



## Publicis creates integrated campaign to promote Renault 4+

*Campaign supports the launch of Renault UK's new customer care package*

Directed by Pete Riski at Rattling Stick for Publicis London, this brand-led ad campaign to promote the new market-leading Renault 4+ customer care programme for Renault UK will air from tonight, Monday February 6, 2012.

The 40-second ad tells the story of a young man from graduation up to the birth of his first child in a series of vignettes. Over the course of four years he graduates, meets a woman and falls in love, moves in with her, marries her and on the way to hospital for the birth of their baby. In the final scenes the couple are featured driving home with their newborn.

As time – and their needs – progress, the car featured changes from a Renault Clio to a Renault Scénic, illustrating both how so much can change in four years and how the offer is fully transferable free of charge. The ad reveals how no matter where life takes you, Renault will be there along the way to smooth the journey.

There will also be 10 second TV spots, brand and tactical press, a 64-page mailer which replicates the TVC through animation when flicked through, and digital activity including YouTube, rich media, pre-roll, online banners, mobile website and landing page.

The competitive customer care package was launched by Renault UK on February 1 and is worth in the region of £900. It is designed to give buyers peace of mind in cash-strapped times, with only insurance and fuel to pay after receiving keys. Renault 4+ includes four years warranty, roadside cover, servicing and finance package in any vehicle across Renault's range.

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### Credits

Client: Phil York, Renault UK Marketing Director Project: Renault 4+	Production Company: Rattling Stick Director: Pete Riski Producer: Kelly Spacey DOP: Jean Noel Mustonen Typographer: Spin Production Designer: Clare Clarkson
Creative agency: Publicis London/Team Renault Executive Creative Director: Adam Kean Creative Director: Dave Sullivan Digital Creative Director: Alix Pennycuik Art Director: Marc Allenby Copywriter: Nadia Doherty Copywriter (DM, eDM and CRM): Paul Bennett Art Director (DM, eDM and CRM): Stuart Gillespie Account Director: Kelly Grindrod Planner: Julian Earl Agency Producer: Colin Hickson/Verity Saunders	Post Production: The Mill Editors: Cut & Run Editor: Eve Ashwell  Sound: Wave Soundtrack: Trailer Trash Tracys  Media planning and buying: OMD UK Media Planner: Tom Cocker