



PRESS RELEASE

Tuesday 8th of November 2022

What does health mean to you?



In this new multi-country campaign, developed by Publicis Conseil, AXA is asking a simple question: “What does health mean to you?” answered through a variety of scenes conveying individual responses.

Through this heart-warming piece of communication, AXA is showcasing its holistic view on health. For AXA holistic means seeing ‘health as a whole’, but not whole solutions for everyone: because your personality, your life stage is unique.

The film is directed by Danish director, Stefan Pflug, in collaboration with Frenzy Paris. Original music was scored by Gustav Karlstrom.

Discover the movie here : <https://youtu.be/meXd2od1MuM>

Contact Presse :

Héloïse Mathon – heloise.mathon@publicis.fr – 06 25 35 74 47



This campaign puts 'real-life' at its heart, making the role of AXA part of a wider emotional story. With AXA, you can feel confident to take care of what's important specifically for you and your family.

AXA keeps moving away from a problem/solution mechanic towards a more insightful and emotional tone through powerful storytelling.

It is also part of a new model of collaboration developed by Publicis Conseil and its network of international partners. A model that allows the sharing of insights and emulation between local creative talents in the service of the creation of shared communications.

This new operating model responds to AXA's desire to associate its markets more closely with the development of its multi-country campaigns, while guaranteeing maximum consistency and economic efficiency.

This campaign will gradually be deployed through a multi-media plan: TV, digital, social, and print in Germany, Spain, UK, Mexico, Italy and France.

ABOUT THE AXA GROUP

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

ADVERTISING AGENCY: Publicis Conseil

- **President in Charge of Creation:** Marco Venturelli
- **Global Creative Director:** Steve O'Leary
- **Creative Director:** Jean Pierre Gregor
- **Strategic Planner:** Antoine Collignon
- **Strategic Planner:** Marion Le Forsonney
- **Process Manager:** Cécile Cuzin
- **Global Client Lead:** Patrick Leclercq
- **Client Service director:** Anne Combe

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- **Account Manager:** Maude Gourrier

AGENCY PRODUCTION: Prodigious

- **Agency Producer:** Armelle Sudron

PRODUCTION HOUSE: Frenzy

- **Director:** Stefan Pflug
- **Producer:** Capucine Charbonnier
- **Line Producer:** Alexis Fonvielle
- **Production Coordinator:** Arthur Guerner
- **Director of Photography:** Tim Lorentzen
- **Editors:** Emma Backman & Maxime Pozzi-Garcia

POST-PRODUCTION HOUSE: Prodigious

- **Post Producer:** Anne Chazette et Sophie Garel
- **Editors:** Linda Attab, Fred Baudet & Valentin Bertomeu
- **Colorist:** Mathieu Caplane
- **After Effects:** Edouard joly & Sébastien Moisesco
- **Sound producer:** Carsten Kruger @prodigious
- **Sound Engineer:** Maxime Singer
- **Sound Designer:** Kevin Koch

MUSIC: 6eme son

- **Producer:** Elise Luguern
- **Editeur:** Pauline@josette music club
- **Compositor:** Gustav Karlstrøm

PHOTOGRAPHY:

- **Photographer KV:** Guillaume Nadaud
- **Photographer Image Bank:** Guillaume Nadaud
- **Photo Editor Image Bank:** Guillaume Nadaud
- **Photographer KV camper:** Elodie Daguin
- **Retouching studio:** Artifices

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