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## PRESS RELEASE

Paris, 6th of May 2024

### Being self-employed shouldn't be a risk.



***Why should the future be a risk? Was the direct yet provocative question asked by AXA in 2023 when launching their new brand strategy.*** Our world is confronted with new interconnected and often unpredictable risks creating an uncertain future for everyone. The insurer takes an optimistic and strong view that they should do better to bridge the protection gap as being a key actor in making the world safer, fairer and more inclusive for as many people as possible.

After a first chapter highlighting how the very nature of being a woman exposes her to greater risks and impacts her ability to progress, AXA is now addressing the professional vulnerabilities to which the self-employed are exposed by launching their new global brand campaign: *"Being self-employed shouldn't be a risk"*.

Being self-employed shouldn't entail unnecessary risks, yet it often highlights the critical vulnerability of those who are not properly protected and over-exposed. AXA aim to celebrate the self-employed in their day-to-day professional struggles and victories, acknowledging them as the driving force behind our global economy.

Directors, Hoffman & Metoyer, spotlight the self-employed in a lighthearted yet touching film, illustrating the many mishaps that can behold them, without dwelling on the hardships and the anguish of going it alone. Simple, and sometimes amusing anecdotes that underlines the message of 'Being self-employed shouldn't be a risk' and that AXA gets that it's not always easy.

The music is a remake of 'I got you, Babe' by the Swedish singer, musician, and composer, El Perro Del Mar.

Discover the film : <https://youtu.be/0OIl9slp7aQ>

Contact Presse :

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The print campaign is shot by renowned American photographer, Brian Doben, and depicts a series of portraits of the self-employed as they go about their daily activities.



Campaign deployment: from May 2024 through to 2025 across 14 countries (France, Italy, Spain, Germany, UK, Ireland, Switzerland, Belgium, Morocco, Turkey, Honk-Kong, Japan, Thailand and Mexico.)

This awareness campaign is aimed at shedding light on an overlooked population.

AXA is protecting the future of the self-employed by creating products and services for them. These solutions are not only accessible in terms of price but also tailored for the very specific needs they have.

#### **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. Awarded the Agences Actives CSR label by the AACC and AFNOR with the highest score of 3 stars for the third time in 2024. [www.publicisconseil.fr](http://www.publicisconseil.fr)

#### **About AXA:**

The AXA Group is a worldwide leader in insurance and asset management, with 150,000 employees serving 108 million clients in 51 countries. <https://www.axa.com/en/about-us>

#### **Fiche technique :**

##### **AXA**

- Ulrike Decoene, Group Head of Communication, Brand & Corporate Responsibility
- Virginie Berçot, Global Brand Director
- Ida De Catuelan, Global Brand Expert
- Emma Oumeddour, Global Brand Project officer
- Jérôme Amouyal, Media, Performance & Insights Director
- Marine Gissy, Global Media Manager
- Antoine Meuret, Media manager

##### **PUBLICIS CONSEIL**

- Marco Venturelli, CEO/CCO
- Steve O'Leary, Global Executive Creative Director
- Nicolas Denis, Art Director
- Anthony Clouet, Copywriter
- Marie Wallet, Global Client Lead
- Anne Combe, International group account director
- Maude Gourrier, Account Director
- Marie Le Lanchon, Account executive
- Eva Chapiteau, Deputy head of Planning

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#### PRINT PRODUCTION & POST-PRODUCTION

- Production: Armelle Sudron @Prodigious
- Photographer: Brian Doben
- Photographer Assistant: GAL Harpaz
- Photographer Image Bank: Guillaume Nadaud
- Retouching: Artifices
- Process Manager: Cécile Cuzin

#### TV & DIGITAL POST-PRODUCTION

- Post-Production house TV: Prodigious
- Post producer: Alexia Besnarous
- Editor Dircut: Yann Malcor
- Editor Film: Yves Beloniak
- Editor Digital: Fred Baudet
- Grading artist Film: Mathieu Caplanne
- Grading artist Digital: Clément Lefouest
- Flame artist: Sébastien Delecour
- After effect graphist: Mickael Hernandez (motion), Dominik Hajder (clean)

#### TV & DIGITAL PRODUCTION

- Production: Armelle Sudron, Prodigious
- Production House: HENRY
- Director: Hoffman & Metoyer
- DOP: Nicolas Karakatsanis
- Executive Producer: Jean-Luc Bergeron
- Line Producer: Erwan Collas
- Production Coordinator: Laetitia Geoffroy, Coline Havard

#### SOUND AND MUSIC

- Sound & Music Production: Prodigious
- Track: I got you babe
- Autor: Sony & Cher
- Cover performed by El Perro Del Mar
- Creative director Sound Publicis France: Christopher Caurret
- Sound producer: Carsten Krueger