

LE NUMÉRO 118 218 FRANCE

CATEGORY **TELCOS 2** | AGENCY **AGENCE V, FRANCE** | CLIENT **LE NUMÉRO 118 218**



PRESENTER
LUC WISE
 Head of Strategic Planning,
 Agence V, France

Cambridge graduate, Luc, has embraced the creative industry throughout his career, working with big names such as: TBWA and Publicis Conseil. He currently heads Agence V's strategic planning department working with: Volkswagen, The Number 118 218 and Neuf Telecom. Agence V has won the French Effie Grand Prix twice in the last 4 years.

CAMPAIGN SUMMARY

Following a French market deregulation, the brand launch of a new Directory Enquiries number was met with some hostility. It offered no price advantage to its mass market target audience and appeared, in the eyes of the consumer, to be a foreign brand challenging trusted, traditional French brands.

Having a code which was considered less easy to remember, than some other 40 numbers being launched at the same time, the objective to create 'top of mind' awareness and develop a strong emotional bond with consumers was approached by building upon popular French culture and developing a memorable and infectious campaign. Playing with typically French culture references, in-jokes and parodies created a closeness with the target audience, building empathy and engagement. Through memorable association, consumers were encouraged to appropriate the brand.

From the outset, imposing itself as the directory enquiries number with the greatest awareness, the campaign gained 93% recognition and 84% linkage to the brand.

CLIENT CREDITS

BRUNO MASSIET DU BIEST
 Managing Director
 France
LAURENT FOISSET
 Managing Director
 France
CHRIS MOSS
 Managing Director
 Europe

AGENCY CREDITS

CHRISTIAN VINCE
 CEO & Creative
 Director
XAVIER DEL SARTE
 Managing Director
LUC WISE
 Head of Strategic
 Planning
INGRID BOURDAIS
 Account Executive
ARNAUD LABILLE
 Creative
FRÉDÉRIC DURAND
 Creative



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