

Press release

Paris | February 13, 2014

## **VideoFutur is back ! BABEL launches multi-media campaign for LA BOX VideoFutur**

**In just a few months, 20,000 subscribers have already chosen LA BOX VideoFutur, either directly at Videofutur stores or on its web site or via its operating partners, Virgin Mobile, Ozone and Cityplay. Following its successful launch, Videofutur is accelerating its new communications campaign for film and television fans with a February 19 unveiling.**

**BABEL's ambitious, digitally focused 360° campaign, will culminate in a mini-saga of three offbeat, cinematically-themed commercials...appearing as pre-roll, display, TV, press and poster ads. The Carat agency co-designed and is implementing the media campaign.**

- **An offer that breaks the marketing rules for existing VOD/SVOD boxes and services.**

In the highly competitive boxes market, dominated by a race for "power" and "gadget" services, VideoFutur's mini-box offering breaks new ground with:

- maximum quality cinema and television content,
- minimalist design,
- startlingly simple navigation,
- customized services including VOD and replay,
- an ultra competitive price of unlimited services for € 10 per month, with no obligation.

Accessible even at low speeds, accessible via a second screen, accessible in terms of price, accessible in terms of use, the VideoFutur's mini-box delivers a double breakthrough in both simplicity and quality.

Babel - 41, rue Greneta, 75002 PARIS - Tel: + 33 1 53 00 10 00

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- **A communications campaign ready for the silver screen**

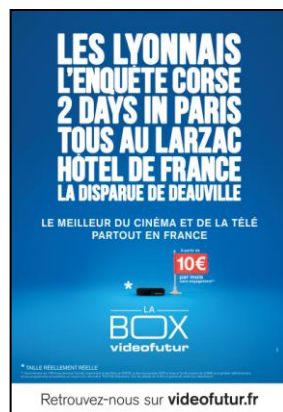
The campaign seeks to revive the link between VideoFutur and its historical audience of cinephiles, while presenting the new face of the brand through a rich new offering that extends to television; includes all Freeview TNT channels, the services of Replay (*France TV Pluzz, Arte* and now *D8*), Start-over and Preview and several premium channels that strengthen the family-oriented positioning, such as *Game One, Paramount* and the *Disney Channel (coming soon)*, also available in Replay, at no extra charge.

In keeping with the mini-box image, BABEL chose a simple, warm and friendly creative line for the campaign, breaking with established practices. With its quirky humor, the entire campaign reflects the core VideoFutur conviction of fun first!

The campaign, under the new VideoFutur tagline, "***The best of cinema and television, accessible to all,***" uses the prism of the cinema in presenting each of LA BOX VideoFutur's advantages through print and film.

Media agency Carat used Entertainment industry communication themes in a message delivered through Print (press and display posters), Multiscreen (TV, online video) and Digital media. Geo-location is central to the digital device, suppressing "white" zones where Broadband penetration is weakest.

VideoFutur mini-box advantages, such as size, price and geographical coverage, are presented in the form of film posters in a consciously minimalist style to convey the spirit of the mini-box offer: accessible, generous and uncomplicated. BABEL's full-size portrayal of the LA BOX VideoFutur's mini-box underlines its tiny size, at once demonstrating its unobtrusive practicality while debunking a major marketing precept that the product shown must always be ENORMOUS...because the enormity of VideoFutur's mini-box is its content.



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The cinematic voice is used to describe LA BOX VideoFutur in the three films (20 sec and 25 sec). Whether a complete film buff or just an occasional fan, everyone can find his or her favorite genre: action, comedy or epic. Each film features a mini-box advantage: its size, its content and its unlimited ability to operate anywhere in France, even with a slow connection.



A "branding" digital presence will broadcast the various films on all video platforms, leveraging the innovative format of video RTB (real-time bidding).

A high performance digital package completes the campaign, enticing audiences to discover the richness of the offer on *videofutur.fr*.

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## Media plan

- A TV campaign  
Campaign broadcast on *France Television* channels and Cable/Satellite beginning February 19, 2014
- A digital device  
Operated by AMNET (trading desk Aegis), the device includes:
  - a branding/ awareness component: video & customized video
  - a performance component in RTB (9 conventional display banners, 1 identity video and 3 catch up videos) from February 19 to June 30, 2014
- A national display ad campaign in urban environment 2m<sup>2</sup>
  - More than 8,000 display surfaces from February 19 to February 25, 2014
- A press campaign
  - Specialized press (*Première* et *Studio Ciné Live*)
  - TV press beginning February 17, 2014 (*Télé Loisirs*, *Télé Magazine*, *Télé Star*, *TV Magazine*, *TV Grandes Chaînes*, *Télé Z*).
- Facebook, Twitter and YouTube

## Datasheet

- VideoFutur communications management:
  - Managing director: Mathias Hautefort
  - Marketing director: Nathalie Barberis
  - Press relations and community management: Laurent Molin
  - Communications manager: Mathilde Colas
- BABEL advertising team:
  - Agency management: Laurent Habib, Guillaume Lefevre-Daly, Jérôme Burlet
  - Creative director: Paul Wauters
  - Artistic director: Viken Guzel
  - Copywriter: Jean Desportes
  - Production agency: Jeanne Halfon
  - Digital production: Vianney Audouze
  - Production company: Bandits
  - Director: Ivan Goldschmidt
- Carat media agency:
  - Agency manager: Grégory Peyroles
  - Trading director: Sylvie Le Clech
  - Digital consulting director: Jean-Sébastien Marmuse

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## Press contacts

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### Carat:

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\*We would like to express our thanks to the Studios who supported us in this campaign: Paramount, Pathé, SND, Wild Side, Sony, Gaumont, Seven 7, Ad Vitam, France Télévision Distribution, Studio Canal.

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