

PRESS RELEASE

Paris, 12th July 2011

Renault innovating with Twizy and the first 3D product placement in David Guetta's new music video

An operation accomplished by

Newcast, a division of Vivaki (Publicis Groupe), specialised in Branded Content & My Love Affair, the new brand & musical endorsement agency founded by Cathy Guetta & Raphael Aflalo



Video link

<http://www.youtube.com/user/davidguetta#p/f/0/p4kVWCSzfK4>

Twizy appears around 3 min into the video

Newcast and My Love Affair were called upon by Renault to create an original form of communication which would highlight the values of innovation and mobility conveyed by **Renault "Twizy"**, while reaching out to a young and international audience.

Effectively, Renault "Twizy", which is due to be launched at the end of 2011, is an innovative urban transport solution. With its compact, agile and practical aspect, its 4 wheel chassis and its 2 "tandem" seats, it is ideal for city motoring and offers a **100% electric form of transport with zero CO₂ emissions**. A vehicle which is certain to appeal to young people, typically music fans who are consuming more and more music content on video platforms such as YouTube, where music videos generate millions of views and are shared on social network sites, in particular Facebook.

Newcast and My Love Affair therefore recommended associating **Renault Twizy with David Guetta**, the world-famous music producer and DJ, signed up to the new My Love Affair agency and one of the most followed artists on social networks. With more than **22 million fans on Facebook, an average of 100 million views per video on YouTube**, David Guetta incarnates all the values of innovation and success which Renault aims to convey with the launch of the Renault Twizy.

By initiating this first link-up between Renault and David Guetta, My Love Affair and Newcast are demonstrating their ability to innovate by creating a new kind of particularly dynamic product placement in the artist's latest video.

The video, co-produced by Emi and Gum Prod, was filmed in April in Los Angeles.

While David Guetta mixes on the roof of a building, a wall of speakers releases giant bubbles injected with electro sounds across the city. As they float through the streets, they electrify the crowds, making them break into dance.

Renault Twizy comes to life at the centre of a contextual advertising billboard: when it is touched by a giant bubble the car cannot stop from twirling around, entranced by the sound of David Guetta. The model is therefore totally integrated into the context and the atmosphere of the video.

Renault Twizy thereby adopts an active and participative role, within David Guetta's new, extremely urban, music video.

For Cathy Guetta and Raphaël Aflalo, co-founders of My Love Affair, "The original setting of the video shows off Renault Twizy from an innovative angle which is completely different from current advertising models: **after the Pre-roll, the Mid-roll and the Post-roll**, we want to introduce a new, more integrated video advertising format **by creating the "In Roll"**.

The video is already a hit on the net. The first day it was posted on YouTube (24th June) it generated more than 1 million views, 3 million on the second day and more than 12 million one week after its release. 100 million views will therefore probably be achieved much sooner than expected.

For Thomas Jamet and Gaël Solignac-Erlong, managing director and deputy managing director respectively of Newcast, "Apart from the pride we feel in having recommended to Renault an association which is perfectly in line with its objectives and the timing of the launch of its revolutionary Twizy, we are delighted to offer with EMI **the first "virtual 3D" product placement in the history of the music video!"**

(*) 'In roll':

The In-Roll is a video advertising format which the agency My Love Affair is seeking to standardise and which consists in directly integrating the product or advertising message for a few seconds into a music video broadcast on platforms such as YouTube, DailyMotion, Wat, etc.

About My Love Affair

My Love Affair is the international agency specialised in artist/brand link-ups, created by Cathy Guetta and Raphaël Aflalo. Both experts in their respective fields, namely music and digital technology, My Love Affair was launched by the company Be My Guest Communication Limited.

Numerous artists will feature in the agency's catalogue with three major names already on board – David Guetta, F...Me I'm Famous and Cathy Guetta.

The company, based in Paris and London, is set to expand rapidly, thanks to fundraising efforts involving some of the biggest names on the internet.

More information can be found on www.my-loveaffair.com

About Newcast

Newcast is the Branded Content division of Vivaki (Publicis Groupe), working on behalf of clients of ZenithOptimedia, Starcom, Duke/Razorfish, and Digitas in the field of branded content, entertainment, partnerships, sponsoring, product placement and production, with a constant focus on ROI. Part of the world's first specialised network in the sector, Newcast was founded in the UK in 2008 as a division of Vivaki and is now present in 11 countries (United States, Russia, Eastern Europe, Latin America China, India, etc). In France, Newcast is headed by Thomas Jamet.

My Love Affair Media Contact

Idenium PR Agency
Isabelle Lellouche
Tel: +33 (0)1 56 21 19 91
isabelle@idenium.com

Newcast Media Contact

Charlotte Millet
Tel: +33 (0)1 58 74 89 06
Charlotte.millet@vivaki.com

