



## Renault is launching two new global campaigns to claim Renault ZOE leadership

Since the launch of ZOE in 2012, Renault has been leading the electric mobility in Europe. Today ZOE is the indisputable leader of the market, let's be proud of it to convince more people that ZOE is the best choice in electric mobility.

To do so, Renault and Publicis Conseil produced 2 different global campaigns highlighting its 2 main facts: with more than 270 000 units sold, ZOE is the best-selling electric car in Europe in 2020, and ZOE has the best driving range of its category.

### ***"THE CHASE"***

In this campaign, Renault has chosen to talk about leadership with an upbeat, modern and dynamic communication : ZOE is truly a best-seller, let's prove it by simply showing the impressive number of people who already chose it.

In this film, our hero is chasing a girl who forgot her bag. She is driving a ZOE, but she will be very hard to catch in the street full of Renault ZOEs!

A very powerful campaign, full of energy that is not only to convince people to choose the electric car of reference, but also to create a great impact on the Renault brand image. Publicis has collaborated with WAFLA and film director Clément Durou, who since the making of the Pharell William video "Happy" has never ceased to develop an ultra-modern, pop and unrestrained creative vision through their collaborations.





Press release – February 28th

The music “Gorgia – Never let you go” orchestrated by Start-Rec serves a new dynamic and modern version of a ZOE campaign.

Arnaud Belloni, global CMO Renault:

*“With this campaign, we have the ambition to show ZOE in a new way: fresh, modern, highly rhythmical, very far from the usual communications on this market, to deliver a very strong message: Number 1 in electric vehicles across Europe.”*

### **LEAVING THE NEST**

This campaign shows that ZOE is the best choice by highlighting the strengths of the car: driving range of up to 395km, 338l trunk volume, and roominess with 4 to 5 real seats, so you can go wherever life takes you. ZOE is a genuine B segment car with an electric engine.

Renault and Publicis chose to say it through a universal, very human and emotional story about parents giving their child a ZOE when he’s about to leave the nest to study at university.

The music “Tom Rosenthal – Go solo” also orchestrated by Start-Rec accentuates the emotion of the story.

Arnaud Belloni, global CMO Renault:

*“The driving range of an electric vehicle remains a key choice criteria for consumers, despite the progress that has been made. Leaving the nest allows us to renew the Renault ZOE's message on autonomy, the best in its category up to 395km. An undeniable advantage as competition increases.”*





A complete international communication kit including all the assets of both campaigns is available, so each country can deploy the messages locally (TVCs, digital, Print, Posm, crm...)

### About Renault

Renault is the group's global brand sold in over 10,900 dealerships in the world. As the leading French brand, Renault has always sought to reinvent mobility through the development of innovative concepts. The brand's models, with their inviting, seductive contours, ease the lives of their drivers thanks to their versatility, connectivity and intuitive features. Every day, Renault innovates to make everyday life easier for customers so that they can live their lives to the fullest. More information on <https://group.renault.com/>

### Fiche Technique :

#### Renault - Responsables annonceur

Arnaud Belloni  
Laurent Aliphath  
Hortense Isnard

#### Publicis Conseil

CEO : Agathe Bousquet  
President overseeing creativity : Marco Venturelli  
ECD : Marcelo Vergara  
Art Director : Jean-Marc Tramoni (the chase) and Kamel Makhloufi (leaving the nest)  
Copywriter : Marc Rosier (the chase) et Julien Colas (leaving the nest)  
Producer : Nelly Cohen  
Account Managers : Hugues Reboul, Grégoire Verdet, Faustine Leblan, Sacha Bodoukian

#### Production

Director: WAFLA Clément Durou  
DOP : Arnaud Potier  
Production : Iconoclast / Nicolas Lhermitte  
Line Producer : Nathalie Le Caer  
Prod exe : JUICE Films  
Post Production : Prodigious / Laurent Seigneur  
Monteur : Manu Coutant  
Calibrator : Emiliano Serantoni / Everest studio  
Sound: Start Rec / Alex Jaffray / Mathieu François / Valery Pellegrini

1ère date antenne : 28 février 2021