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FACE À L'INCESTE
Pour l'enfance, combattons le silence



PRESS RELEASE

Paris, 22nd of November 2023

Protect children victims of incest. Face à l'Inceste continues its fight and gets French people involved in its new communication campaign



« Today the French law states that a child victim of incest must visit its abusive parent during the investigation. Sign the petition to protect children. »

Whilst the law proposal crafted by MP Isabelle Santiago has been voted in a second reading by the French Assembly on the 13th November, this does not protect enough a child victim of incest.

Under the current French law, the suspect's parental authority is suspended ONLY when the police investigation is completed and the parent is prosecuted, forcing the child to return to the home of its aggressor for the duration of the investigation. This can last from several months to several years!
(source: Face à l'inceste)

And yet, according to a new IPSOS poll carried out in September 2023 (<https://urlz.fr/otZy>), 95% of French people want the child to be kept away from the alleged aggressor(s) from the moment the incest is revealed.

A dramatic situation illustrated in the new campaign created by Publicis Conseil.

First step: call out French MPs

Before of the second reading of the law proposal aimed at better protecting child victims of incest, the association Face à l'inceste launched a "Thank you" awareness campaign aimed at MPs. 577 handwritten letters from fictitious alleged incest perpetrators, based on the testimonies of victims who had been in contact with the association, were sent to MPs to "thank" them for maintaining their parental authority throughout the investigation.



Watch the film here : <https://youtu.be/ft6IKBPDhM>

Second step: get French people involved:

Shot from a child's perspective, the movie "Behind the door" was conceived by Publicis Conseil, directed by Rudi Rosenberg, and produced by Division with the support of the Kering Foundation. It shows the violence of the situation of this little girl victim of incest, and of her mother having to give her back to her abusive parent. Played by seasoned actors, this touching and effective film intends to raise awareness about the absurdity of the French legal framework and to get French people to sign the petition to better protect children.

Discover it here : <https://youtu.be/7Q8hZanbLE8>

This fight should be common, to get involved and change the law, sign the petition here: <https://facealinceste.fr/blog/petition/protegeons-les-enfants-victimes-d-inceste>

This campaign was entirely designed pro bono by Publicis Conseil with the support of Prodigious, Division and Publicis Media, and the media plan was offered by the agencies:

- A TV spot: Amaury Media, France TV, Régis, NRJ, Canal
- A digital plan: Viously, AudienceXpress, SmileWanted, Ogury, Adot, Taboola, Outbrain, Teads

The influence side of the campaign is also supported pro bono by Publicis Consultants and content creators, helping the fight of the association.



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About Publicis Conseil

Creative international agency based in Paris, Publicis Conseil is, in 2023, the 1st “French Agency” and the 2nd “Agency of Year” at the Cannes Lions with 18 Awards, including 2 Grand Prix. Led by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency supports its clients from France on different international markets, that includes: AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Groupe Seb, Harrys, L’Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain, SNCF. Labelled Agences Actives RSE (CSR) by the AACC and the AFNOR with a top score of 3 stars, Publicis Conseil, was named for the third time in a row, international agency n°1 by the Good Report in 2021. www.publicisconseil.fr

About Face à l’inceste

Founded in 2000 by Isabelle Aubry, a victim of incest, the association is made up of about 20 volunteers, survivors or close to survivors of incest, professionals or citizens implicated in the fight against incest. It has about 8,000 members, 225 adherents, and many donors. The association is open to victims of incest and, as well as their family and everyone who wants to support the cause. Incest doesn’t have borders, neither does the association. Wherever, it is, they have a reason to act.

About Kering Foundation

Since 2008, Kering Foundation fight against sexist and sexual violence present in all cultures and social class. To maximize its impact, the Foundation works with a limited number of partners in six countries: the US, France, Italy, Mexico, the UK and Korea. It supports local associations caring for women and children victims of violence, changing behaviors and mindsets whilst getting young people involved and trying to create a working environment where women victims of violence feel safe, and getting companies involved.

For its 15th birthday, Kering Foundation announced the increasing of its fight, now including violence towards children, and specifically incest. Since 2019, the Foundation supports Face à l’Inceste with its communication and raising awareness.



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CREDITS :

TITLE: « BEHIND THE DOOR » & « THANK YOU »

DATE RELEASED: 17 novembre 2023

COUNTRY: France

ASSOCIATION : Face à l'inceste

General spokesperson : Anne Clerc - anne.clerc@facealinceste.fr - 06 31 81 41 12

President : Solene Podevin - solene.podevin@facealinceste.fr - 07 80 31 75 89

ADVERTISING AGENCY: Publicis Conseil

- CEO / CEO : Marco Venturelli
- EXECUTIVE CREATIVE DIRECTOR: Fabrice Delacourt
- COPYWRITER: Guillaume Sabbagh
- ART DIRECTOR : Marie Donnedieu
- ART DIRECTOR ASSISTANT : Clara Douchet
- PLANNING STRATEGIC : Marion Le Forsonney
- ACCOUNT MANAGERS : Caroline Darmon, Carole Planche-Breton et Emilie Granon
- TV PRODUCER: Sarah Bouadjera (Prodigious)

PRODUCTION FILM « THANK YOU »

The Juice :

- Jules Bertin
- Nicolas Delbes
- Moe Miromaya

PRODUCTION FILM « BEHIND THE DOOR »

Production House: Division

- Director: Rudi Rosenberg
- Dop : Christophe Beaucarne
- Line Producer: Laura Clery
- Executive Producers : Helene Daubert

Post-Production Company:

- Post-Producers: Nathalie Catanzano (Division) Franck-Herve Marc (Prodigious)
- Colorist : Emiliano Serantoni

Audio Company: Schmooze

- Sound Producer : Mathieu Sibony
- Sound Engineer : Sylvain Rety

RP INFLUENCE : Publicis Consultants

- Account managers : Carole Colin et Cécile Debrie
- Consultants Influence et RP : Emma Duprat, Julie Evain, Marine Preault, Lucie Bonilla.

MEDIA AGENCY : Publicis Media