



PRESS RELEASE, 31 JAN 2022

Zoe, driving the electrical revolution for 10 years



In 2012, Renault launched Zoe at a time when electric power was not a major focus. At the time, the brand was the very first European manufacturer to offer a model designed entirely from a 100% electric engine.

Since then, attitudes and behaviors have changed, the energy transition has become a priority for everyone, and electric mobility has already become a reality in our daily lives.

Zoe is undoubtedly the spearhead of this transformation of the automotive sector in France and Europe, with 350,000 cars sold since its launch. Despite increased competition, Zoe remains the leader in its segment and still offers the longest range in its category with up to 395km driving range.

A decade after its launch, the brand is looking back on this daring gamble, with a certain pride in having been a much-needed pioneer in the market, and one that has influenced the entire mobility sector.

For this new Zoe "revolution" campaign, Renault and Publicis Conseil have chosen to tell the story of society's evolution through the eyes of a little girl.

The film, full of optimism, tells the story of how Zoe paved the way to electric mobility and pays tribute to all those who followed the movement and participate more widely through their behavior in this energy transition.

We follow a young girl who tells us how we have adopted innovative solutions in 10 years to reduce our impact on the environment. From the installation of solar panels to the use of more responsible forms of transport, our heroine witnesses this behavior change.



Publicis collaborated with Martin Werner to produce this film. The music "forever young" orchestrated by Start-Rec perfectly accompanies this optimistic vision towards more responsible and environmentally friendly behavior.

Arnaud Belloni, Renault World Marketing Director: *"Our ambition with this film is to remind us of the extent to which Renault, with the launch of Zoe 10 years ago, was the bold pioneer of a profound societal change that few people had anticipated, and which goes far beyond the car but extends to all our habits. It is probably the most radical and rapid change that the automotive sector has ever seen. And Renault's greatest strength lies in its 10 years of experience in 100% electric vehicles, which gives it unrivaled expertise and lead over other players in the market."*

A complete international kit of all the campaign assets is available so that each country can spread the messages locally (TVCs, digital, press, POSM, CRM...)

Watch the video [here](#)

About Renault

Renault is the global group that distributes through 10'900 dealerships worldwide. As the French market leader, Renault has always strived to reinvent mobility through the development of innovative concepts. The brand's models, with their attractive and seductive shapes, make life easier for their drivers thanks to their versatility, connectivity, and intuitive equipment. Every day Renault innovates to make life easier for its customers so that they can live more intensely.

More information on <https://group.renault.com/>

About Publicis Conseil

An international creative agency based in Paris. In 2021, Publicis Conseil is the leading French agency at the Cannes Lions Festival, D&AD Awards, and Eurobest.

Led by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency supports its clients from France in their various international markets. The list of clients includes: AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Groupe Seb, Harrys, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain and SNCF.

Certified as an Active CSR Agency by the AACC and AFNOR with the highest score of 3 stars, Publicis Conseil was for the second time the number one international agency in the Good Report in 2020.

www.publicisconseil.fr



Credits

Renault – Advertiser executives

Arnaud Belloni

Laurent Aliphat

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President: Agathe Bousquet

President overseeing creativity: Marco Venturelli

Creative Director: Marcelo Vergara

Artistic Director: Filip Gonzacenco

Copywriter: Justine Dupont

Production agency: Timothé Rosenberg

Sales managers: Hugues Reboul, Grégoire Verdet, Faustine Leblan, Alexandre Charbonnier

Confidential C

Production

Director: Martin Werner

DOP: Sebastian Blankov

Production: Henry – Jean-Luc Bergeron

Line producer: Gaelle Delaporte

Prod exe: Jacaranda

Post production: Prodigious - Lalia Legan

Editor: Adriana Legay

Calibrator: Julien Alary

Sound: Start Rec / Alex Jaffray/ Mathieu François/Valery Pellegrini

1st antenna date: 30th of January 2022