages		
Home page		
Event tags added to relevant pages and items for effectiveness monitoring	2	2

Date	Deadline		Demandes	Who	Links	Answer	General Comments	Kristel comments	Jamies comments
18th February 2016	19th February 2016	19	videos Campaign fellways.fr, update of channel	KB	fellway.fr https://www.youtube.com/channel/UCVtHgMf-G-WF3rSEJMXZ3g				
18th February 2016		20	regular technical assistance for the French subsidiary						
1/2/2016	1/3/2016	1/4/2016	Cat behaviour search volume for Nordic countries	KB	https://docs.google.com/a/ceva.com/spreadsheet/d/1eO_jag2gJl0ooW3xPmyPJALRZeCyOz0I82foUEadcyQz0I8edit?usp=sharing	ok le 01/03/2016			
28/04/2016	28/04/2017	22	New Fellway Friends pages: Creation of the new Fellway friends pages for Netherland. I send an instruction document to explain the various steps to respect to modify these pages https://docs.google.com/document/d/1440gi1e1b4FkftD6IEuigluYKc3ggG6Aark7KChOE/edit. James answer : I think it is useful and a good start but think it needs to go further in detailing other elements on the website they need to change to update their website with Fellway Friends. For example adding Fellway Friends Testimonials, updating cat conflict page, home page with more information on new product, FAQ	KB	I created these pages for the Fellway.com/nl website: http://www.fellway.com/nl/New-Fellway-Friends http://www.fellway.com/nl/Fellway/Fellway-Classic http://www.fellway.com/nl/Fellway/Fellway-Friends http://www.fellway.com/nl/Fellway/Fellway-Friends-Diffuser http://www.fellway.com/nl/Fellway/Fellway-Friends-Retail	Update the document with my comments.			
27/04/2016	2/5/2016	23	Set up/Move Each of Moz keyword campaigns in AWR so that all campaigns are running in AWR. Complete all (get started) steps to completely setup Awr campaigns	KB	https://www.awrcloud.com/projects.php				
5th May 2016	13th May 2016	24	Update Fellway.com/www/fellway/FAQ with Fellway Friends as per Alex Beck email and meetings	KB	ok I created a new one I send you by email to replace by old one because I haven't the right to delete it.				
5th May 2016	13th May 2016	25	Update website checklist to include section on Fellway Friends update. Share with me and we will have a hangout to cover this document on 13th May	KB	https://drive.google.com/open?id=1FISUueCdrhFbSMRIhoSzvTYDda_phqaQYDFqICIdapsa	ok it's done with You			
		26							
5th May 2016	3rd June 2016		Use updated Checklist on Fellway websites for DE, NL, UK, FR, ES, IT.	KB		5th May 2016	3rd June 2016 OK It's done	I created the links of new fellway friend pages for be, fr, de, nl, fr, nl, they are translation	Use updated Checklist on Fellway websites for DE, NL, UK, FR, ES, IT.

Date	Deadline		Demands	Who	Links	Answer	General comments	Kristel comments	James comments
5th May 2016	27th May 2016	27	Work with Corine to find suitable images that match the photo problem icons for other indication of Feliway and Adaptil for the website. 88x88px	KB		5th May 2016	27th May 2016	Answer of corine :James, Gillies Are we sure we want to use images instead of icons on the website ? Several aspects need to be taken into account : - the objective is to remain interactive and educative - the website Imagery is already important displaying images, videos and packshots - on the homepage the 8 icons should not take over the videos, replacing these by the packaging claim images would overcrowd - plus the fact that we would need a lot of new images : 10 "Cat behaviours" and 10 "stress factors" and it may prove difficult to illustrate / visualize each of them in a very small format - these icons are used on each page's top banner as well Maybe we should ask the agency that work on the design for reco ?	Work with Corine to find suitable images that match the photo problem icons for other indication of Feliway and Adaptil for the website.
20th May 2016	7th June 2016	28	Move files Feliway Classic Advice Videos from Google Drive to AODocs	KB	Feliway Classic videos: https://drive.google.com/open?id=0B88nG9Q_c1b6WuRvNfydEgDOOG8 To AODocs Behaviour/Feliway/Media Assets/Videos/Feliway Classics/Advice https://aodocs.eltimoa.com/documentviewer.html?locale=en_US&aodocs-domain=ceva.com#Menu_listDoc/LibraryId_Fak2WnAsAknb6anM2W/ViewId_Fak2Xr2nM7V3k5v2	OK it's done 03/06/2016			
					https://docs.google.com/a/ceva.com/spreadsheets/d/1BuKFPga7Dum85xkQL8p3vBF_TJ8litmkx7LGN_MQ/edit?usp=sharing				
20/05/2016	23/05/2016	29	Campagne transport adaptil pour filiale france	KB		25/05/2016			

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Contact

Informations de contact

Nom Howell
 Prénom James
[Digital Marketing](#)
[Ceva Santé Animale](#)
 Email james.howell@ceva.com
 téléphone [+447831247098](#)



Nom de la société :
 Adresse de la société

CEVA Santé Animale
 10 av. de la Ballastière
 33500 Libourne

Le projet

Objectif du site

Le service marketing digital animaux de compagnie, comportement présente 2 sites web multilingues déployés dans 20 pays:

Site produits : www.feliway.com

Ce site aide les propriétaires de chat à trouver des solutions aux troubles du comportement de leur animal.

Site produits : www.adaptil.com

Ce site aide les propriétaires de chien à trouver des solutions aux troubles du comportement de leur animal.

Aujourd'hui, il souhaite créer un blog plus intimiste pour les propriétaires de chats et chiens et de créer un forum de discussion afin de communiquer sur les différents troubles de comportements et trouver des solutions/informations pour résoudre leurs problèmes efficacement.

Clientèle / visiteurs du site

Propriétaires de chats et chiens.

Arborescence

Menu du haut

- Accueil
- Conseils
 - Chiens
 - Chats
 - FAQ
- Blog
 - Nouveautés
 - Témoignages
- Forum
- contact

Dans le pied de page, pages obligatoires en plus :

- Copyright
- Mentions légales
- Sécurités confidentialités
- Cookies
- Contact

Hébergement du site (maquette en démonstration)

Hostpapa Nom de domaine <https://chats-chiens.codem-informatique.com/wp-admin/>

Navigation : Compatible avec les navigateur IE9, IE10, IE11, Chrome, Firefox, Opera. Outil pour le SEO intégré. Responsive compatible sur tous les supports PC/Mac.

Délais

Maquette à réaliser pour Fin décembre-Janvier 2017

Fonctionnalités

- Des fonctionnalités en particulier :
 - Forum de discussion entre propriétaire
 - une gestion d'articles par catégories classement
 - FAQ.
 - Gestionnaire des pages plus simple dans l'administration,
 - Gestionnaire du blog en multilingues pour plus tard
 - Gestionnaire de documents texte, vidéos, image,
 - Formulaire d'inscription de newsletter
 - Formulaire de contact/google maps
 - Diaporama Témoignages.

Charte graphique

Identité visuelle

Logo : Feliway et Adaptil

Couleurs :

FELIWAY® Marque principale



PANTONE 2685
C96 M100 Y0 K10
R52 G39 B119
#342777



PANTONE PURPLE
C45 M90 Y0 K10
R137 G55 B136
#893788



PROCESS BLACK
C0 M0 Y0 K100
R0 G0 B0
#000000

ADAPTIL® L'autre Marque principale



PANTONE 288
C100 M81 Y6 K27
R35 G54 B112
#233670



PANTONE 2925
C76 M25 Y0 K0
R88 G150 B210
#5896d2



PROCESS BLACK
C0 M0 Y0 K100
R0 G0 B0
#000000

Typos :

La **famille Antartida de police à caractère principal**

Din Condensed est la police de caractères secondaire pour **FELIWAY®**

Des sites de références ?

- Wamiz, wanimio.
- Youmipet

Des choses à faire ou à éviter en particulier ?

- Respect de la **Feliway & Adaptil Brand Guideline de Ceva**
- Règle interne de site web Ceva à respecter

Navigation

- Simplifiée / Fil d'ariane

Photos

Une Bibliothèque est constituée en interne chez Ceva pour les chats et chiens et leurs propriétaires

Gestion des contenus et du site

Qui sera responsable du contenu rédactionnel ?

Chef produit Audrey Astier

Qui sera responsable du site ?

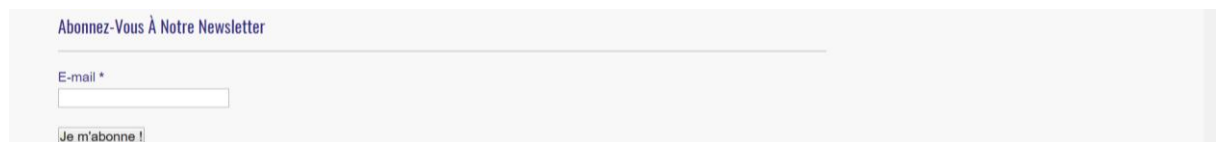
Service Informatique

Formulaire de la page de contact

Quels seront les champs du formulaire de votre page de contact :

- nom
- prénom
- téléphone
- email
- message

Formulaire de Newsletter

A screenshot of a newsletter subscription form. At the top, it says "Abonnez-Vous À Notre Newsletter" in a small, dark font. Below this is a horizontal line. Under the line, the text "E-mail *" is followed by a text input field. At the bottom left of the form, there is a button labeled "Je m'abonne !".

M intenance

L'IT

Feliway® & Adaptil® Brand Guidelines - v1.0

Version 1.0
24th November 2014
Created by
Havas Worldwide London

Feliway & Adaptil Brand Guidelines v1.0 Page 2

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Brand Vision



We believe that the special bond people share with their pets is unlike any other. It's why pets are loved unconditionally as one of the family. But every relationship has its ups and downs... and when behaviour problems are left untreated, it can put a strain on their relationship.

That's why our mission is to transform lives through behavioural science.

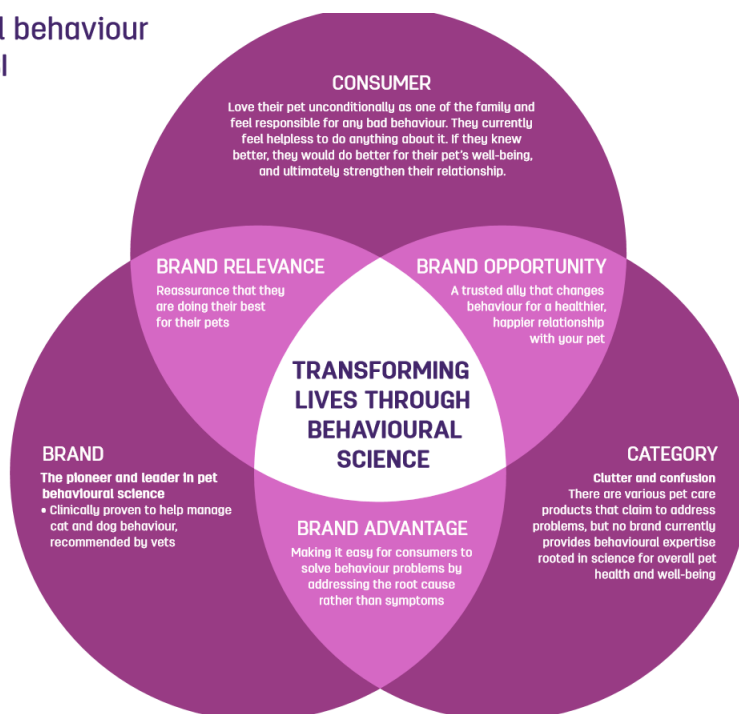
How we deliver this:

- As the pioneer and leader in pet behavioural science, we are the only clinically proven brand recommended by vets to manage cat and dog behaviour.
- Our range of pet behaviour therapy products, from pheromone diffusers to calming collars and beds are designed to make it easy for people to solve behaviour problems effectively at the root cause, offering you the reassurance that you're doing the best for your pet.
- Moving forward, we will continue innovating to widen our range of pheromone-based behaviour solutions to cater to the needs of people and their pets around the world.



We want a future in which Feliway and Adaptil is the trusted ally that transforms behaviour for healthier, happier parent-pet relationships.

CEVA animal behaviour segment CBI



Tone Of Voice

1.

Empathetic

We understand what you and your pet are going through and are in tune with your needs.

2.

Uplifting

A tone of light-heartedness and positivity is key. While we need to establish a clear need for our products, we should focus on the benefit and positive outcome, not just dwell on the problem. We should not lecture or make you feel bad about yourself.

3.

Confident

We always speak with expertise and authority, but never in an arrogant way.

Tone Of Voice

We would...

Keep it simple but credible, i.e. rooted in science

Focus on the benefits when addressing a need

Look to creating a better future

Be a catalyst for behavioural change

Show empathy and support to "pet parents" in need

Show real people and their pets in natural, spontaneous or "in the moment" situations

Portray our target audience as regular people leading contemporary, social lives

Be light-hearted, to the point of being playful

We would never...

Build a complex, rational argument or overwhelm with scientific jargon

Just magnify the problem

Only look to be a solution to a short-term problem

Promise to be a miracle cure for pets needing medical attention

Speak in a lecturing tone or make "pet parents" feel bad about themselves

Appear contrived, depict "set up" or "posed" situations

Portray our target audience as old-fashioned, eccentric pet owners who are solitary or disengaged from society

Be cheesy, wacky or use over-the-top, slapstick humour

Brand world



Brand Master Logos

The Feliway and Adaptil master logos are simple and clean. They both use the same typographic style, but include a cat and dog icon to help differentiate between the brands.

The primary version of our logos is shown on the right, which is white reversed out of the lead brand colour. The size of the coloured panel can vary depending on application.

The preferred brand marks have an impactful authority when seen as a white lockup on a dark field.

The height and width of the "brand band" can vary by application.

The amount of dark colour surrounding the white lockup will therefore vary. The samples shown on the right represent an ideal comfort zone of surrounding colour.

Minimum spacing is indicated by the pink line.



Width of letter 'I' in Feliway

--- Gray dashed line indicates minimum distance of Authority Seal



Width of letter 'I' in Adaptil

--- Gray dashed line indicates minimum distance of Authority Seal

Colour palette

The colour palette for both brands is purposely small, using only the colours specified as masterbrand colours on pack.

Restricting the palette to the core brand colours from packaging allows for strong brand recognition from advertising touchpoints right through to point of sale.



PANTONE 2685
C96 M100 Y0 K10
R52 G39 B119
#342777



PANTONE PURPLE
C45 M90 Y0 K10
R137 G55 B136
#893788



PROCESS BLACK
C0 M0 Y0 K100
R0 G0 B0
#000000



PANTONE 288
C100 M81 Y6 K27
R35 G54 B112
#233670



PANTONE 2925
C76 M25 Y0 K0
R88 G150 B210
#5896d2



PROCESS BLACK
C0 M0 Y0 K100
R0 G0 B0
#000000

Typography

Primary Typeface

Consistent typography is essential for establishing a recognisable brand personality.

The Antartida font family is the primary typeface for both Feliway and Adaptil. Again, this maintains consistency with the packaging. Antartida's clean and functional look is balanced by rounded edges that make it friendly, which is a perfect fit for the brands.

Antartida Rounded Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Antartida Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Antartida Rounded Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Antartida Rounded Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Typeface

Din Condensed is the secondary typeface for Feliway and Adaptil, and will rarely appear outside the packaging.

It's role within the brand is to allow for setting long copy in ultra small space, a necessity to accommodate trilingual copy on packs for example, but will almost never need to be used outside of the packaging space.

Din Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fonts available for purchase at www.myfonts.com

Main brand imagery



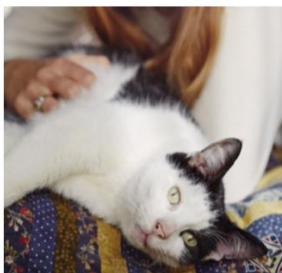
For use in advertising and point of sale, the main brand imagery delivers our message of best behaviour in an ownable, warm and interesting way. The main things that make a photo on brand are as follows:

Always show the human pet relationship, while keeping the pet the hero

While we always show the owner of the pet, they are secondary in the image composition. You can show a full face, but sometimes just a hand is enough to convey the bond between them.

Natural, truthful moments that pet owners can relate to

Whether it's your dog stealing food, or your cat keeping warm on your laptop when you're trying to work, your imagery should try and reflect real moments, that pet owners will recognise instantly.



Interesting composition

Unusual crops (this can also help with framing the pet as the central focus) and angles all add to a sense of the image feeling natural and interesting.

Natural lighting and real environments

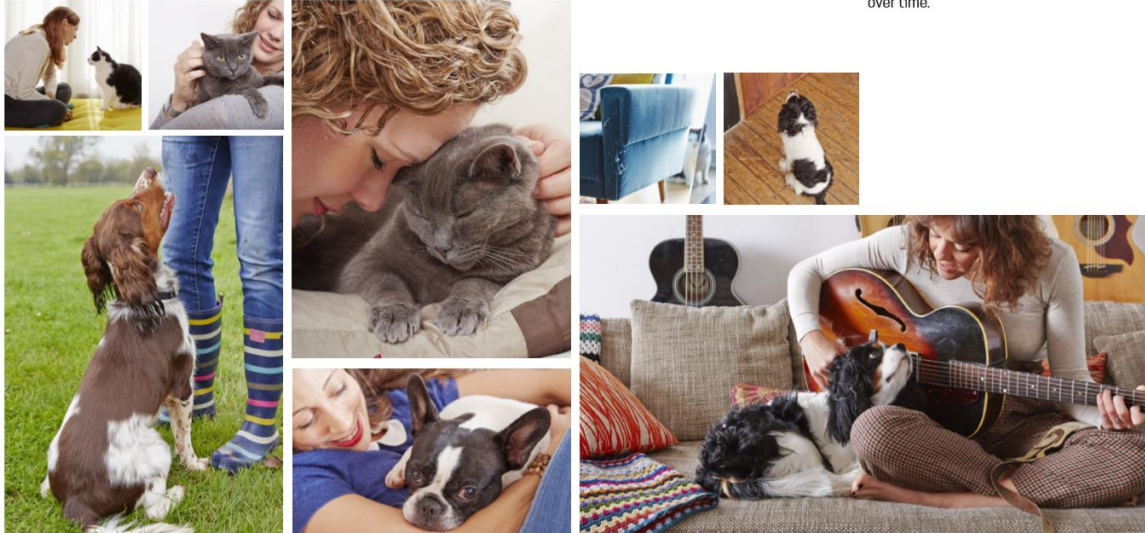
Finally, make sure your locations and lighting are not overly staged, and feel warm, natural and authentic.

Photography style: an overview

Our overriding aim with every image we use for Ceva is to show **real connection moments between owner and pet**.

Wherever possible, we should show real owners with real pets, and avoid clichéd stock imagery.

To make this easier we have created a library of images that are available for you to use. This library will be expanded over time.



Collateral imagery: Relationships

The images here, while using the same pets and the same owners, focus much more evenly on the pet and the owner. In our main brand imagery, it's key we focus on pet first, owner second, but in certain instances, such as imagery around a 30-day challenge story for example, showing the relationship in a more balanced way is appropriate.



Collateral imagery: Problems

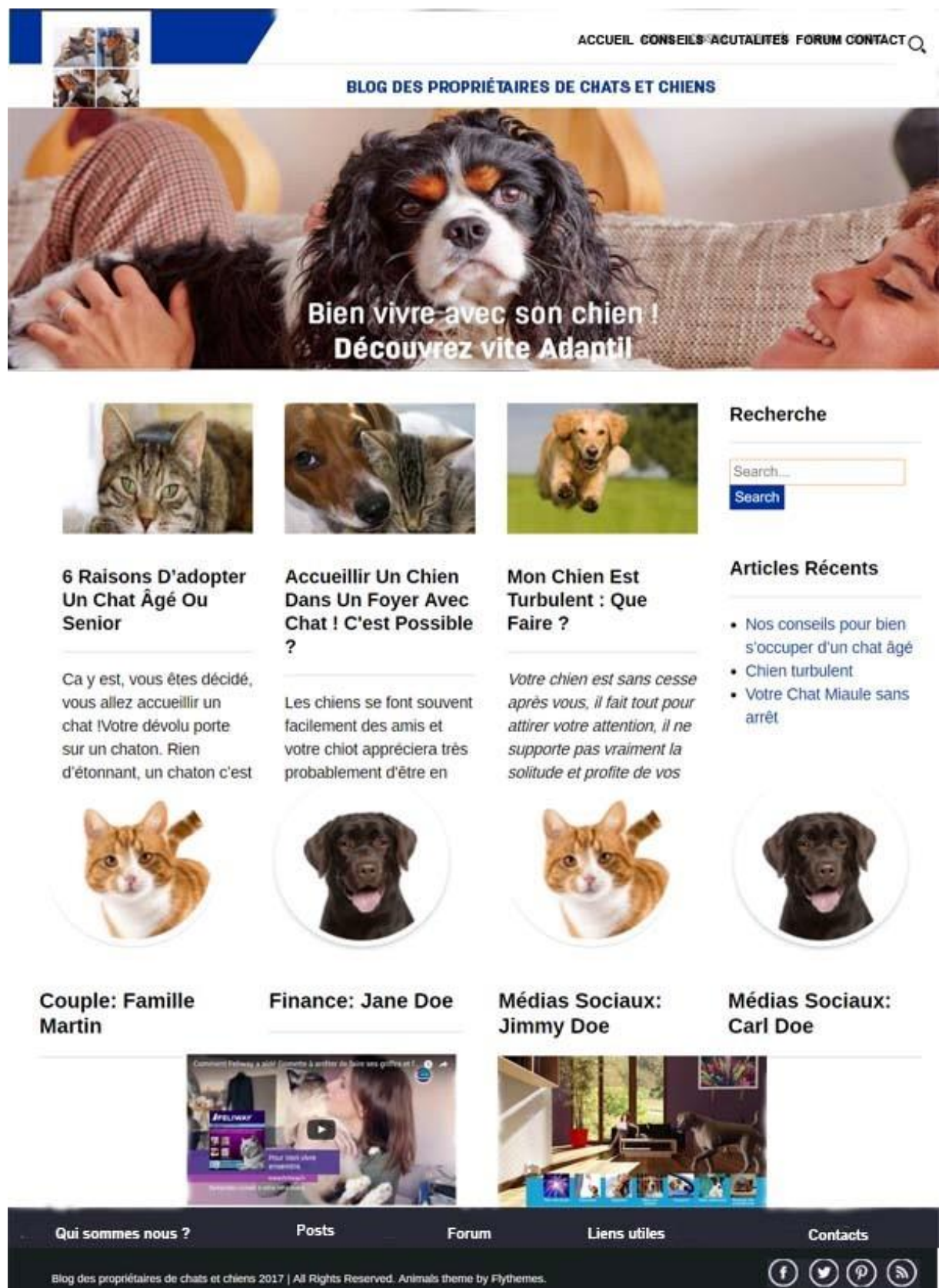
As a brand, we want to focus on the positive effects and results our products bring, rather than the problems that are solved by its use.

There are rare instances where illustrating a problem that is alleviated by using Feliway or Adaptil is appropriate, such as a vet or consumer leaflet, product instructions, on the website, etc.

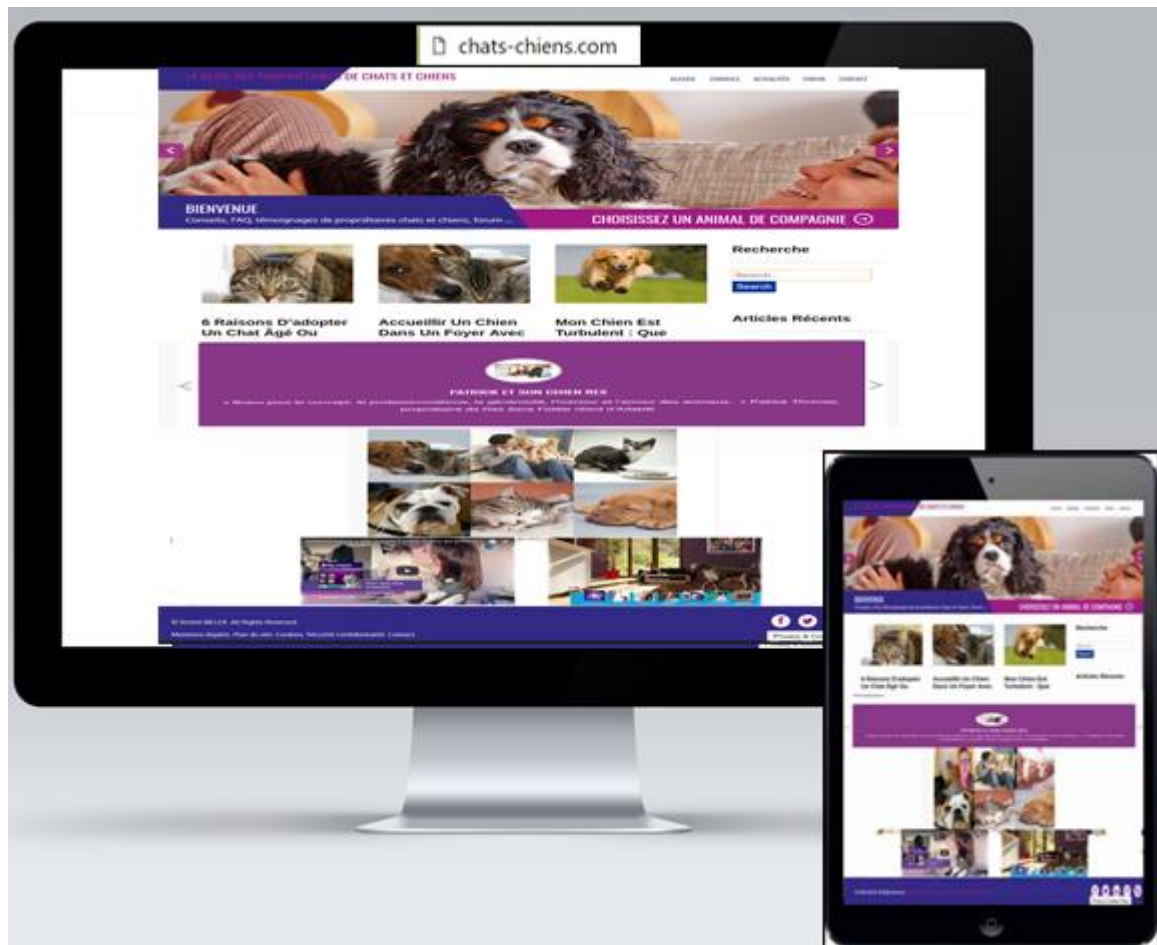


When using these problem images, make sure they relate directly to a piece of relevant content and never use them in isolation. They should **always be used in conjunction with positive brand imagery**.

Première maquette



Maquette version finale <https://chats-chiens.codem-informatique.com/>





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**6 Raisons D'adopter
Un Chat Âgé Ou**



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**Mon Chien Est
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La vieillesse chez le chat n'est pas forcément synonyme de tracas ! Si son corps et son comportement changent petit à petit, il ne tient qu'à vous de lui offrir une retraite sereine et paisible. Adaptez-vous à son comportement... Pour ce faire, la clé est l'adaptation. Vous devez l'observer et modifier votre attitude en fonction...

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2 thoughts on "Chien turbulent"

 Kristel on mai 5, 2017 Edit
Grâce au nouveau collier Adapti! je suis tranquille !
C'est le jour et la nuit ... n'hésitez pas.
Répondre

 Kristel on mai 5, 2017 Edit
Super ! Je vais essayer
Répondre

Laisser un commentaire

Connecté(e) en tant que Kristel. Déconnexion ?

Commentaire

Laisser un commentaire

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