

FOR IMMEDIATE RELEASE

London, UK – 9 March 2017. France Tourism Development Agency Atout France to launch its €4.6m ‘#Feel’ campaign, aimed at reigniting UK passion for France experienced through the five senses

Atout France (the France Tourism Development Agency) and its partners are launching a new pan-European marketing campaign using the creative strategy ‘#Feel’ and invoking the five senses. The campaign sees Atout France join forces with its counterparts in Germany and the Netherlands and will be launched in the UK on 13 March, following its launch to the German market at ITB Berlin on 9 March by Mr Matthias Fekl, Minister of State for Foreign Trade, the Promotion of Tourism and French Nationals Abroad. Delivered by global advertising agency Grey, it focuses on reminding travellers of why they love France and re-establishing it as the UK’s favourite holiday destination. Germany, the Netherlands and the UK are jointly responsible for nearly half of France’s international visitors.

The four-month campaign, commencing in March 2017 with an overall budget of €4.6m (£2m UK only), is divided by destinations (#FeelBrittany, #FeelCotedAzur, #FeelNormandy, #FeelParis, etc.) and by themes. It involves some 30 partners* including brands and destinations and transport companies. The brands and destinations – and the varied experiences they offer – are at the heart of the campaign, but are crucially supported by the services of the transport partners, which allow visitors to plan their trip to France smoothly. The campaign therefore represents a vital union of forces, and should enable professionals across the three countries to defend their shares in what is an increasingly competitive tourist market.



Adapted for the countries’ respective markets, the #Feel campaign will be delivered with a ratio of 50% offline and 50% online visibility. With the help of the advertising agency Grey, Atout France has designed creative concepts for the campaign showcasing the key thematic attractions of a French holiday: nature and the outdoors, fine food and wine, sports and activities, culture and history, city breaks and the seaside. But the campaign’s distinguishing feature is its focus on the senses and experiences. Whether it’s the sound of folk music bands in Brittany, the taste of an elegant Loire Valley wine, the sound of the waves on the Normandy coast or the sight of

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world-renowned art in galleries across the country, France offers so much diversity – and so many sensory experiences for the visitor.

The first two-week phase of offline advertising in the UK will be visible from 13 March across the London Underground and rail networks, followed by two further two-week phases commencing on 24 April and 8 May respectively. A total of 390 panel posters in tube tunnels, escalator panels in six stations and 5,000 train panels will be visible throughout the campaign. The campaign will also be advertised in travel and lifestyle sections in national newspapers and magazines in March, April and May. On the digital side, a dedicated website with new content has been created at uk.france.fr. Atout France's various social media networks – which collectively have more than 5 million international followers – will also promote the campaign using the #Feel hashtags, supported by paid searches and newsletters.

Gwenaëlle Maret-Delos, Director of Atout France UK and Ireland, said:

"Atout France is delighted to launch its first Pan-European campaign with our counterparts in the German and Dutch markets. We are particularly pleased to have the support of so many French destination partners and delighted to be collaborating with leading transport carriers such as Brittany Ferries, EasyJet, Eurostar and Voyages-sncf.com. This will only reinforce Atout France's long-term commitment to our transport partners and cement France's position as the world's leading travel destination."

Christophe Mathieu, Chief Executive Officer of Brittany Ferries, commented:

"Brittany Ferries has been working alongside the Grand Ouest (western France) destinations and Atout France for several years. The UK market is important for our region and our company, which is the number-one employer of French sailors and welcomes 85% of its passengers from the UK. I am excited by the launch of Atout France's new campaign with its #Feel strategy."

James Millett, EasyJet's Director of Digital and Marketing, added:

"France is such an important market and remains popular with our UK customers. EasyJet has signed a three-year partnership deal with Atout France. We are convinced by the importance to join forces with the tourism agency and its partners to promote tourism in Europe to France, starting with the UK. This inspirational campaign will seek to show everything France has to offer, from a city break in Paris to a holiday in the Côte d'Azur."

Nicolas Petrovic, Eurostar's Chief Executive Officer, also commented:

"Eurostar's primary mission is to be the essential link between France and the United Kingdom, two countries connected centre-to-centre in less than two and a half hours. The extension of our service to destinations in the south of France – Lyon, Avignon and Marseille – demonstrates our desire to make British passengers aware of France's immense and varied beauty. We are therefore delighted to be a partner in Atout France's #Feel campaign, whose values and objectives we fully share, to promote France's magnificent heritage."

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Notes to editors

The #Feel campaign is being delivered by global advertising and marketing agency Grey.

*List of partners participating in the #Feel campaign across the UK, Germany and the Netherlands:

Alleo	Brittany Ferries
EasyJet	Eurolines
Eurostar	Eurowings
KLM	Novasol
P&O Ferries	Thalys
Voyages-SNCF	
Ardennes	Atlantic Coast
CRT Brittany	CRT Burgundy-Franche-Comté
CRT Centre-Val de Loire	CRT Champagne-Ardenne
CRT Côte d'Azur France	CRT Normandy
CRT Nouvelle Aquitaine	CRT Paris Region
CRT Provence-Alpes-Côte d'Azur	Dordogne Valley
Jura Mountains	Mont-Saint-Michel
OT Biarritz	OT Bordeaux
OTC Paris	Regional Agency for Pays de la Loire
Atout France Seaside Cluster	Atout France Naturism Cluster
Atout France City Breaks Cluster	Atout France Wine Tourism Cluster

The French Ministry of Culture and Communication

About Atout France:

Atout France - France Tourism Development Agency, is responsible for promoting the development of the tourism industry, the country's largest economic sector. Atout France's primary mission is to maintain a detailed and permanent system for monitoring and analysing supply and demand in the tourist market. Atout France is also committed to promoting destinations and works with its partners to further tourism in France. This is achieved through marketing campaigns, online promotion and working closely with the travel trade sector. Atout France develops its missions internationally through a network of 35 offices located in 32 countries. Atout France is represented in the UK and Ireland from its office in London, which employs 21 staff.

About Grey:

Grey Paris is an open, ambitious group of people working in the heart of Paris. They are a creative company on a mission to create unique work, partnering with the world's most ambitious brands to play a meaningful role in cultural development. Being 'open' isn't about one way of doing things; it's about doing things in the way that works best for every client. For Atout France, this means creating and coordinating a global campaign on three different markets, in close collaboration with Grey Amsterdam and Grey Düsseldorf.

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