

LOVE
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PRESS RELEASE

Paris, the 20th of December 2022

#EverythingThatMatters, AXA highlights the purpose of its work!



Through this campaign, AXA wanted to challenge preconceived ideas about the insurance business and highlight its employees' diversity and uniqueness. The message is based on what is essential for the brand, namely the human element and progress, which reminds us of AXA's purpose: "to act for human progress by protecting what matters".

The choice of an animated treatment for this film sets it apart from the brand's latest productions. It also suggests that the story we discover is fictionalized, whereas it is purely and simply based on reality: that of AXA employees. The aim of this statement is also to underline the diversity and wealth of the insurer's expertise.

Thomas Piquerel, Head of Communication and Engagement added: "Through this campaign, it was important for us to pay tribute to our employees, the men and women behind AXA, but also to demonstrate that our work is not limited to office jobs. On the contrary, our jobs are field-based and passionate, close to people and definitely focused on progress!"

Contact Presse :

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This campaign, launched in December, will be progressively deployed internationally through a digital and social campaign on AXA's social networks.

The film, designed to be easily adapted to all screens and to speak to everyone, is the cornerstone of this project. It tells the unique and emblematic stories of four AXA employees who live their jobs with passion all over the world:

Discover the film here: <https://youtu.be/STH4GImpXgY>

About AXA

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 108 million clients in 57 countries.

<https://www.axa.com/en/about-us>

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

Fiche technique :

BRAND: AXA Group

- **Group Chief Communications, Brand & Sustainability Officer:** Ulrike Decoene
- **Head of Communication and Engagement:** Thomas Piquetel
- **Group Head of Digital Corporate:** Audrey Brahim
- **Social Media Executive Program Manager:** Dytha Franciska

ADVERTISING AGENCY: Publicis Conseil

- **President in Charge of Creation:** Marco Venturelli
- **Global Creative Director:** Steve O'Leary
- **Art Director:** Valentin Exposito
- **Copywriter:** Pierre Nassar
- **Global Client Leader:** Patrick Leclercq
- **Account Director:** Olivia Rajabaly
- **Account Director:** Noureddine Kamal
- **Account Manager:** Jean-Baptiste de Rodellec du Porzic

AGENCY PRODUCTION: Prodigious

- **Agency Producer:** Armelle Sudron

PRODUCTION HOUSE: Passion Picture

- **Director:** Swee Aik Khor
- **Executive Producer:** Adrian Lai
- **VFX Supervisor:** Hamman Amin Roselan
- **Online Artist:** Koh Xian Gen
- **Post Producer:** Koh Xian Gen
- **Storyboardist:** Kwan Boon Chan

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- **Character Design:** Mishie Chua
- **Concept Artist:** Loo Kok Hang
- **Concept Artist:** Khoo Chong Kit
- **Previz Artist:** Kenny Lee Mun Keat
- **Previz Artist:** Tan Chong Hing
- **Modeller:** Ng Boon Chien
- **Modeller:** Tan Chee Kai
- **Modeller:** Eng Zhi Le
- **Modeller:** Alvin Chow Hoe Yuen
- **Modeller:** Chintya Dewi Winoto
- **CG Supervisor:** Harris Razak
- **Animators/Rigger/Lighting:** Harris Razak
- **Animators/Rigger/Lighting:** Beverly Marisa Wong
- **Animators/Rigger/Lighting:** Mohammad Hafizuddeen
- **Animators/Rigger/Lighting:** Chia Chee Sum & Team