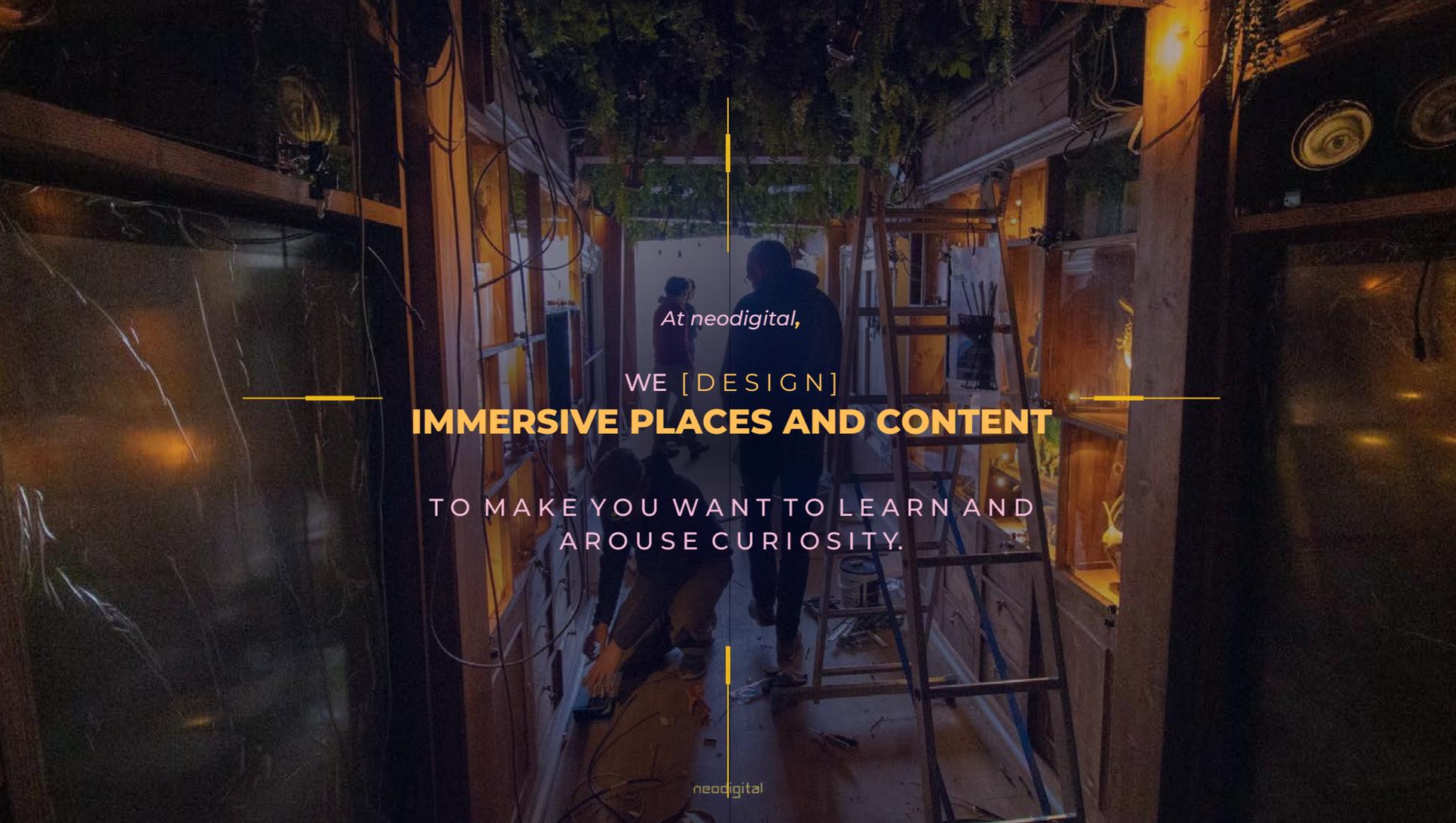


A museum display case with a wooden frame and glass panels. The case is divided into sections. The top left section contains a dark, textured surface with faint, illegible text. The top right section contains a large, detailed anatomical heart specimen, illuminated with red and blue light, with several yellow arrows pointing to various parts. Below the heart is a purple shoe mold. The bottom section contains a collection of small, colorful figurines, including a blue monkey and a yellow monkey. The background of the case is a dark, textured surface with faint, illegible text. The overall lighting is dramatic, with a mix of red, blue, and purple hues.

neodigital®

STUDIO

A dimly lit room under construction. The walls are made of dark wood. A ladder is leaning against the wall on the right. A person is standing on the ladder, and another person is kneeling on the floor in the foreground. The room is filled with various objects, including a large glass display case on the right and a large window or opening in the background. The lighting is warm and focused on the central area.

*At neodigital,*

WE [DESIGN]

**IMMERSIVE PLACES AND CONTENT**

TO MAKE YOU WANT TO LEARN AND  
AROUSE CURIOSITY.

*In our French studios, we create*



Immersive  
places



Immersive  
installations  
and  
projections



Immersive  
showroom



Immersive  
urban  
activation



Immersive  
exhibition





**HIGH NUMBER OF UNFILLED JOB  
VACANCIES**

**HIGH UNEMPLOYMENT RATE**

**AN EVOLVING SOCIETY**

# **CONTEXT**

**DISILLUSION  
LOW SELF-ESTEEM  
EXCLUSION**

**WE WILL WORK DIFFERENT CAREERS**

# WHAT IS OUR TARGET AUDIENCE ?



Jobseekers



Young people  
with low or no  
qualification



Audience that  
don't go to  
orientation  
organisms



Other audience

## WHAT IS THE CHALLENGE ?

How to attract audience and arouse interest  
around self-discovery in order to make  
orientation or retraining easier?

*All we had left to do was to  
imagine a new concept...*



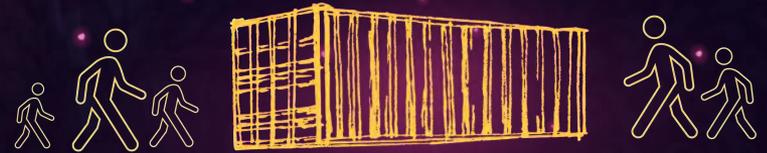
Our starting assumption was that **pleasure, art** and **wonder** are powerful **engines** in learning and discovery.



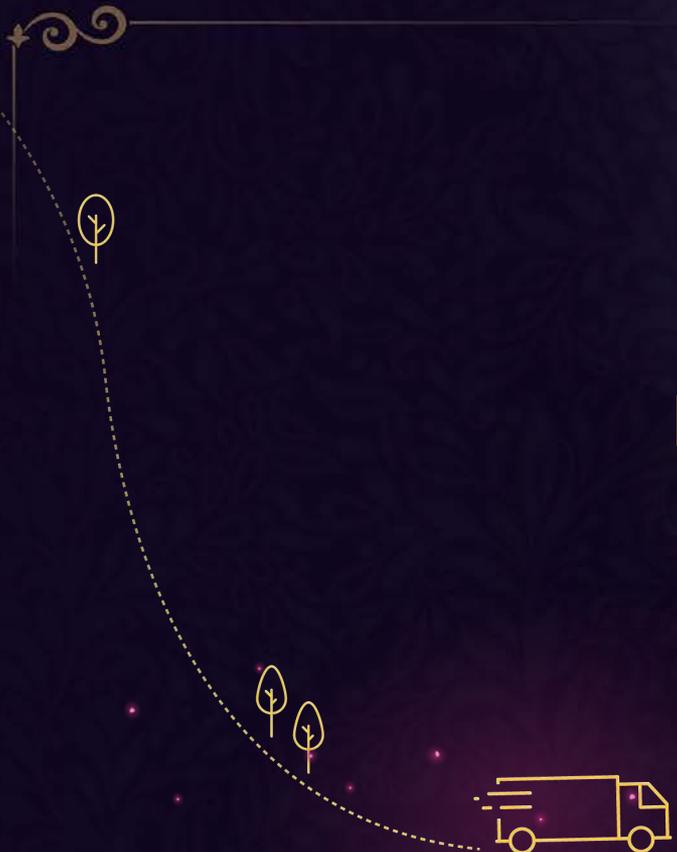
**Basile Bohard**  
Creative & art director

**OUR IDEA**

# **CREATING A 360° IMMERSIVE EXPERIENCE**

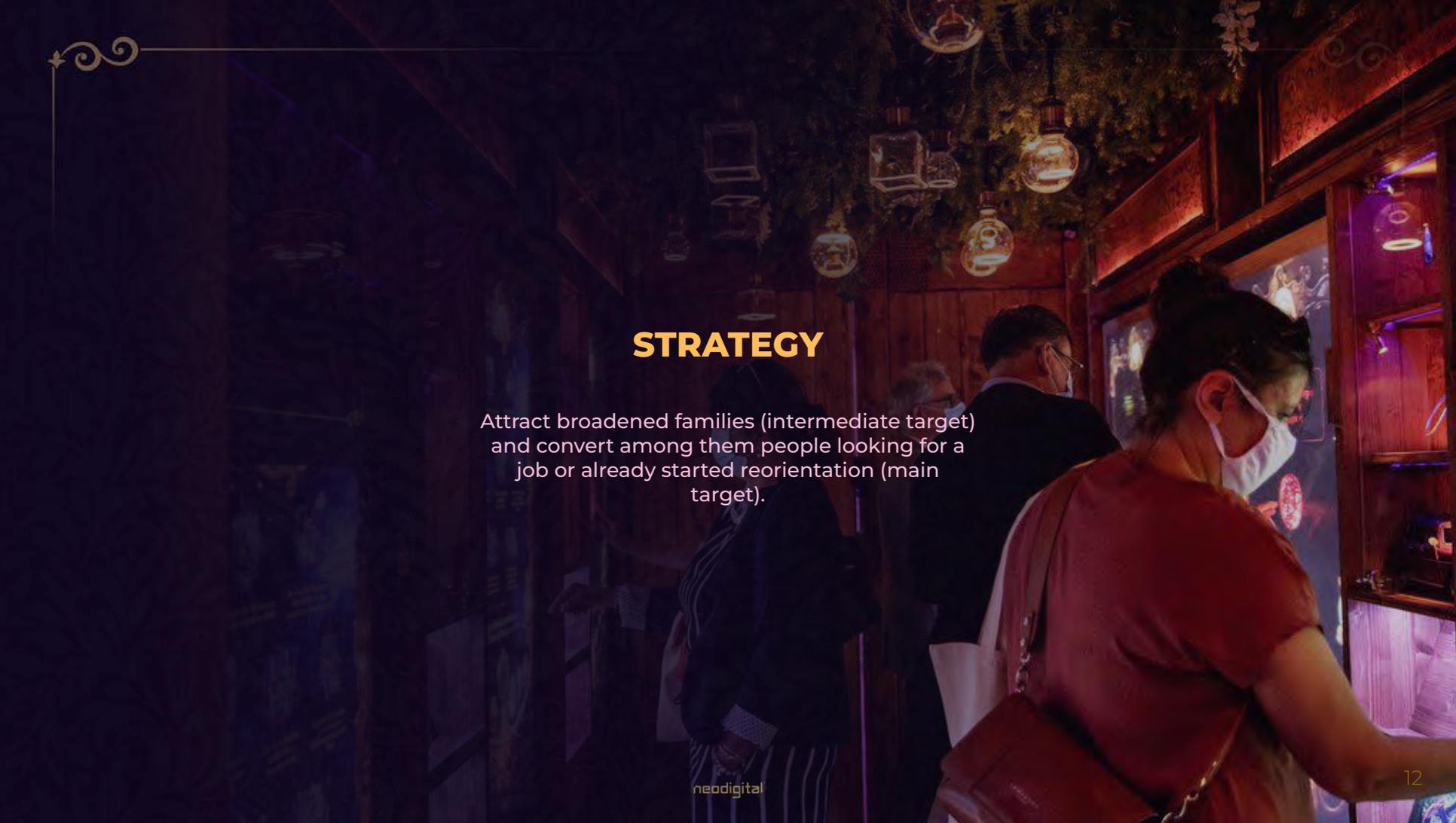


# BOUND FOR REGIONS



# MEETING AUDIENCES



A photograph of a restaurant interior. The scene is dimly lit with warm, ambient lighting from several hanging pendant lamps. In the foreground, a woman with her hair in a bun, wearing a white face mask and a reddish-brown top, is looking towards the right. Behind her, a man in a dark suit and glasses is also visible. The background shows a bar area with a menu board and other patrons. The overall atmosphere is cozy and modern.

## STRATEGY

Attract broadened families (intermediate target) and convert among them people looking for a job or already started reorientation (main target).

## STRATEGY

# BUT WHY DOING IT THIS WAY ?



TO MAKE ACCESS TO THE PROJECT EASIER.



TO PROMOTE DIALOGUE BETWEEN AUDIENCES.



TO CHANGE BEHAVIOURS.

## STRATEGY

# WHERE WILL THE CONTAINER BE ?



Cultural events



Orientation forums



Regional events  
"Cordées du territoire"



Activities with local stakeholders

# THE EXPERIENCE

## STEP 01

### VISIT OF THE CONTAINER, A WALKING PROJECT

The visitor, player of his own discoveries, explores what makes a person's personality on interactive screens and plays games/takes tests about intelligences on interactive screens to know their own main intelligences.

ENTREZ PAR LÀ ...▶



# THE EXPERIENCE



1

container



100 %

original

(music, scenography, light, objects, games, interactive experiences, concept)



30 m<sup>3</sup>



45

minutes max  
of experience



6

people per  
experience



3

interactive spaces



1

mediator



Booking  
required



General  
public



150

dates in Centre-Val de  
Loire region  
(between sept 2020 and  
sept 2022)

# THE EXPERIENCE



## SPACE 1

TO INSPIRE AND BE AWARE

Discover and be aware of how rich are differences and strengths that make each individual.



## SPACE 2

TO TEST YOURSELF

Through a fun experience, visitors can start a real personality test based on their intelligences and know more about themselves.

## THE EXPERIENCE



### THE VISITOR DOESN'T LEAVE EMPTY HANDED...

It's not over, during the rest of the experience, the visitor will test all their strengths (not only mental) but before that, he leaves with an instruction book to better understand their potential.

**YOU'RE A MEMBER OF KLUB  
EXTRAORDINAIRE**



**CERTAINS  
EXTRAORDINAIRES  
ONT VOULU  
LAISSER  
UNE TRACÉ DE  
LEUR PASSAGE  
AU SEIN DU KLUB**









# LA BANDE-ANNONCE

DU CLUB EXTRAORDINAIRE

# THE EXPERIENCE

## STEP 02

### WEB PLATFORM, PERSONAL SPACE

Step 2, virtual extension, happens on Klub Extraordinaire® web platform and invites the visitor to discover their self-knowledge through new games/tests in order to then contact labour stakeholders.



# THE PUBLIC EXPERIENCE



EXPERIENCE  
PRESENTATION



SCHEDULE



TOUR BLOG / JOURNAL

# THE INDIVIDUAL EXPERIENCE



**YOUR PROFILE DASHBOARD**



**NEW TEST**

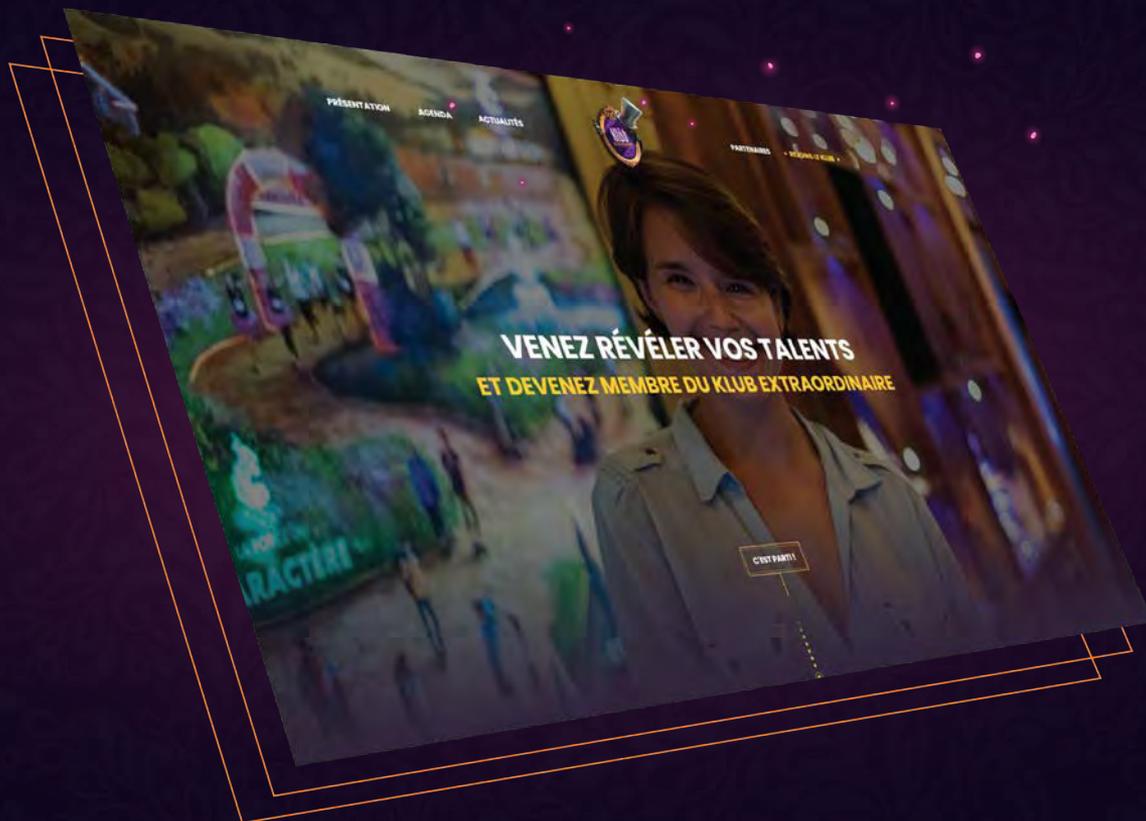


**COMPARISON TOOL WITH PERSONALITIES AND CAREERS**



**NETWORKING WITH LABOUR STAKEHOLDERS**

# THE EXPERIENCE



## THE EXPERIENCE



## STEP 03

### MEETING WITH LABOUR STAKEHOLDERS

With the help of labour professionals, they can explore and strengthen their orientation or reorientation choices.

# PRICES & REWARDS

2020  
OSCAR  
EN COURS...

2020  
**ACTION  
REMARQUABLE  
DE L'ÉTAT**

2020  
OSCAR  
EN COURS...

2020  
OSCAR  
EN COURS...

2020  
OSCAR  
EN COURS...

2020  
OSCAR  
EN COURS...



# CONCEPTION

1

Creative director

Art director

Stage designer

Editorial manager

Production director

Multimedia designer

Educational engineer

Scientific guarantees

Concept Artist



# 2 DESIGN

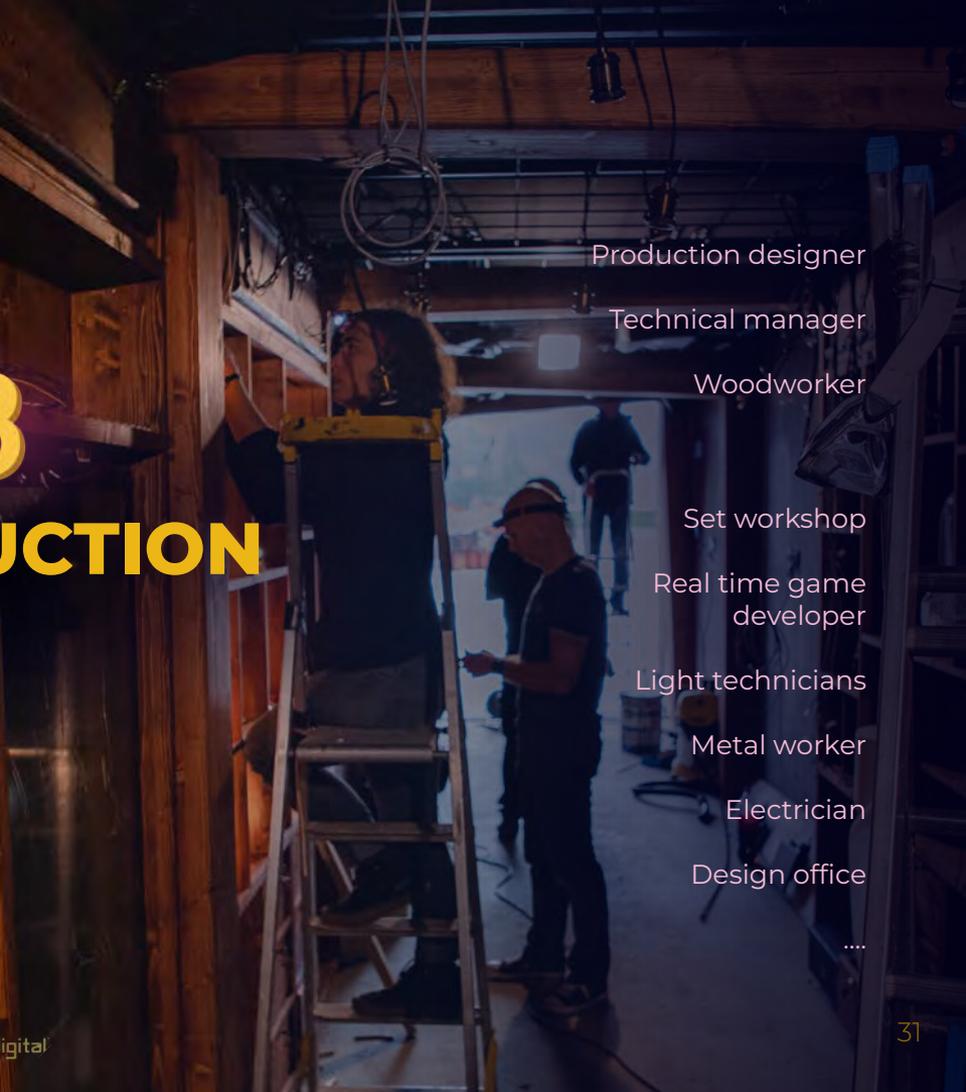


- Creative director
- Art director
- Stage designer
- Graphic designer
- Music composer
- Concept Artist
- Light designer
- 3D Infographic designer
- Technical manager



3

# PRODUCTION



Production designer

Technical manager

Woodworker

Set workshop

Real time game  
developer

Light technicians

Metal worker

Electrician

Design office

....



# INTEGRATION



Production director

Technical manager

Light technician

Light engineer

Set designer

Show control technician

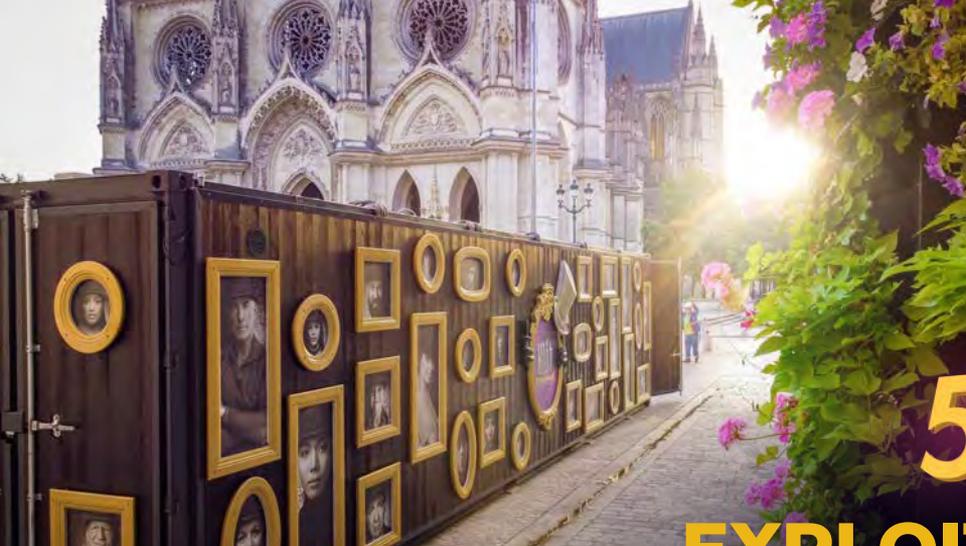
Control office

Equipment integrator

Plant designer

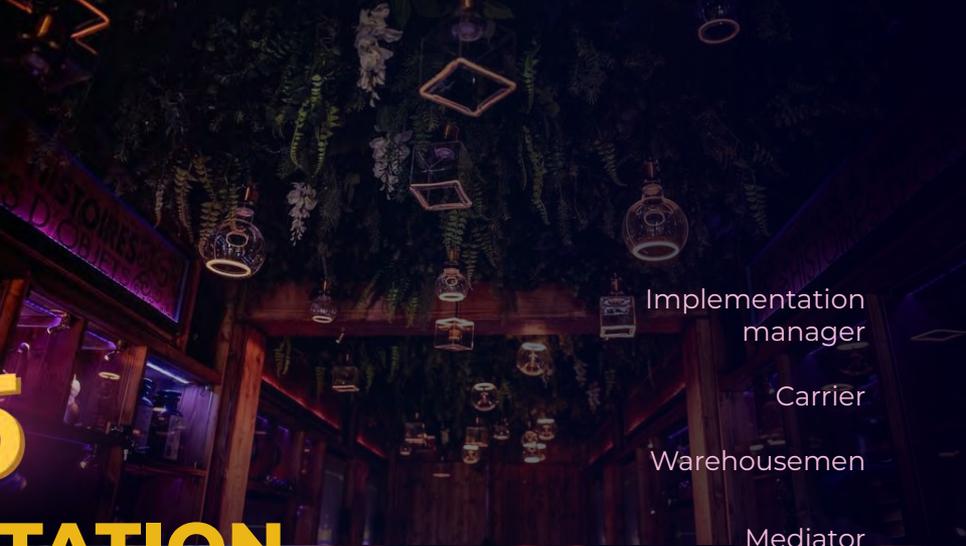
Climate control

....



5

# EXPLOITATION



Implementation manager

Carrier

Warehousemen

Mediator

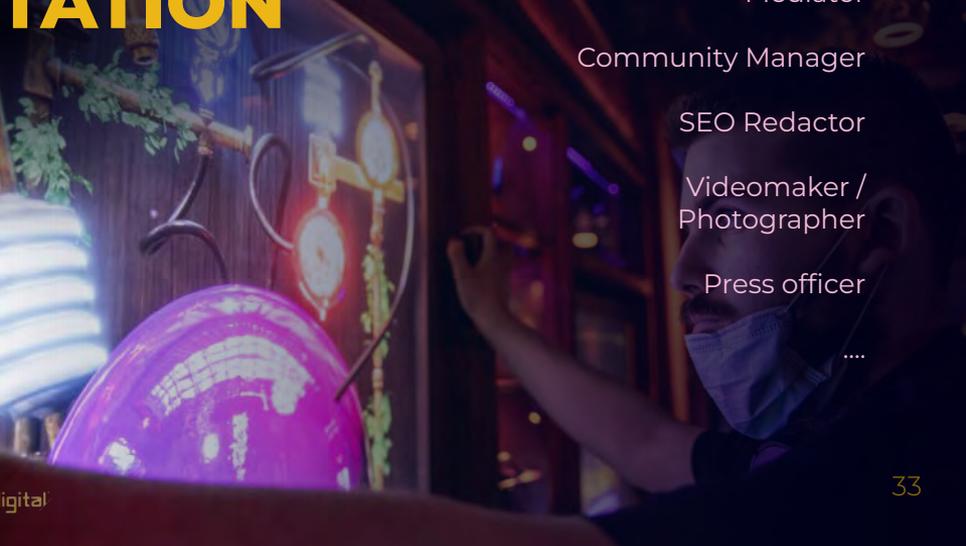
Community Manager

SEO Redactor

Videomaker /  
Photographer

Press officer

....





**THANKS FOR YOUR  
ATTENTION**



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27300 Bernay  
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Email : [basile.bohard@neodigital.fr](mailto:basile.bohard@neodigital.fr)

**#WEARENEODIGITAL**



INVESTIR  
DANS VOS  
COMPÉTENCES

PROJET COFINANCÉ DANS LE CADRE  
DU PLAN D'INVESTISSEMENT  
DANS LES COMPÉTENCES