



# Dr. Wided Batat

Enthusiastic Scientist & Entrepreneur

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Professor Author Editor

Keynote Speaker Business Trainer Ethnographer

CX/UX Designer Entrepreneur

## Dr. Wided BATAT



### I'm an enthusiastic scientist & entrepreneur

Doctor and professor specialized in experiential and digital marketing; I help companies, organizations, and executive teams with the logic of continuous efforts in terms of innovation, progress, respect, responsibility, performance, and profitability.

As an ethnographer in management sciences, I have a somewhat atypical and unique profile “I am a scientist who likes companies.” To innovate differently and durably, I propose to combine academic research and field experience as well as combine exploratory approaches and contextualization.

My philosophy? “To innovate is to understand today the world of tomorrow by adopting ethnography as a new tool of study and the 7Es of the experiential marketing mix to create innovative, adapted, attractive and effective customer and employee experiences.” I forgot ... I love marshmallow!

I advise and help companies and organizations to:

- Conduct successful digital transformation with phygital experience: physical & digital
- Design innovative and fruitful customer and employee experiences
- Build business strategies that really focus on customers and employees “Customer Centric” & “Employee Centric”
- Understand, collaborate, and achieve business objectives when targeting Digital & Youth Generations



## **Dr. Wided BATAT** Enthusiastic Speaker (Europe, Asia, United States, Middle Est)

Enthusiastic Speaker and Business Trainer (Bilingual: French & English) you can contact me for a “Tailor-made” conference and or below, there are some examples of topics of conferences, workshops and professional training recently delivered:

- The 7Es © as a tool to innovate in the design of the digital customer experience
- Digital transformation through customer experience
- Marketing management & customer experience
- Generation Z: digital trends & prescription power
- Best practices to win digital transformation for innovation, efficiency & performance
- Digital transformation of the decision maker in the consumer goods and luxury sectors
- How to improve the digital customer experience
- How to target the Z generation for home design
- Digital storydoing: for an innovative and powerful customer experience
- Generation Z & organic foods
- The Organic Food 6.0 transformation
- From storytelling to storydoing: how to engage the customer in an innovative and successful customer journey
- The customer experience in the physical and digital environment: A powerful phygital continuum

## Dr. Wided BATAT



### Ethnographer Nethnographer & Cx/Ux Designer of customer experience

(Europe, Asia, United States, Middle Est)

Expert in ethnographic market research (transversal, longitudinal, and participative) and netnographic (digital ethnography), I help companies and organizations to innovate and anticipate future trends and develop a pioneer position.

#### What is ethnography?

The best solution for understanding society and market actors, the marketplace, and consumers is to observe them in their real environment. It is from these observations that sustainable, responsible, and profitable innovations can be built.

#### Ethnography, what for?

- define the tacit and explicit expectations of B2B and B2C customers
- predict future consumption trends
- analyze the functional, relational, and emotional needs of target audiences
- understand and collaborate effectively with Digital Natives & Youth generations
- foster managerial and organizational innovation, products, services, markets ...

Thanks to specifically designed tools (experiential ethnographic study protocol, observation guide, analysis grid ...) these studies allow to bring out innovative and effective solutions.

# Dr. Wided BATAT

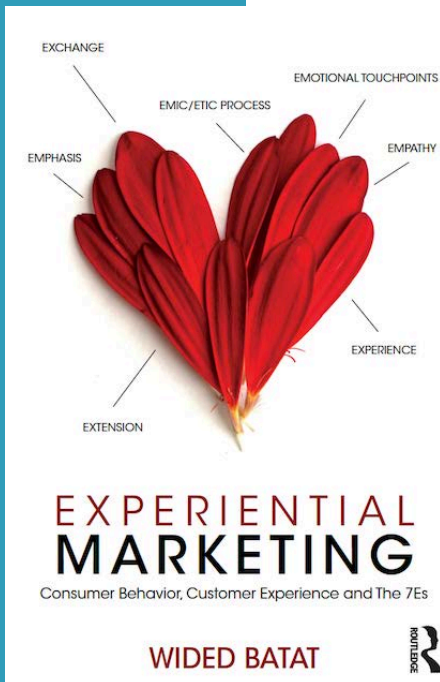
## Creator of the 7Es<sup>®</sup> Enthusiastic Business Designer

(Europe, Asia, United States, Middle Est)

To promote and facilitate a customer and employee centric approaches, I have designed a new Marketing Mix model for companies to effectively design and create innovative, tailored, attractive, and successful customer experiences.

### This new Marketing Mix consists of the 7Es<sup>®</sup>

- **Experience** : Experience Territpy Matrix (ETM), stages and exqual tool
- **Exchange** : Co-cr ation and collaborative marketing
- **Extension** : Experience continuum and intra/extra-domestic experiences
- **Emphasis** : Brand culture emphasis and storytelling
- **Empathy capital** : Empathy concept, empathy experience and empathy capital formation
- **Emotional touch points** : From customer touchpoint to emotional touchpoints and emotional touchpoints toolkit
- **Emic/Etic process** : Emic/Etic persepective and crosscultural customer journey



# B&C Consulting Group

## The Experiential Research Company

(Paris Geneva Milan New-York Tokyo)



B&C Consulting Group is firm specialized in innovative market research & consumer insights.

It focuses on “Experiential Marketing,” customer experience, buying behavior, explicit and tacit consumer expectations and consumer trends.

It also brings a socio-cultural approach to consumer practices by fostering innovation through the analysis of the functional, relational, and emotional needs of target audiences.

Specialized in ethnographic and netnographic studies, B&C consulting group help companies in a constant perspective of innovation, progress, respect, responsibility, performance and profitability. Combining scientific research and field experience.

It intervenes in complex and committed sectors: Industry and consumer goods B2b2c, Tic, Internet, Health, Bank, Cluster, Culture, Press, NGO, UN, Unesco ...

## Enthusiastic Professor Researcher & Editor (Europe, Asia, United States, Middle Est)

PhD in management science and marketing and researcher/professor specialized in experiential and digital marketing, I lead research groups and laboratories at an international level.

I work and collaborate with top leading universities and business schools. I also train university and professional audiences: Executive Program, C level executives, Continuing Education, MBA, etc.

### Research interests:

- Experiential marketing
- Consumer behavior and consumer culture
- CRM, Value co-creation and Service-Dominant Logic
- Transformative Consumer Research
- Interpretative consumer research
- Young consumer, Generation Z/Y and youth marketing (children, teenagers, tweens, young people, students, etc.)
- Competent and vulnerable consumers
- Responsible marketing and public policy
- Identity, acculturation and ethnicity
- Luxury, tourism and cultural products movies, games, music, arts and exhibitions, opera...)
- Food consumption
- Market Research and qualitative methodologies, ethnography, subjective and longitudinal research methodology (Observation, Interaction, in-depth interviews, SPI...)



# Innovative Marketing Studies: a creed, the experiential!

**Innovative marketing studies focusing on the consumer experience and oriented towards "operational implications":**

- Tacit and explicit consumer needs
- Needs and changes in markets and demand
- Integration of the experiential dimension at all levels: products, services, routes, communication ...

**Rigorous and proven scientific methods**

- Desk Research
- Consumer perceptions of brands
- Behavioral studies

**Qualitative Behavioral Studies for Sustainable and Successful Innovations**

- Longitudinal and cross-section ethnography
- Participant ethnography
- Netnography (digital ethnography)



# Trainings and Conferences: my experiential approach!

*" I take part in seminars, conferences, workshops, events (exhibitions, breakfasts, dinners, product launches, official presentations ...) or for specific trainings.*

*The forms can be very varied, do not hesitate to question me to exchange if you have a project or an idea in mind.*

*I like to design original formats and necessarily more impacting!*

*In 15 years of experience with a wide variety of audiences (board, top management, coaching, teams, general public ...) I have developed very participative formulas where the rational mixes with the emotional and where the pleasure is measured in performance! "*

Wided Batat

# Trainings and conferences:

## 8 topics at the heart of business trends!

Strategic topics to raise awareness and understand behavioral upheavals

- Understanding the employees and customers of **Millennials**
- Transformations of collaborative work induced by **the digitalization of the workplace**
- **Transgenerational challenges:** techno digital natives bitten to techno digital emigrants
- **Customer experience at the heart of digital transformation**
- Digital transformation at the service of **the re-enchantment of audiences, consumers, employees, etc.**
- **Customer experience in the Phygital environment or how to guarantee a high performing phygital continuum**
- **From storytelling to storydoing** or how to engage the customer in an innovative and successful customer journey
- **The experiential customer journey to innovate and perform**

# My enthusiastic clients

Paris Milan London Brussels Geneva Zurich Tokyo New-York Dubai Singapoure ...

## Experiential references !

Adetem  
Acquia  
At Home Group  
Bayard presse  
Bristol-Myers Squibb  
Caisse d'Epargne  
CB News  
Cité du Luxe  
Cluster Bio & Food  
Crédit Agricole  
Essilor international  
Fabasoft  
FoodInno Symposium  
Harvard Business Review  
Laboratories Roche  
Les Echos  
Lesieur  
Luxe Excellence & Aliptic

Luxury Hub innovation  
LVMH  
Maison & Objet  
Ministère de la Culture  
Monaco Symposium on Luxury  
Musées  
Nations Unies  
Novachild  
NRJ  
Orange  
Roche Bobois  
Seb  
STEF Group  
Tamedia  
Toshiba  
Unesco  
Walters Kluver  
**and soon you!**

# Workshop, keynote & Conference : Vidéos & ITW !

## Experiential Marketing

Consumer Behavior, Customer Experience & the 7Es

<https://www.agoranews-experience-client.fr/hababook-experiential-marketing-par-wided-batat/>

## Transforming Brand & Consumer Experience

<https://vimeo.com/386932193>

## The Ultimate Customer Experience

<https://vimeo.com/387410538>



Dr. Wided BATAT

Enthusiastic Writer (Sage, Routledge, Springer, Dunod, Eyrolles ... Paris Londres New York)

THE EXPERIENCE OF WRITING A  
BOOK IS A TRUE EXPERIENTIAL  
JOURNEY



*“Books  
are made  
to be  
devoured”*



2019



# EXPERIENTIAL MARKETING

Consumer Behavior, Customer Experience and The 7Es

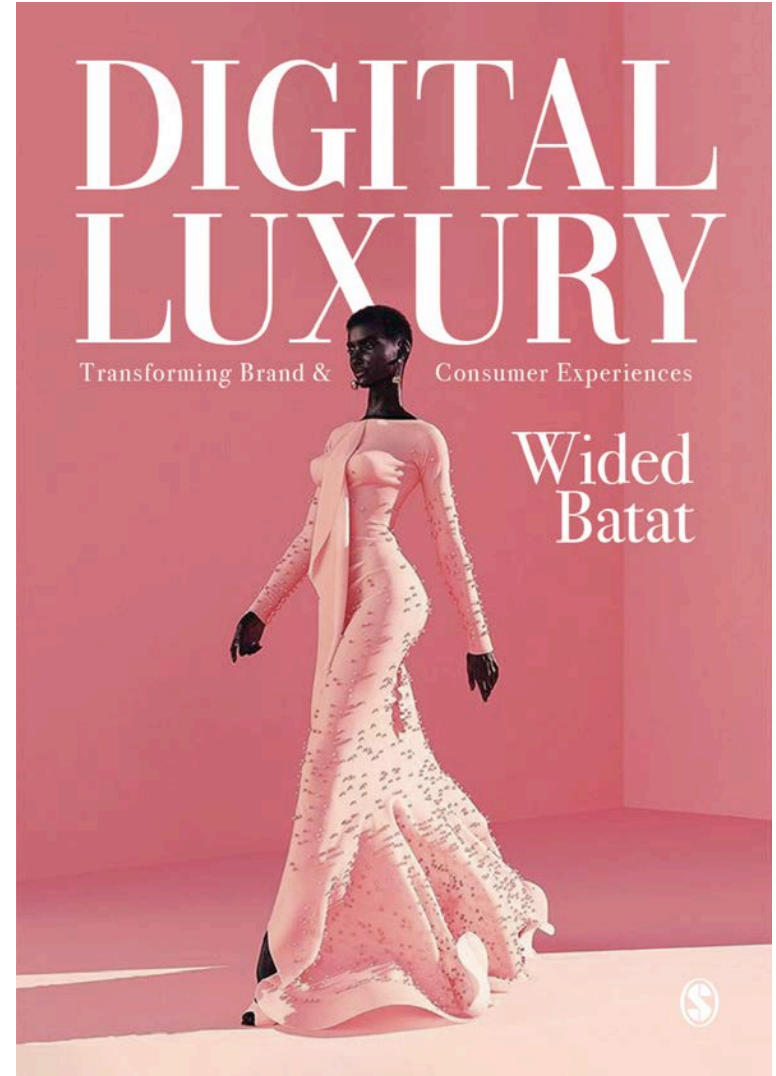
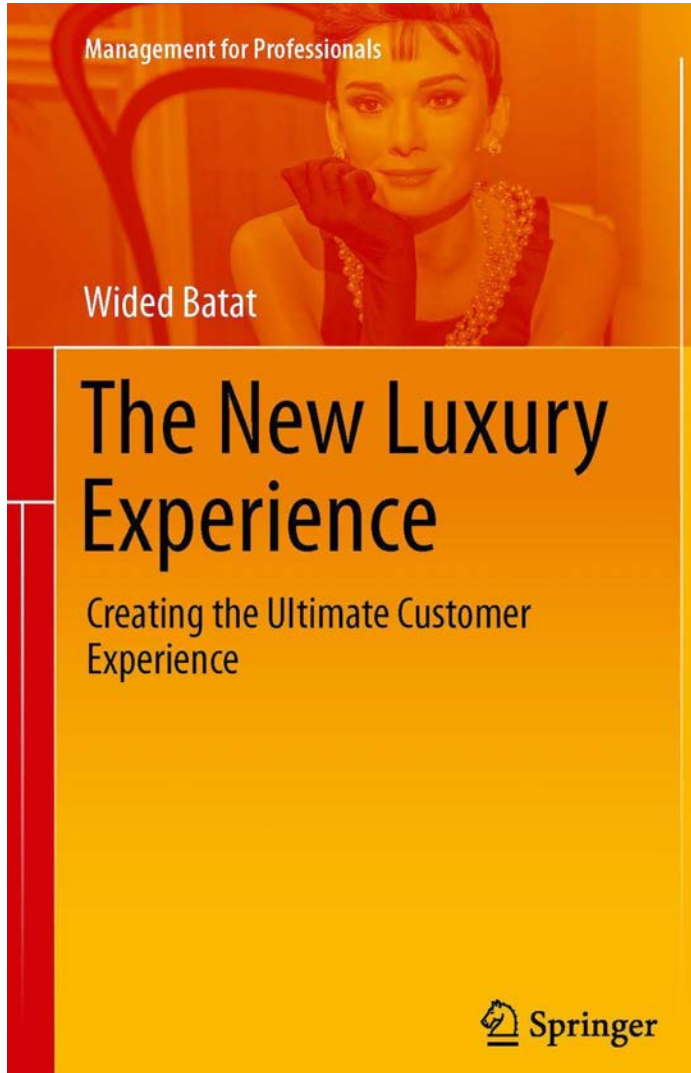
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2019

2019

BOOKS



2019

BOOKS



**FOOD AND EXPERIENTIAL  
MARKETING**

**PLEASURE, WELLBEING AND CONSUMPTION**

Edited by  
Wided Batat





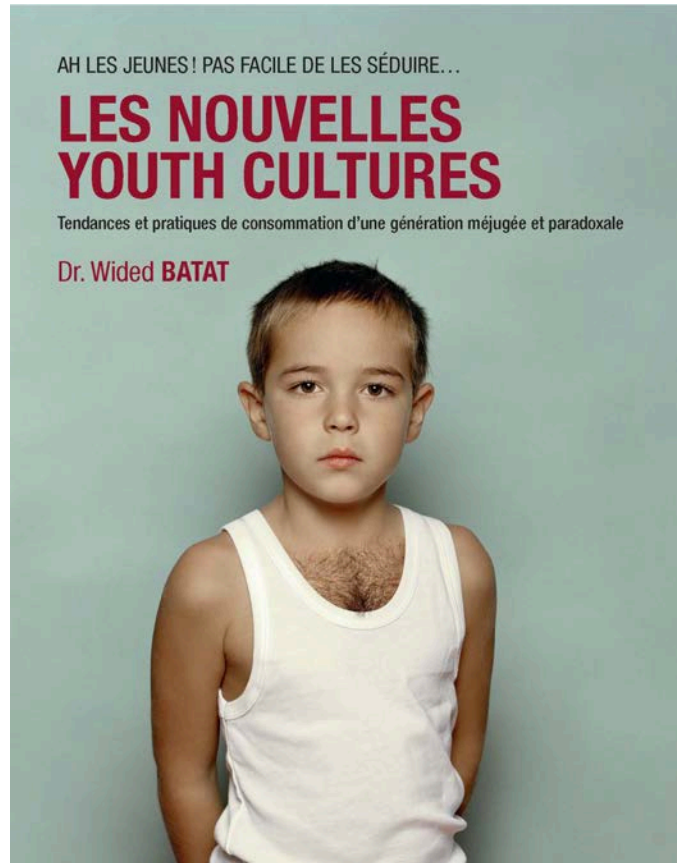
2017



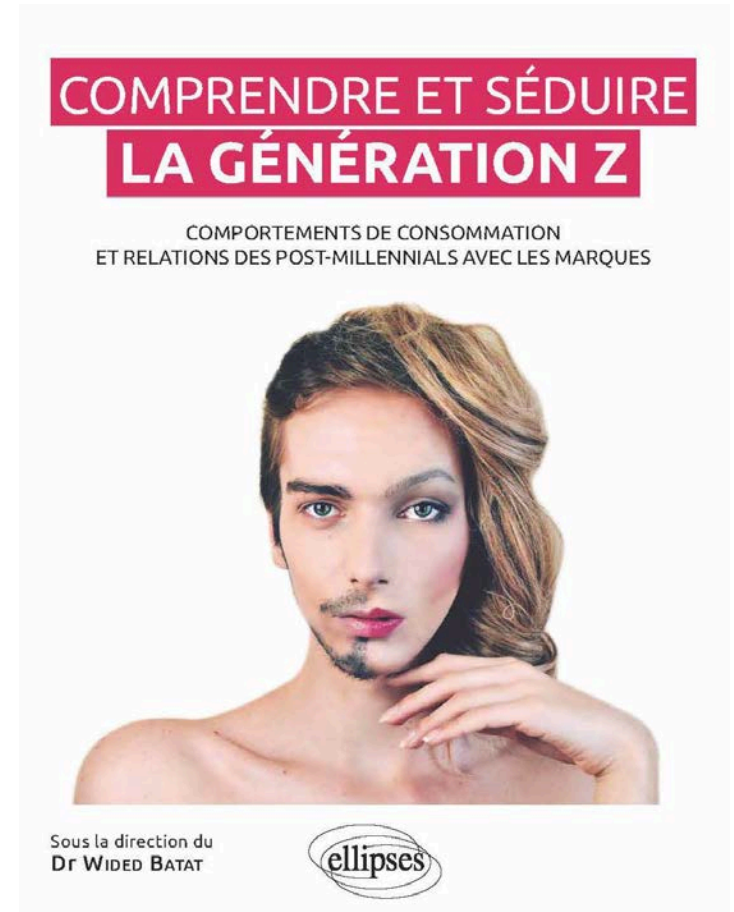
2018



2017



2017



2015



2016





# Dr. Wided BATAT

Enthusiastic scientific & entrepreneur

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Ready to skype ! [misswided](https://www.skype.com/people/misswided)



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