

tequilarapido becomes Dusens Group

A new name and new ambitions for the independent communications consultancy group, present in Europe, Africa and the Middle East.

- + **Dusens Group consolidates its position as a global player by bringing together under a single brand its 240 employees and 5 entities: tequilarapido, Allegorie, Fifty 4 média, Tada Research and Dusens advisory.**
- + **Dusens Group boasts 35 years of multi-sector experience in 5 areas of expertise: Consulting, Branding, Digital, Growth and Innovation.**

NICE, July 04, 2024 - To mark its 35th anniversary, tequilarapido is changing its name to Dusens Group. A single brand under which the 5 entities and their 240 employees in Europe, Africa and the Middle East will now be unified. A consolidation that embodies 35 years of experience and new ambitions that make the creation of commitment the driving force behind growth.

"Our new name highlights three convictions that underpin our vision and differentiation in the communications consulting business: to make the commitment of our customers' stakeholders a priority growth driver, to maintain our entrepreneurial vivacity to remain agile and pioneering in supporting our customers' strategic challenges, and finally to reinforce our sense of openness through our partnerships with the academic, scientific and associative worlds to continually enrich our know-how and innovation." says Toufik Lerari, Chairman of Dusens Group.

A consulting agency model to meet our customers' challenges.

Building on its multi-sector collaborations with world-class companies (ENGIE, Renault Group, Nexans, Vinci, Bouygues, BNP Paribas...), Dusens Group intends to reinforce a consulting model that opens up communications (corporate, commercial and internal) to gain in coherence and serve its customers' strategic challenges more persistently and effectively.

"The exponential amplification of information, devices and campaigns is a complexity that increases costs for the company without increasing value for its stakeholders. For our customers, our model centered on digital innovation and stakeholder engagement brings greater agility and solutions in the face of transformations in markets and uses", explains Iris Bensimon, Director of Strategy.

A long history at the service of companies' digital transformation.

- Founded in 1989 and a pioneer in digital communications consulting, the agency has made a name for itself in Europe by supporting prestigious companies and brands in their development and strategic transformation projects.
- From 2009, with the creation of Allégorie in Algeria, the opening up to the international market and the broadening of the scope of expertise accelerated (advertising, media buying, production and marketing research), making Allégorie the first integrated communications group in North Africa.
- The opening of Dusens Advisory in the United Arab Emirates in 2023 strengthened a unique foothold and positioning on three continents.

"The Middle East is undergoing a rapid transformation, with Europe and North Africa maintaining strong cultural and economic ties. Between the three continents, we find a strategic space from which new growth models are already emerging in many sectors: Environment, Defense, Transport, Energy, Technology, Culture, Finance... France has a privileged role to play here, and communication plays an essential part, to which we actively contribute," says Managing Director Mimi Ferhat.

Dusens Group - Key numbers :

- 35 years of multi-sector experience: Energy, Mobility, Healthcare, Finance, Industry, Luxury Goods, Retail....
- 20 years with the Renault group and 24 years with the Engie group.
- 240 employees on 3 continents, actively combining complementary cultures and expertise.
- 90% of customers with international business.
- 4,200 digital solutions for corporate and business transformation and internal engagement.
- 3,500 advertising campaigns based on precise data and insights.
- 640 commercials broadcast on TV and amplified on multiple digital channels.
- 280 brand, service or product identities created over the last 15 years.
- 120 awards and distinctions for successful long-term collaborations.

Mark your calendars: Dusens Group will unveil the results of its study on the challenges facing corporate communications at a special event in Paris on October 15, 2024. This analysis, conducted with the participation of industry leaders, will highlight the new corporate communication strategies at the service of companies' business transformations.

About Dusens Group: Dusens Group is an international communications consultancy group present in Europe, Africa and the Middle East and structured around 5 areas of expertise: Consulting, Branding, Digital, Growth, Innovation. With 35 years' experience, the Group is recognized for its ability to turn stakeholder engagement into a lever of trust and growth for individuals, companies and society as a whole. Dusens Group provides long-term international support to major players such as: Engie, Renault Group, Nexans, Viatris, Accor, Hermès, Bouygues, Sanofi, Vinci, Bnp Paribas, Faderco, Ifri, Palmar, Cevital, Schlumberger, Thalès.

For more information, visit www.dusens.group .



Dusens Group - 35 years of history :

1989

Foundation of tequilarapido in France — a creative and avant-garde agency from the outset, industry- and channel- agnostic, but eager for new trends, uses and innovations.

1998

Launch of the first corporate website for Degremont, a subsidiary of the ENGIE Group. This project marked a strategic turning point, as we anticipated the pivotal role of digital technology in business transformation.

2000

Creation of the first website for a CAC40 listed company, elevating tequilarapido to the forefront as a pioneer digital agency, and turning it into a preferred partner for major international groups and brands.

2005

Birth of Dusens Group, materializing the agency's full pivot to digital and consolidating its expertise in digital transformation.

2007

A rise in the agency's blend of creative and technological expertise to enhance business performance, notably through the pioneering integration of social marketing expertise and content creation through detailed analysis of customer journeys, data and user behaviors.

2009

Establishment of Allegorie in Algeria. Quickly becoming a market leader, the agency embodies a new model: a 360 consultancy with a digital mindset, dedicated to high-growth companies and brands.

2011

Creation of Tada Research, a digitalized marketing research institute that bolsters the group's strategic directions with key insights such as market entry data, consumer studies, and performance monitoring.

2012

Launch of Fifty 4 Media, a specialized media planning and buying consultancy, which rapidly emerged as a market leader thanks to its agile performance measurement and original partnerships with key media outlets.

2014

Foundation of Sixty2 Production, known for its international format productions like Master Chef and for creating highly successful proprietary formats that combine TV broadcast and digital amplification.

2018

Launch of Jow Radio, the number one 100% digital radio in North Africa. More than just a radio station, Jow has become an engaging youth-oriented social platform with a bold editorial line and an innovative publishing model.

2023

Opening of Dusens Advisory in Abu Dhabi, reinforcing the group's unique positioning and model as a bridge between Europe, Africa, and the Middle East. This step underscores the group's commitment to nurturing growth at the crossroads of these three continents.

2024

All entities unite under the DUSENS brand to consolidate a unique model focusing on agility and innovation, and most importantly, to amplify our purpose : to create trust, engagement, and growth that truly make sense for individuals, businesses, and the whole society.