



PRESS RELEASE

Paris, April 5th 2023

La Fnac, the French cultural retailer, continues to free the culture by launching the "Reset by Fnac" playlist on music streaming platforms



Algorithms have a great influence on our cultural consumption, on what we watch and what we listen to. After having identified our tastes, they offer options that perfectly match them. By doing so, they deprive us of all the richness of the catalogs available on platforms, but also of many discoveries and emotions that are associated with them. It's not because we're fans of French rap that we can't get a slap in the face when we discover the music of a jazz artist.

Fnac is the iconic cultural retailer in France, fighting for culture's openness since 1954. To exist in the world of platforms, the objective was to run a fight model against model. Platforms are made of powerful recommendation algorithms. Fnac will then hack the algorithms, in a creative way.

Today, Fnac and Publicis Conseil are launching "Reset by Fnac": a playlist specially designed to renew the algorithm's recommendations. Accessible for free on the main music streaming platforms, it consists of a very eclectic mix of genres that allows to confuse the algorithm and thus, to benefit from a greater variety of new music recommendations. Through this initiative, Fnac is pursuing its commitment to promoting cultural diversity and helping French people, but also people around the world, to open up to new horizons.

The "Reset by Fnac" campaign will be displayed on social and digital media as well as on bar tables starting April 17.

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Playlist links :

Spotify: [Link](#)

Deezer: [Link](#)



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 Fnac Darty

Located in thirteen countries, Fnac Darty is a European leader in the distribution of cultural goods, leisure, technical products and household appliances. The group, which has more than 25,000 employees, has a multi-format network of 971 stores by the end of June 2022 and is positioned as a major e-commerce player in France (an average of nearly 27 million unique visitors per month) with its three websites, fnac.com, darty.com and natureetdecouvertes.com. As a leading omni-channel player, Fnac Darty has generated revenues of more than 8 billion euros in 2021, 26% of which will be generated on the Internet. For more information: www.fnacdarty.com

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