

EUROPEAN COMMISSION CAMPAIGN

Brand content on premium positions



Campaign objectives :

Under the program #InvestEU, the European Commission wanted to promote its investment plan for French startups thanks to real life case-studies : Who benefit from this program? What are the positive effects on the French economy and technological innovation? The European commission aimed to reach euro-scepticals, especially outside the Parisian region and big cities.

France TV Publicité solution :

Production of 4 mini-films with France Télévisions Publicité production team. The films were broadcast on TV on FRANCE 2 and FRANCE 3 in prime time, and also on france.tv around news and magazine programs. On FRANCE 3, the films were broadcast around regional news reports and regional weather forecasts.



Campaign results:

