

## PRESS RELEASE

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# Publicis and Sony Music Entertainment France sign a unique partnership focused around hip-hop culture



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SONY MUSIC

**Publicis Conseil, Prodigious and Sony Music Entertainment France join forces through an unprecedented collaboration in order to support artists of urban culture in the creative exploration of their artistic projects.**

### **A meeting of two worlds : music and communication**

This unprecedented partnership brings together the strength of three areas of expertise, and honors creativity in the service of artistic development.

*« Hip hop is an essential cultural movement. As a key player in the music industry, we need to ensure that brands are aware of its potential. Innovative and proactive, our Synchro department recognizes this, which is why this collaboration is obvious. »* explains **Marie-Anne Robert, President Sony Music Entertainment France**

*« Urban culture is the new pop culture. As a creative agency and cultural actor, we must be at the heart of new cultures. It is with this approach and desire to explore it in the creative process that we wanted to initiate this partnership with Sony Music Entertainment France and Prodigious.»* analyses **Alexandra Evan, Vice-President Publicis Conseil.**

In this trio, Sony Music Entertainment France presents its catalogue of hip-hop artists and supports them in their development and awareness strategies. Publicis Conseil provides its strategic expertise and Prodigious shares its own expertise in the production of creative ideas.

Co-construction work which opens up new creative possibilities and explores new areas of expression for artists who launch or develop their careers with fresh and innovative ideas.

*« Nowadays, the music and artists of urban culture are insufficiently mediatized compared to the importance and power of this culture. We are delighted to make this partnership a reality, as it is a great encounter between the world of music and the world of communication.»* adds **Christophe Caurret, Music Creative Director Publicis France and Co-Head Art & Stories by Prodigious.**

### **Contacts Presse**

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### **A creative exploration of urban music, new pop culture**

The world of hip-hop is an essential part of pop culture. The first creative focus of this collaboration is the production of the new video clip by French rapper Benjamin Epps. In this title, the artist from the RCA label, talks about his fears and doubts about watching himself of their future. Environmental economic, diplomatic and health crises leave their generation with a bleak and fragile future. At a time when this 25-year-old artist has just welcomed his first child, the question of his survival in this uncertain world has become an obsession for him.

In his video, Benjamin Epps faces camera, ages as he chain verses to finish thanks to artificial intelligence with the face of a 90-year-old man.

The video was creatively designed by Publicis Conseil and then directed by Prodigious, the market production leader. For the occasion, he combined production strategy, craft and innovation, including the use of a new aging technique by AI. *« In this partnership, everyone contributes the very best of their expertise. Thanks to today's new technologies and the power of artificial intelligence, we were able to age Benjamin EPPS »* completes **Christopher Thiery, Co-President of Prodigious**. This technical feat serves and reinforces the creative idea of the video and strong lyrics of Benjamin Epps. An approach also supported by **Marco Venturelli, Chairman of Publicis Conseil**, who concludes: *« The chosen approach amplifies the concept. For Benjamin's aging, we wanted to be as close as possible to reality and we worked on artificial intelligence down to the last detail from several photos of the artist's family. »*

### **Com' x hip hop**

This partnership uniting art, creativity and innovative production is creating a new bridge between the world of communication and that of music. By positioning themselves as a cultural agent, Publicis Conseil and Prodigious are propelling culture into the heart of their DNA. As a result, they took part in the rise of this young talent, the first French rapper to win a trophy at the prestigious American hip-hop music festival BET Awards.

Discover the [music video](#) released on October 17



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## **Fiche technique**

### Publicis Conseil

- Marco Venturelli, CEO/CCO
- Alexandra Evan, Vice President
- Maho Benotmane, Conseil Director

### Prodigious

- Christopher Thiery, Co-President
- Christophe Caurret, Music Creative Director Publicis France et Co-Head Art & Stories by Prodigious

### Sony Music Entertainment France

- Marie-Anne Robert, Presidente
- Erick Viollet, Synchronisation Director
- Pierre Tritant, Chief Business & Digital Officer
- Judith Amsellem, Head of Insights & social creative strategy
- Clémentine Bellon, Chief of staff

### Creative teams on Benjamin Epps' project

- Matthieu Vivinis et Simon Dhamelin court : Cinematographer
- Yann Dubois : Producer
- Quentin Martin : Post Prod Manager

### **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](http://www.publicisconseil.fr)

### **About Prodigious**

In a constantly evolving world, Prodigious, the market leader, escapes the norm and is committed to highlighting the visions of committed inventors. Fueled by the expertise of its 450 talents, innovation and performance, Prodigious reinvents production with its model halfway between the creative agency and the production company. Its strength? To be an all-in-one company able to associate with its committed vision of Design integrating Storytelling and Entertainment, the strength of its departments Production, Post-Production, Sound and Music, Content, Digital, Experience, Print and Business Affairs.

### **About Sony Music Entertainment**

Headquartered in New York, Sony Music Entertainment is a major player in the international music industry. SME has developed the most iconic artists and produced some of the most influential recordings of all time. Its 7,000 employees, present in more than 60 countries, manage a varied catalogue, from the worldwide known artist to the most independent one, with the same objective: Push the boundaries of creativity and reach new audiences with unique digital innovations and tools. Sony Music Entertainment France brings together the labels A+LSO, Columbia, Epic Records, Hall Access, Load, Legacy Recordings, Sony Masterworks and RCA. Together they offer a catalogue of artists representing all musical genres. Among them are Aldebert, Bosh, Brigitte, Patrick Bruel, Francis Cabrel, Céline Dion, Julien Doré, Gazo, Indochine, Jain, Laylow, Lous & The Yakuza, Soso Maness, Ben Mazué, Véronique Sanson, Vald, Laurent Voulzy,...

### **About Benjamin EPPS**

Benjamin Epps is 26 years old and ardently wishes to sit on the throne of best francophone rapper! Born in Libreville, Gabon, he has rapped since middle school and settled in France in 2015. In 2022, Benjamin Epps became the first French rapper to win a trophy at the prestigious American hip-hop music festival. He released his new EP on October 15th.

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