

## CASE STUDY: LES TROPHEES DE L'EXCELLENCE BIO

Client: Agence Bio  
 Destination: France  
 Date: March 2018  
 Service: Content, Design

# LES TROPHEES DE L'EXCELLENCE BIO

Agence Bio is a French State-funded organisation for the development and promotion of organic agriculture. The objectives are to aid public organisations, professionals and producers by providing information about the organic agriculture industry.

Agence Bio wanted to create a high-quality brochure for their yearly award's programme, Les Trophées de L'Excellence Bio. The brochure needed to introduce the seven finalists: initiatives, products, organic farming and/or production approaches. Due to the diversity of the finalists' profiles and the variety of the existing content material, it was a real challenge to create a printed brochure easy to read and with a coherent content/design experimented.



“ A page is dedicated for each of the finalists ”

AllTheContent solution is an A4 brochure design, organised as a easy to read consumer magazine, that dedicated a page for each finalist, highlighting their product, production method, impact on the community and future strategy for continuous organic production. The agency was able to define the project and deliver within ten days.



The solution included project coordination, relationship management with the client and their nominees. AllTheContent created the design, collected the information and testimonies produced the content with local reporter, and created the full product. All those information was transformed into a one-page article on each finalist with text and high-quality images. The agency ensured that the high standards were maintained throughout and supported Agence Bio in the final printing process to ensure that the quality requirement where totally integrated by the final printer.





Since 2001, AllTheContent has supplied the contents that media and companies need to attract and retain their audiences, across all topics, platforms and languages.

AllTheContent is a content agency with an outsourced talent pool of 1950+ professionals (writers, translators, producers) and distributor of selected third-party content, including Reuters. It combines the best of the media with new technologies to provide unique added value to websites, newspaper publishers, radio/TV broadcasters, telecom companies, IPV/OTT platforms, airline companies, food retailers and video wall services.

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