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Press release

Paris, 26th of October 2022

EVERY BUSINESS STARTS BIG



AXA is celebrating the entrepreneurial courage and resilience of small and very small businesses in its new pan-European campaign designed with the agency Publicis Conseil.

These "small" businesses are however "small" in name only: they represent the backbone of our domestic economies, while beyond the business, it is often a life project that they carry out whose implications go far beyond the economic framework.

It is this original ambition that AXA's new campaign celebrates, by recalling through the story of a young entrepreneur her ability to offer support and advice adapted to the nature of each project, as well as to the various hazards and stages in the life of the business.

Virginie Berçot, AXA Global Brand Director, added: *"Through this campaign, it was important for us to pay tribute to the entrepreneur, man or woman, behind each project and to remind people that AXA, whatever the ambitions of each individual, is the partner that supports them throughout their project, from its construction to its development."*

Contact Presse :

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This campaign will be progressively deployed through a multi-media TV, digital and social campaign in Germany from October, then in Italy, Spain and Belgium from the first quarter of 2023.

The keystone of this campaign is the film, designed to be easily adapted to all screens and to leave each market the possibility of adjusting the sequences, which tells the singular and emblematic story of a young entrepreneur who has never given up on her initial ambitions:

Discover the movie here : <https://youtu.be/drJyX8GCawk>

Co-created with the Leo Burnett Madrid agency, this campaign is part of a new collaboration model developed by Publicis Conseil and its network of international partners, which gives pride of place to the sharing of local insights and creative emulation in the creation of shared communication platforms. This new operating model meets AXA's desire to involve its markets more closely in the development of its multi-country campaigns, while guaranteeing maximum consistency and economic efficiency.

About AXA

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 108 million clients in 57 countries.

<https://www.axa.com/en/about-us>

About Publicis Conseil

International creative agency based in Paris, Publicis Conseil has won 21 Lions, including 1 Grand Prize in 2021 and 2022. Led by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency supports its French clients on their various international markets and includes AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Seb Group, Harrys, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain, SNCF. Labeled Active CSR Agencies by the AACC and AFNOR with the best score of 3 stars, Publicis Conseil was for the 3rd time international agency n°1 at the Good Report in 2021. www.publicisconseil.fr

Technical sheet:

BRAND: AXA Group

- **Group Chief Communications, Brand & Sustainability Officer:** Ulrike Decoene
- **Global Brand Director:** Virginie Berçot
- **Strategic Brand Partner, Europe:** Marta Grech

BRAND: AXA Germany

- **Head Marketing Communication:** Kai Jablonka
- **Specialist Marketing Communication Corporate Insurance:** Petra Steinfurth
- **Product Owner Marketing Property Insurance:** Bastian Niederstein

BRAND: AXA Switzerland

- **Head Marketing Communication:** Antonia Lepore
- **Head Brand and Advertising:** Claudia Suter
- **Advertising Manager:** Tanja Hediger

BRAND: AXA Spain

- **Head Marketing Communication:** Jesus Lara Ramirez
- **Brand and advertising specialist:** Beatriz Rodríguez Martín
- **Brand and advertising responsible:** Maria Barcina Martínez

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BRAND: AXA Belgium

- **Head Marketing Communication:** Luc Latour

ADVERTISING AGENCY: Publicis Conseil

- **President in Charge of Creation:** Marco Venturelli
- **Global Creative Director:** Steve O'Leary
- **Global Strategic Planner:** Antoine Collignon
- **Strategic Planner:** Marion Le Forsonney
- **Process Manager:** Cécile Cuzin
- **Global Client Leader:** Patrick Leclercq
- **Executive Director:** Sylvain Michel
- **Account Manager:** Jean-Baptiste de Rodellec du Porzic
- **Account Executive Assistant:** Paola Cochini

ADVERTISING AGENCY: Leo Burnett Madrid:

- **Chief Creative Officer Leo Burnett Madrid:** Gaston Guetmonovitch
- **Creative Director:** Juan Frías & Carlos Mañas
- **Art Director:** Isabel Lobato
- **Copywriter:** Angel De Alba

AGENCY PRODUCTION: Prodigious

- **Agency Producer:** Armelle Sudron

PRODUCTION HOUSE: Grand Bazar

- **Director:** Edward Andrews
- **Producer:** Gaëtan Le Goff
- **Line Producer:** Frédérick Bodeau
- **Director of Photography:** Andrij Parekh

POST-PRODUCTION HOUSE: Prodigious

- **Post Producer:** Sophie Garrel
- **Editor:** Eric Jacquemin
- **Colourist (Directors Cut) and Agency cut:** Philipp Hambi /The MILL
- **Flame Artist:** Bruno Maillard, Emilia Redondy, Olivier David, Fred Tena
- **CGI Prodigious:** Mathieu Gérard
- **Music:** AXA SME Architecte 2022
- **Composer:** Pascal Lengagne
- **Editor:** Josette Music Club
- **Sound Engineer:** Laurent Lavaud
- **Sound Designer:** James

PHOTOGRAPHY:

- **Photographer KV:** Guillaume Nadaud
- **Photo Editor:** Artifices
- **Photographer Image Bank:** Guillaume Nadaud
- **Photo Editor Image Bank:** Guillaume Nadaud

Contact Presse :

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