

France Tourism Development Agency *Atout France* continues Biggest Ever UK Advertising Campaign

£1.5m 'What's Your Tour de France' creative aims to break France away from the pack and reignite UK passion for France

London, UK – 20 March 2015 - **Atout France**, the France Tourism Development Agency, and its partners, is continuing its biggest ever UK integrated marketing campaign retaining the creative strategy 'What's your tour de France?'. The campaign, devised by specialist travel and tourism creative agency, **SOUK Response**, is focused on re-establishing France as the UK's favourite holiday destination and aims to increase visitor levels beyond that of visitors to rival European destinations such as Spain, Greece and Italy.

The £1.5 million campaign, which will run across press, outdoor, tube, display and social media, will have its own dedicated website, uk.rendezvousenfrance.com. Atout France's partners will have their interests covered as advertisements with their branding built in to adverts specific to destinations, popular tourist pastimes and cultural organisations. New partners for 2015 include Eurostar and Golfing Associations.

The four-month campaign, commencing in March 2015, will focus on no less than 37 destinations in France united with 7 transport companies, with a suite of 45 creative executions, making it a complex and tailored advertising programme. Atout France with the help of its agency SOUK designed Instagram-style creative concepts for the campaign which clearly showcase the key themes of a French holiday; the great outdoors, food and drink, sports and activities, city breaks, culture and history

2015 will also see the establishment of an online content strategy combining weekly blogs with tailored Google Streetview time lapses for each French destination. The time lapses or hyperlapses, take the viewer on a virtual journey through some of the participating destinations. The blogs, published throughout the campaign, will highlight different experiences and activities within each destination from a first-person perspective.

Gwenaelle Maret-Delos, Director of Atout France UK and Ireland, said, "We are delighted to continue the success of the award nominated campaign 'What's your tour de France?' and we are particularly pleased to once again have the support of the long-term strategic partners such as Brittany Ferries, DFDS, Midi-Pyrenees and Western & Northern France for the campaign. This will only reinforce France's position as the world's leading travel destination."

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**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 SOUK :

SOUK (soukresponse.com) is an integrated creative marketing agency working exclusively in the travel and leisure market and aims to make the intangible tangible. SOUK develops creative campaigns that tap into the emotions of those looking to travel or experience something new. SOUKS services include advertising, digital, direct and media. Shortlisted for Best Outdoor campaign for Atout France and Best TV campaign for Haven Holidays at the 2015 Travel Marketing Awards.