



PRESS RELEASE

Paris, 18th of November 2022

What if this year we had a much more generous Christmas than ever with Orange and Publicis?

Always looking to cater to the French's needs, particularly at this difficult end of the year which is proving difficult from an economical and environmental standpoint, Orange and Publicis launched a generous Christmas. The campaign aims to restore the French's purchasing power by rewarding responsible actions.

Publicis Conseil has devised a campaign for Orange as an extension of the brand's Re program, which is based on reconditioned goods for a more responsible and generous Christmas for its clients.

The idea is simple: during the Christmas holidays, any person who visits the store to buy a reconditioned phone or to repair their phone will be rewarded with a bonus. With this bold campaign, Orange becomes the first operator to dedicate its Christmas campaign to reconditioned phones.

This idea will come to life through a great movie directed by Martin Kalina. A father and his daughter go to an Orange store to find out more about reconditioned products. The saleswoman reassures the father on the quality of reconditioned phones at Orange and reveals a secret to the little girl: it is Santa Claus who refurbishes phones!

His imagination will lead him straight to the land of Santa Claus and his elves where we will be able to follow an epic journey of reconditioning full of magic in Santa's workshops. In social media and digital, we find Santa and his elves working hard following a strict process to ensure the quality of the reconditioning and repair by Orange.

In print, to embody the principle of reconditioning to make new with old, we called upon the talented artist Nazario. The visuals are made of existing elements collected, glued and assembled for a modern and magical result.

In digital, the Marcel agency imagined an activation using the opposite approach of unboxing videos of the latest smartphones to promote, with the help of several influencers, the fact of bringing back old phones to Orange to give them a second life.

On November 17, discover this beautiful campaign on TV, Orange stores, Print and digital.

Discover the film here : <https://youtu.be/eT1rMNJsLu4>

Contact Presse :

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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

About Orange

Orange is one of the world's leading telecommunications operators, with revenues of 42.3 billion euros in 2020 and 142,000 employees as of December 31, 2020, including 82,000 in France. The Group served 259 million customers as of December 31, 2020, including 214 million mobile customers and 22 million fixed-line broadband customers. The Group is present in 26 countries. Orange is also one of the world's leading providers of telecommunication services to multinational companies under the Orange Business Services brand. In December 2019, the Group presented its new strategic plan "Engage 2025" which, guided by social and environmental exemplarity, aims to reinvent its business as an operator. While accelerating in growth territories and areas and placing data and AI at the heart of its innovation model, the Group intends to be an attractive and responsible employer, adapted to emerging professions.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

For more information: www.orange.com, www.orange-business.com or to follow us on Twitter: @presseorange.

Orange and any other product or service

Technical sheet

Advertiser : Orange France

Advertiser Managers: Gaëlle Le Vu, Quentin Delobelle, Omblin Thomine-Desmazures, Laurence Pagny, Caroline Fortabat, Marie Treguier, Jean-Philippe Francisco, Ronan de Beauregard, Kadija Hemici.

Director of Music and Experience (Orange Group) : Vrej Minassian

Agency : Publicis Conseil

CEO: Agathe Bousquet

CEO overseeing Creativity: Marco Venturelli

Executive Creative Director: Fabrice Delacourt

Copywriter: Benjamin Sanial

Art Director: Raphaël Halin

Account Managers: Anne Dauvé, Émilie Jeanneau, Adrien Roux, Priyanka-Lisa Sen, Abir Nasri, Paul Germain

Strategic Planning : Damien Sabatier

Print and Radio Production Manager: Sandrine Martin

TV Production

Production : Division

Director: Martin Kalina

Producer: Hélène Daubert

Production Manager: Aurélie Bruneau

Director of photography: Mattias Rudh

Post-production: The Mill, Prodigious

Post-Production Manager: Cécile Hubin, Franck-Hervé Marc, Julie Nourry

Editor : Benjamin Weill

VFX Producer : Marie-Cécile Juglair

Supervisor + flame artist: Sébastien Aubert

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3d Supervisor: Matthias Barday

Motion Supervisor: Maxime Orsini

Sound Producer: Joël Tessonneau

Sound engineers: Alex Firla et Olivier Vehert

Music

Title : "On My Radio"

Artist : The Selecter

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Written by Davies Neol

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Print - Publicis Conseil

Copywriter: Benjamin Sanial

Art Director: Raphaël Halin

Art Direction Team: Vincent Laugier, Franck Chateaufreynaud

Artist: Nazario Graziano

Touch-up artist : Adrien Besnard

Print Production Manager: Sandrine Martin

Retail – agence Marcel

Account Managers: Eric Guillot, Fanny Cammas, Jade Bellah

Executive Creative Director: Eulalia Bartolomeu

Digital (Reboxing activation) – Marcel agency

Account Managers: Eric Guillot, Fanny Cammas, Jade Bellah

Executive Creative Director: Xavier Le Boullenger

Copywriter: Aurel Cablan

Art Director: Mohamed El Ghazi

Community manager : Calliste Garrabos / Mathieu Borza

Technical team: Eva Castrillo, Rose Coignet

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