



## Press Release

Wednesday 10th April 2019

### **Launch of YRSA COMMUNICATIONS**

*The Agency with a difference to make the difference*

- A team of leading experts and high potentials
- Yves Romestan, founder and CEO (ex-SVP, Walgreens Boots Alliance)
- A business model based on an innovative vision of communications services
- Ambitions to become a catalyst in the market and a European player

**Paris and London** – An innovative new type of communications agency named YRSA Communications has just been launched, bringing leading experts as well as high potentials from the sector to work together. Its ambition is to quickly become the benchmark Agency within the sector as well as a European player through an active policy of partnerships, acquisitions and organic growth. In addition to this, it intends to be seen a catalyst within the market by contributing to the renewal of industry standards and norms.

The Agency is led by Yves Romestan, founder and CEO. Over the course of his career, he has managed the media relations and communication of several multinational corporations (Lafarge, CEA, Total, Bouygues, Brandt). From 2003 to 2017, in the UK and USA, he led the global leader Walgreens Boots Alliance as Senior Vice President. Having recently returned to France to help in the establishment and revival of various companies, and in particular YRSA Communications, the Agency's fresh business model is born from his professional experiences. It is a manifestation of a new and researched vision of the different professions from within the communications sector.

**Positioning, mission and values:** YRSA Communications is positioned as an independent, international and multicultural agency specializing in corporate communications and brand strategy. Its services and expertise cover the entire value chain of communications, from strategic consulting to performance monitoring. Its mission is to provide high-performance and tailor-made solutions to its clients, to help them meet the challenges of a changing environment and to distinguish themselves from their competitors. Its 8 founding values are audacity, performance, commitment, partnership, breaking boundaries, trust, open-mindedness and sustainable development. The Agency's signature "building success in partnership" as well as its logo reflect the emphasis on value creation for clients.

**The team:** Made up of 20 creative, inventive, committed and experienced talents, based in France and the United Kingdom, they all share a bold and pragmatic vision of communications as well as the same results culture. Their careers and backgrounds are each different but highly complementary. This wealth, diversity and cohesion of skills allow the Agency to better support its clients in the various stages of their development. These individuals are either current shareholders of the company or have the opportunity to become equity holders within the next eighteen months.

Yves Romestan said: ***"Our vision is based on the belief that a communications partner can make a vital difference to its clients through skill, hard work, intuition, creativity and commitment: in short we do not sell time but talent, benefits and results! Our vision therefore excludes overused and preformatted approaches, copy-paste techniques, fluffy answers, waffling and the deceptive comfort of following the current and being carried by the wind. By combining the strength of our business model with different partnerships and external and internal growth operations, we intend to become, within the next three years, a landmark agency that will contribute to renewing the sector in France, the UK and more broadly in Europe "***

Discover the YRSA Communications website: [yrsa-communications.com](https://yrsa-communications.com)

**A. Main members of the team:**

- **Laurence Andréé**, Consultant in Strategy and Marketing
- **Chloe Bazire**, Community Manager
- **Christine Colmont**, Expert Journalist and Consultant
- **Julien Cotel**, Chief Digital Officer
- **Adeline Delecroix**, International Champion sponsored by the Agency
- **Sihan Huang**, Sharp International Project Coordinator
- **Jean-Marc Fitoussi**, Commercial Director
- **Caroline Gaillard**, Artistic Director
- **Laurence Genevet**, Consultant for the French Riviera and Monaco
- **Agnès Gilbert**, Media Relations and Crisis Communication Expert
- **Carol Miller**, Media Relations Expert (UK)
- **Esther Poulson Rambaud**, Communicator and Anglo-French Consultant
- **Kevin Racle**, Promising Journalist and PR Consultant
- **Patrizia Righetti**, Editorial and Coaching Manager
- **Yves Romestan**, Founder and CEO
- **Giorgia Rowe**, International Consultant

**A. 8 Core values:**

- |               |                           |
|---------------|---------------------------|
| ○ Audacity    | ○ Breaking Boundaries     |
| ○ Performance | ○ Trust                   |
| ○ Commitment  | ○ Open-mindedness         |
| ○ Partnership | ○ Sustainable Development |

**B. An offer that covers the entire communications value chain**

- **Strategic consultancy** in corporate communications and brand positioning
- **Brand strategy and architecture:** positioning identity, brand territories, denominations, claims, logos and graphic guidelines, advertising campaigns, etc...
- **Press relations:** all categories of media – international, national and regional, generalist, economic and trade, multisectoral monitoring.
- **Digital strategy and communications:** websites, SEO, dedicated digital platforms, social media campaigns, reputation actions, monitoring.
- **Financial communications:** press releases, results announcements, annual reports, mergers and acquisitions, general meetings, press conferences...
- **Crisis communications:** audits, coaching of Leaders or Principals, media training, reactive crisis management, support for return to “business as usual”, design and implementation of best practice...
- **Internal communications:** managerial communications, internal dynamics, internal news agencies, events and internal conventions.
- **Editorial strategies:** corpus and storytelling, narratives, external and internal publications, presentations, slideshows, speeches, opinion pieces, articles, interviews, blogs, etc...
- **Performance indicators:** measuring and monitoring the impact of communications operations (external and internal), design of KPI dashboards...
- **Barometers:** design and management of reputation and image barometers.
- **Campaigns:** Advertising campaigns, PR and reputation campaigns, campaigns on social media and community management, activation of supportive communities within the scope of all stakeholders.
- **Publishing:** Corporate books, leaders’ biographies and printed works, interview books, memoirs, corporate anniversary books...

### C. Logo and visual identity

The logo and visual identity of YRSA Communications express the desire for growth and the company's focus on value creation for its customers. The logo design reflects simplicity, efficiency and elegance.

- D. A signature to showcase our partnership culture:** YRSA Communications' signature is designed to showcase the company's partnership culture. *"Building success in Partnership"*, as for the visual identity, reflects a bias of simplicity, fluidity and efficiency. **yrsa-communications.com**
- E. Yves Romestan, Founder & CEO :** Following his career as Director of Communications for a number of large groups across Europe and the US, Yves recently came back to France to help in the creation and relaunch of several companies and also to create an international communications agency based on an innovative and creative business model. Having French and British dual citizenship, he has worked for multinationals such as Total, CEA, Groupe Banques Populaires, Lafarge, Bouygues and Brandt..). From 2003 to 2017, he was based in the UK and the USA, as Director of Communications then Senior Vice President, Communications and International Affairs at Walgreens Boots Alliance. His specialty sectors are healthcare, energy, car manufacturing, banking and finance as well as construction and property. His main fields of expertise are crisis communications, PR, financial communications, leadership communications, advertising and reputation campaigns. Yves is also Professor of Economics at the Institut Européen des Affaires (IEA) and a Non-Executive Director of other companies.