

## HAVAS PARIS SHOWCASES AROUND FIFTEEN CREATIVE PROJECTS AT THE 2016 CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

2016 is no exception – Havas Paris will once again be at Cannes to compete in this famous festival of creativity. This year, Havas Paris, headed up by Agathe Bousquet and Christophe Coffre, is showcasing around fifteen campaigns and creative projects.

Featuring among the entries is of course EDF with la saga ElectRIC season 2 as well as its new corporate video "Le voyage dans le temps", RATP's poster campaign, the two recent ads on the Easy Cash website, the excellent TV campaign for Mercurochrome and the informational poster campaign for Les Notaires de France.

But Havas Paris also has high hopes for its spectacular trailer with 5 million views for Ubisoft, as well as its solution for the See concept glasses with the smallest book in the world, and the "Cacahuètes" ad for the Monsieur Meuble distributor.

The Lehning Voxpax posters will also make it to Cannes, as will Interflora's interactive TV campaign.

The Chirac Foundation PR and ePR campaigns will also take part in the competition. The Chirac Foundation, known throughout Africa for its numerous healthcare initiatives, has launched a major information campaign to combat smuggled medicines, which kill over 80,000 people per year among the poorest and least educated Africans. Just as smuggled medicines trick consumers, the media and social media PR campaign was built around fake messages, promoting fake artists, singing fake songs and giving fake interviews on fake TV programmes... before the real, true message was delivered. In order to do so, the campaign producers persuaded 17 leading African celebrities to play along with it and agree to deceive their fans just once across all media including their own social media pages. The gag was aired widely on TV and radio throughout Africa, on social media and the Foundation's own Facebook page.

## About Havas Paris

Havas Paris is the communications and design consultancy offering the most comprehensive service on the French market. Ranked as one of the top communications consultancies in France and Europe, and headed up by the creative duo Agathe Bousquet, Chief Executive Officer, and Christophe Coffre, Chief Creative Officer, Havas Paris is backed by a 500-strong integrated team in Paris and five regional offices, EBITDA of €75 million and a client base comprising 300 brands and companies. Buoyed by sharp growth in 2015 following two years of sustained development, Havas Paris offers a full range of communications disciplines from corporate communications to in-store marketing.