

LOVE
CHANGE

PUB
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CON
SEIL

LOVE
CHANGE

LOVE
THE
CHANGE



PRESS RELEASE

Paris, 2nd of November 2022

NEW RENAULT TRAFIC VAN E-TECH 100% ELECTRIC,
YOUR BUSINESS EVOLVES, SO DO WE



See that little coffee shop across the street? Maybe 15 years ago it was a second-hand video game shop. And 30 years prior, something else. Businesses have always evolved over time, and the entrepreneurs who open these shops are the ones who transform our cities and our everyday life over time.

This is what «The Store» is about, the new Renault and Publicis Conseil film directed by Rodrigo Saavedra (Soldats). In this film, we will follow the evolution of a shop that is passed down from generation to generation.

From a grocery store opened in 1912 by Pierre & Rose, the shop will transform itself over the decades through the work of their children, grandchildren and great-grandchildren.

Entering into the intimacy of this family, it is a whole part of our history that we see parade through this shop.

And since every professional needs the right tools to transform themselves, we will see here that Renault has always been able to evolve in order to accompany these entrepreneurs over time. From the Fourgon Postal (1909) to the Juvaquatre (1937-1960), and from the Estafette (1959-1980) to the Master 1 (1980-1997), up to the New Trafic Van E-Tech Electric (2022).

The new version of this best-seller, which has won over 2.2 million professionals since 1980, is now 100% electric and will still be able to go to the heart of the city. Without compromising on the features that have made Traffic Van so successful, it has a range of 240 km (WLTP) which allows it to ensure all missions.

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Whatever the future may be, professionals will continue to evolve. And Renault vans will always evolve alongside them.

Discover the film: <https://youtu.be/nP38HamsbVY>

ABOUT RENAULT

For over a century, Renault has been developing, manufacturing and selling vans to meet the needs of professionals around the world. Express, Kangoo, Trafic and Master, iconic vehicles, are recognized worldwide for their innovations that improve the daily lives of their users. Renault Pro+ has been the European leader for more than a decade on a number of markets (thermal and electric). It offers sustainable, personalized and intelligent mobility solutions through a unique combination of solutions, services and financing designed to simplify and boost the business of professional clients. It combines innovative digital solutions, a panel of approved repairers and a network of commercial vehicle experts through more than 600 Renault Pro+ centers in over 30 countries.

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

Fiche technique

Renault - Advertiser managers

Global Chief Marketing officer : Arnaud Belloni

VP Renault brand content creation : Laurent Aliphat

Renault Brand Content Expert Director : Sophie Jaguelin

Senior Brand Content Manager : Aurélie Estrabaud

Publicis Conseil

President : Agathe Bousquet

President in charge of creation: Marco Venturelli

Creative Director: Marcelo Vergara

Art Director: Clément Palouzier

Copywriter : Antoine Querolle

Agency Producers: Caroline Petruccelli / Yann Dubois

Sales managers: Hugues Reboul, Grégoire Verdet, Delphine Clautrier, Fadoua Lebbar, Téa Jeansonnie

Traffic : Solene Chalmey-Meysselle

Process manager : Claire Diot

Production

Director : Rodrigo Saavedra

DOP : Pierre De Kerchove

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Production Company : Soldats

Executive Producers : Pierre Cazenave-Kaufman & Perrine Schwartz

Production Designer : Ivan Trivino

Production Designer Assistant : Gisela Arroyo

New York Editor : Carla Luffe

Paris Editor : Paul Laurent

Colorist : Julien Alary

Stylist : Elise Bouquet, Reem Kuzayli

Line Producer : Thomas Le Peutrec

Production Coordinator : Lisa Monnet

1st Assistant Director : Olivier Coulhon

Production Service : B2Y

B2Y Line Producer : Ivan Ivanov

Prodigious Post Producer : Lalia Legan

Postproduction : Prodigious & Firm

VFX Supervisor : Steven Ada

Soldats Post-producer : Xavier Boutin

Sound Agency : Start Rec

Music : Le Grand Choral - from " La Nuit Américaine"

Authors and Composers : Georges Delarue

Publishing : Warner Chapell

Master : Start-Rec

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