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Press Release

Paris, the 6th of December 2024

Dacia Service : The more we see you, the less you see us



Dacia Aftersales is reinventing itself with a new identity that showcases the wide range of services its workshops can offer.

Nowadays, many people dread having their car serviced or even having to replace a faulty part. And once the manufacturer's warranty has expired, most motorists turn to fast-fitters in the hope of keeping costs down. Dacia owners are no exception.

How can Dacia's after-sales service become a major asset for the brand and its customers?

Publicis Conseil came up with a film accompanied by a 360-degree campaign to demonstrate that Dacia Service helps cars last longer. The more people come to Dacia, the less they come back, proof of the quality of the service.

The film, directed by the talented Dario Fau, follows the journey of a man who, while driving his car, sees a Dacia Service billboard with the mysterious phrase 'The more we see you, the less you see us'. This enigmatic message will question him throughout his daily life: when he wakes up, at work, at the cinema... He will try to decipher the meaning of these words without succeeding.

The plot thickens, and his thoughts swirl until the final moment, when his Dacia garage, gives him the key: 'That's it, we won't be seeing each other for a while'. Everything finally becomes clearer, and our hero is doubly relieved: he understands the message and has found the best way to make his Dacia last.

Discover the film : <https://youtu.be/XJIU4jVsKhs>

The campaign is accompanied by diverse visuals showing the full range of Dacia's after-sales offer: service, products, servicing, maintenance, etc.

As well as a series of digital, VOL, CRM and radio assets.

The campaign has been launched across Europe since November 2024.

Press contact :

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About Publicis Conseil

International creative agency based in Paris, Publicis Conseil is the « Agency of the Year » at Cannes Lions in 2024, with 18 Lions including 2 Grand Prix, and Agency of the Year at the Clio Awards 2024. Led by Agathe Bousquet and Marco Venturelli, the agency supports its clients from France on different international markets, that includes: AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, ENGIE, Fnac Darty, Groupe Seb, L'Oréal, Nestlé, Orange, Renault, Sanofi and SNCF. Awarded the Agencies Actives CSR label by the AACC and AFNOR with the highest score of 3 stars, Publicis Conseil has been ranked No. 1 international agency in the Good Report in 2024 for the 4th time. www.publicisconseil.fr

About Dacia

Born in 1968 then relaunched by Renault Group in 2004 all across Europe and Mediterranean countries, Dacia has always offered the best value for money cars by constantly redefining the essentials. As a game-changer, Dacia proposes simple, multi-purpose, reliable cars in tune with customers' lifestyles. Dacia models became a reference on the market: Sandero, the most sold car to European private customers every year since 2017; Duster, the most sold SUV to European private customers since 2018; Spring, the champion of accessible electric mobility; and Jogger, the multi-purpose C-segment family car. Present in 44 countries, Dacia has sold more than 9 million vehicles since 2004.

CREDITS

DACIA

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Communication Manager : Djallal Benyounes

Publicis Conseil

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TV Producer: **Benjamin Auberdiaç, Benoit Fernandes**

Icono Producer : **Caroline Peyramaure**

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Production films

Réalisateur : **Dario Fau**

DOP : **Menno Mans**

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Prod exe : **Nevada**

Post production : **Prodigious**

Post-producteur : **Benjamin Cathala**

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Production son : **Start Rec**

Producteur son : **Mathieu François**

Production Icono

Production company: **Recom**

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