



A Café-Eco for the BNP Paribas agencies

Laurent Prévotat and Jean de Chambure, from the French Retail Banking Communications, received the Business Innovation Award in the "Brand" category for the Café Eco project. Jean de Chambure, you are Project Manager for the FRB Communications. So first of all, can you tell us who is FRB?

FRB is one of the group activities that make up the retail banking divisions. So it is divided in four main activities according to the market segmentation. You have French retail banking for individuals, for entrepreneur, for private banking and for business and institutions.

So French retail banking has more than 2200 branches all over France. We have of course ATMs, business centres, private banking centres, and specialized operation centres and also a client relation centre. So we are really the retail bank in France.

So what is the Cafe Eco project and how is it innovative?

We create Cafe Eco with Peuplade. Peuplade was one of the first online social network in France before Facebook, Peuplade exists, and so the aim of Peuplade was to share projects, ideas, and services with neighbours. So because BNP Paribas and FRB are a bank deeply established in cities like Paris or Marseilles, it appears to us obvious to partner with Peuplade in order just to create this Café Eco. So, now, what is Café Eco? Just in few words, Café Eco is an event created with the net users of Peuplade with the aim to exchange and discuss with the net users of Peuplade and with our staff, with our branch managers, with our customer relationship managers who are happy to give a bit of time at the end of their days just to explain what they are doing, what is their own job, and how useful is the bank for the economy and for people. This is not so obvious, you know there are a lot of people who just say: well bank is like abstract art, bank is a bit far from my own preoccupations, but in fact when you are meeting and share information and try to answer some technical or practical questions that some net users are asking themselves in a little event like Café Eco, it's the best way to sell in fact your own brand and to sell your job.

What are the advantages for the clients?

Well, the advantages for the clients is they know a bit more deeply what a bank is, and they can have some answers, specific answers to their questions concerning: how I need to invest, how I need to save, how should I present my business project to a banker. You know those kinds of questions could be answered in a Café Eco.

And the advantages for the Group?

The advantage for the group is mainly to deep our brand, to deep the way people could perceive our brand and why not, because it was the case also, to have the pleasure to have new customers.