

TOUTOU

Chic



**DIGI
TOL**

IMMERSIVE LEARNING



Context

THE STORY

ToutouCHIC is the story of a dog grooming salon established in Lyon since 1984.

Founded by Saskia WÖLF, a German immigrant who arrived in France in the 1960s, the salon welcomes a clientele of regulars who regularly brings their pet (dogs only) for grooming.

Problem: since the early 2000s, the shop's turnover has been declining. Worse, since the 2020 pandemic, revenues have plummeted.

The cause? Like many small French shops, Ms WÖLF's salon is experiencing the arrival of more modern salons, with trendy decoration and especially better referenced on the web.

That's the whole problem with ToutouCHIC. The shop opened 40 years ago, but you will not find any trace of the establishment on Google or other search engines. The clientele of regulars is no longer enough to maintain the activity of ToutouCHIC, which runs straight towards bankruptcy.

A good news in this dark picture: the living room has just been completely renovated! The interior is therefore particularly attractive, with a neat decoration.

Another asset, the range of products used for dog grooming has been completely changed, making way for natural products, more respectful of the environment and animals.

context THE STORY

Saskia WÖLF now counts on your team of talented young students to communicate on the revival of its shop!

And change necessarily requires an online presence: creation of a showcase website with the possibility of making an appointment online, partnership with one or more local influencers to improve traffic, optimization of natural referencing (SEO)...

Saskia WÖLF left you several photos of the show as well as the references of the products used.

It also gives you some additional information such as opening hours or the shop address. Find all this information in the second context document at your disposal.

