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## PRESS RELEASE

Paris, 1<sup>st</sup> of June 2023

**Dacia Duster :**  
**Live the Duster way.**



Dacia Duster, the brand's iconic SUV and **everyday ally**, is back with an **even more adventurous look!**

We love the **new Extreme finish**, with its bold, rugged design and nature-inspired Cedar Green color.

To accompany its launch, Dacia and Publicis Conseil have created a moving, offbeat film in which an adventurous but clumsy father takes his daughter on a life-size shopping trip ... in Duster way!

Directed by Gary Freedman (La PAC), this "epic" tell, with its touching cast and Matt Monroe's "Born Free", humorously showcases the new version of Dacia's best-seller, which is more than ever the ideal outdoor partner for the family. With Dacia Duster, shopping has never been so exciting.

Discover the film : <https://youtu.be/7S2UHj1EEWU>

Contact Presse :

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#### **About Publicis Conseil**

Publicis Conseil, the international creative agency based in Paris, has won 21 Lions, including 1 Grand Prix in 2021 and 2022. Presided by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency accompanies its clients from France 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 highest score of 3 stars, Publicis Conseil was for the 3rd time international agency n°1 at the Good Report in 2021. [www.publicisconseil.fr](http://www.publicisconseil.fr)

#### **About DACIA**

Born in 1968 then launched from 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 its customers lifestyles. Dacia models became a reference on the market: Logan, the brand-new car at the price of a used one; Sandero, the most sold car to European private customers; Duster, the most affordable SUV; Spring, the champion of the accessible electric mobility in Europe. Dacia is a Renault Group brand, present in 44 countries. Since 2004, Dacia has sold more than 7,5 million vehicles. More information on <https://www.dacia.co.uk/>

#### **Technical sheet:**

##### **Dacia – Advertising managers**

Xavier Martinet  
Carine Gailliez  
Giovanni Costa  
Greti Gruden  
German Gomez

##### **Publicis Conseil**

President Publicis France: Agathe Bousquet  
CEO/CCO: Marco Venturelli  
Creative directors: Romulus Petcan & Gabriel Gherca  
Digital Creative Director: Kevin Zung  
Art Director & Copywriter: Cédric Moutaud & Jean-Christophe Royer  
Strategic planner: Donya Bouzarjomehri & Kimberly Marie-Louise  
Agency producers: Benjamin Auberdiac & Aurore Gay  
Sales managers: Nicolas Fabre, Florent Das Mercedes, Maria Nafakh, Léa Vinarnic  
Digital team: Laura Ceylan, Bérengère Marlin, Chloé Frappereau

##### **Production**

Director : Gary Freedman  
DOP : Nicolas Loir  
Production : La Pac  
Producer : Jérôme Denis  
Executive Producer: Eric Lipchitz  
Production coordinator : Lucas Demerdjibachian  
Prod exe : Juice films  
Post production : Prodigious  
Post-producer : Lalia Legan  
Editor : Adam Spivey (The assembly rooms)  
Calibrator : Jean-Clément Soret (compagny 3)  
Music : Born free (Matt Monro)

Broadcasted in France: June 1 to June 15, 2023  
First international broadcast (in Romania) : 25<sup>th</sup> of May 2023  
Number of countries broadcasting the campaign: 10 countries

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