

LOVE
CHANGE

PUB
LICIS

CON
SEIL

LOVE
CHANGE

LOVE
THE
CHANGE



PRESS RELEASE

Paris, 17th of December

**With its new NESCAFÉ Classic campaign “the day is ours for the making”,
NESCAFÉ empowers us to change our perceptions around mornings.**



NESCAFÉ is set to affirm its position as the morning essential with the launch of its European campaign, "The day is ours for the making." The campaign, developed by Publicis Conseil, underscores the unapologetic truth about mornings: they're tough, groggy, and far from perfect—but the right start can set you up for a great day.

The 360 campaign kicks off with a 60s film which depicts the cinematic portrayal of the unvarnished truth about mornings. Opening with the sound of an alarm and groggy movements in dimly lit bedrooms, it mirrors the relatable difficulties of waking up: bedhead, yawns, and the futile effort to resist the start of the day soundtracked to grand classical music to underscore the epic struggle of morning routines.

But soon it is revealed that with the unique aroma and taste of NESCAFÉ Classic, you can conquer the morning and face the day with a completely new attitude, enjoying the lasting power of a positive start.

Discover the film : <https://youtu.be/fl0WVLxJJcw>

"The day is ours for the making" will roll out across TV, social, and print in the UK, Spain, Poland, Greece, and more to come. The campaign is part of the NESCAFÉ creative platform, "Make Your World", which launched in February last year across Europe, and aims to be a statement of empowerment for coffee lovers, with every day being a new opportunity to inspire.

Agnieszka Guzik Strzępek, NESCAFÉ Europe PSC Business Lead said: *"With 'The day is ours for the making' we wanted to capture the universal truth about mornings—they're tough, but they're also full of potential. This campaign is a celebration of those first moments that set the tone for the day, and how NESCAFÉ Classic, with its unique aroma and taste, empowers coffee lovers to reclaim their mornings and make every day their own."*

Contact Presse :

Héloïse Mathon – heloise.mathon@publicis.fr – 06 25 35 74 47



CREDITS

Advertiser – Nestlé

Ilias Papadopoulos: Coffee Zone Europe NESCAFÉ Marketing Director
Agnieszka Guzik Strzpek: NESCAFÉ Europe PSC Business Lead
Ruben Martin Peinado: NESCAFÉ Europe Senior Brand Manager Classic
James Sinfield: Regional eBusiness Lead Soluble Coffee
Vasu Read: Regional Content Lead Soluble Coffee
Zenas Liritis: Beverage SBU Global Communication Director

Agency Credits – Publicis Worldwide

Marco Venturelli, CEO/CCO Publicis Conseil
Andy Daley, Global Executive Creative Director
Poppy Donaldson, Creative Director Publicis London
Lauren Ellis, Creative Director Publicis London
Matthew Comras, Creative Director Publicis London
Shane Hanton, Creative Director
Flora Zeman, Art Director Publicis London
Dennis DeYonker, Global Client Lead
Magali Bergeroux, Global Category Lead
Donya Bouzarjomehri, Global Category Strategic Lead
Sunila Rajan, Strategic Planner Publicis Conseil
Elodie Orosco, NESCAFÉ Europe Lead Publicis Conseil
Camille Bignon, International Account Director Publicis Conseil
Julie Nouailher, International Account Director Publicis Conseil
Lola Laborde, Account Executive Publicis Conseil

Production

Christopher Thiery, CEO Prodigious France
Thomas Marion, Head of Production
Catherine Samela, Production Lead NESCAFÉ
Niaz Shahbazi, Production Manager
Nicolas De Crepy, Executive Producer
Pierre Saint-Blanquat, Line producer
Stella Boutleux, Production Coordinator
Sarah Schiffmann, Post-producer Image
Emmanuel Desmadryl, Post-producer Sound
Jake Mavity, Director
Jaime Feliu Torres, DOP

Contact Presse :

Héloïse Mathon – heloise.mathon@publicis.fr – 06 25 35 74 47