

December 2019

NOTRE DAME DE PARIS Fate, Reconstruction & Business Plan

A Case Study about the Future and the Past



FRAPPE LA MONNAIE ET LES ESPRITS

A breach in History :

1163 all starts, 2019 all does not end !

- 1- The Great Fire at Notre Dame
- 2- The Awareness
- 3- The Idea to help with products
- 4- The Communication Plan
- 5- The Business Plan
- 6- The Results
- 7- The Future meets the Past





1- April 15, 2019: The Great Fire

Notre Dame de Paris :

- A masterpiece of European Gothic Art
- Erected in 1163, nine centuries of History
- Registered as a UNESCO World Heritage Site
- 13 million visitors a year from all around the world
- Most visited monument in Europe
- On that day of 15th of April 2019, suffered a terrible fire that destroyed a big part of the cathedral, wooden and metal roofs and inner decoration



2- The Awareness : the feelings

- Big Emotion in Paris, in France, and in the World
 - Most tweeted event in the world in 2019
 - Messages of sympathy and promises of donations from all over the world
 - Institutions, associations, private companies, announce financial support
 - Public feeling national treasure got lost, but not gone for ever
 - President Macron's statement, same day « We shall rebuilt Notre Dame »
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- **A national monument, a unique piece of History, an international star**
 - **Already celebrated for its 850 years in 2013**
 - **The perfect reason to commemorate & support through memory products**

Monnaie de Paris, as a Centuries-old institution, wishes to contribute to the reconstruction of this major monument of French History



2- The Awareness : Chronology of Action

15/04/2019

- **18:30** Breaking News : Fire caught at Notre Dame
- **19:30** Crowd out in the streets, feeling of distress, world coverage by media
- **20:00** Monnaie de Paris CEO's decision « We need to do something ! »
- **22:00** Set up of Crisis Meeting next day, decision to launch products and contribution

16/04/2019

- **08:00** Task Force Crisis Meeting at MdP : set up of the panel of products
- **08:30** Relay to Fabrication Tooling workshop in Paris and Pessac
- **10:00** Social media info on products launching
- **13:00** News on TV and web medias : Monnaie de Paris contributes to reconstruction
- **16:00** Product planning settled, creation of 7 exclusive products
- **19:00** Products on sale on Monnaie de Paris' Website

17/04/2019

- **18:00** Production of first batch of mini-medals launched = 48 hours



3- The Idea to Help with Products

- **Collection defined very fast :**
 - 3 collector coins**
 - 3 medals**
 - 1 mini-medal**
- The will to offer different level of prices, from Affordable to Expensive
- Each product shall contribute to Reconstruction by a share of the price paid
- Products inspired by the ones created in 2013 and celebrating the 850th anniversary of the Cathedral, which were a great success
- Choose the most elegant, rapid, and meaningful designs

The obverse of the coins and medals pays tribute to the architecture of this exceptional cathedral by showing its most distinguishable features: the gargoyles, the towers and the centre of the rose window. The texts “15/04/2019 Reconstruction” and “Notre-Dame de Paris” are written, evoking the help of Monnaie de Paris for the reconstruction. The reverse of the coins feature the face value, the yeardate 2019 and the UNESCO logo.

4- The Business Plan

- Put products rapidly on sale
- Communicate on them immediately
- Promote « contribution to reconstruction » part included in prices paid
- Calculate mintage to seek the « sold out »
- Go very quickly in development and production
- Use modern advertising through free web and mass-media channels



4- Business Plan : Coins



Products	10z Gold	¼ Oz Gold	Silver
Collector Coins	2 300 €	610 €	65 €
Mintage	250	500	5000
Contribution to Reconstruction	300 €	100 €	20 €

4- Business Plan : Medals



Products	Florentine Bronze	Monetary Bronze	Fine Silver
Artwork Medals	199 €	199 €	1 500 €
Mintage	999	2019	99
Contribution to Reconstruction	50 €	50 €	200 €

4- Business Plan : Mini-medal



Products	Copper Nickel
Mini-Medal	8 €
Mintage	15 000
Contribution to Reconstruction	6 €



5- The Results

1. Great Recognition of the Public (medals sold out in a few days)
2. Outstanding free Media Coverage (Press, Radio, TV, Web)
3. Usage of Social Medias on largest possible scale for the brand name
4. Proof of agility and reactivity in product designing
5. Using the essence of creation and marketing
6. The in-lining with the Citizens' and Public's emotion
7. The exceptionnal speed of sales and revenues

1.1 Million € Turnover

400 000 € Contribution to Reconstruction

Satisfaction of Monnaie de Paris' Staff to work for a cause

Monnaie de Paris : 1150 Years of History

- Founded in 864
- Oldest Mint in the World
- 490 employees
- Historical Landmark and Headquarters in the heart of Paris
- 2 sites of production and 1,5 Billion coins a year
- 3500 products referenced
- Iso 9001 / Ohsas 18000 / Iso 14000 triple certification
- 25 000 historical tools in its basement, from 15th century on
- The 3 star Michelin world leading Restaurant of Guy Savoy
- Exhibitions, private events and Museum all year long
- 150 000 visitors a year

