



CASE STUDY

2018 - 2023

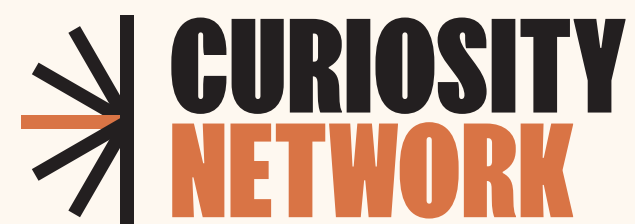


THE CHALLENGE

The history of the Mercedes-Benz brand is closely linked to the story of Bertha Benz, a pioneer of the automobile. The brand has always worked to promote equality between women and men, and has created an international program called She's Mercedes. Mercedes' French subsidiary wanted to bring this program to France - it was all up to them to invent it!

OUR SUPPORT

We helped the brand imagine how to apply this program in France, by creating a tailor-made mentoring club for women entrepreneurs to support them in their development and image challenges.



THE RESULTS

"OFFER A CONTEMPORARY BRAND EXPERIENCE TO WOMEN".

SHE'S MERCEDES FRANCE

Our actions :

- Advice and support in creating the support program,
- Program animation: events and content creation,
- Media relations.

3 promos of 9 entrepreneurs supported.



”Boldness, talent, listening...

It’s a real pleasure to exchange and co-create with Curiosity’s teams as part of our She’s Mercedes program.”

Angélique Touguet & Clémence Madet - CRM and Customer Events & Operations Managers at Mercedes-Benz Cars





SHALL WE MEET ?

Would you like to find out more about our tailor-made programs for equality ?

Curious to discover our different animation formats and all the inspiring talkeuses - ask for our catalog of services!

A simple desire to discuss the challenges facing the sector?

Reach us



hello@curiosity-club.co



VICTOIRE WATTINE

Development Director