



DEFI

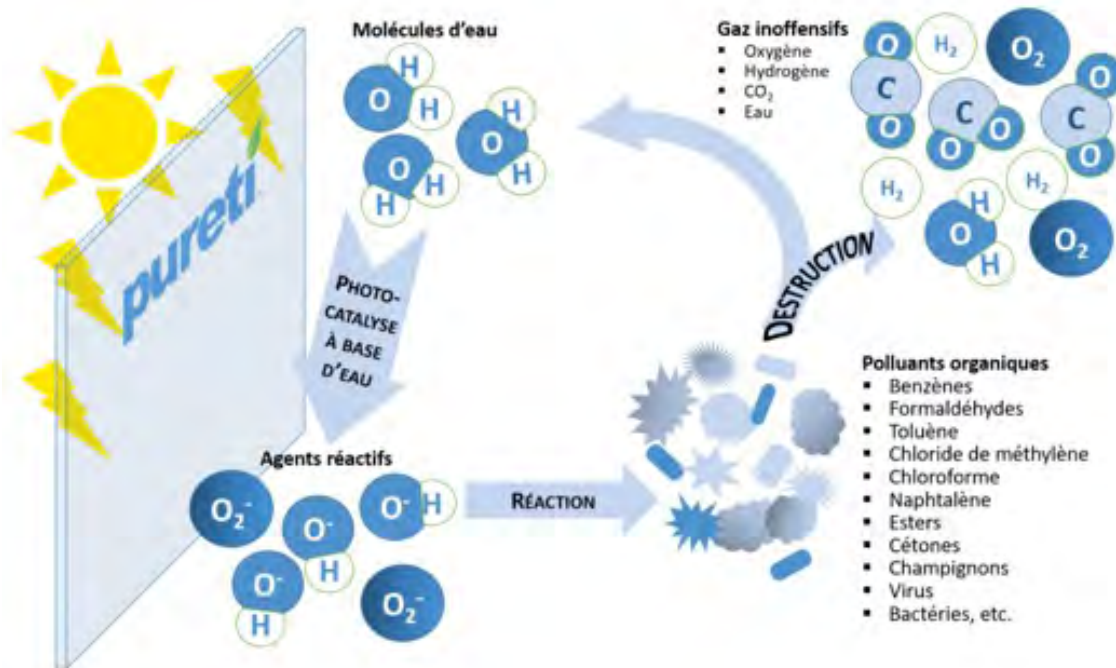
Press release

DEFI FRANCE, VIZEUM AND POSTERSCOPE INNOVATE IN ECO-RESPONSIBLE COMMUNICATION WITH VILLAGES NATURE® PARIS.



Clichy, 31 May 2017. DEFI, expert in communication, inaugurates the first advertising canvas in France to reduce to reduce atmospheric pollutants, with the VILLAGES NATURE® PARIS campaign, orchestrated by VIZEUM and POSTERSCOPE (Dentsu Aegis Network Group). From now on, all event media offered to advertisers will have this will be equipped with this process, which responds to environmental concerns.

DEFI is rolling out the first air pollution-reducing advertising canvas on 1 June 2017. A 226 sqm banner installed near Porte de Vincennes on the Paris ring road that advertise VILLAGES NATURE® PARIS, a new eco-tourist holiday destination from PIERRE & VACANCES-CENTER PARCS and EURO DISNEY S.C.A., committed to sustainable tourism. This new offer, based on an innovative vision of tomorrow's tourism, will open in August 2017. Taking the environment into account? A theme at the heart of the campaign designed with the agencies VIZEUM and POSTERSCOPE, and of the strategy developed by DEFI, which decided to use the Clean technology of the company PURETI, expert in the reduction of atmospheric pollutants.



Its patented innovation, which covers advertising media with a thin mineral layer of crystals, composed of 95% water and 5% titanium dioxide, uses the energy of light to capture and purify certain toxic components. Road traffic is the main source of organic pollutants, generating 56% of nitrogen oxide (NOx) emissions, 32% of greenhouse gas emissions and 28% of PM 10 and 35% of PM 2.5 emissions. DEFI has therefore decided to systematically use this innovation on all of its advertising devices located on the major roads in the Paris area in order to take action at its own scale.

In a context where the environment is a major concern in Ile-de-France, since 3.4 million residents of the region are potentially exposed to levels of pollution exceeding regulatory standards*, this commitment is a further step in the eco-responsible strategy initiated by the group in recent years. A pioneer in the use of light-emitting diode (LED) modules for the lighting of its advertising installations, DEFI also works on high-definition ecological printing (with the company BS2i), on photovoltaic systems to power its lighting systems, as well as the recycling of its fabrics (with the company TEXYLOOP). As a long-standing partner of an increasingly sustainable city, it is constantly deploying innovative solutions for cities, citizens, advertisers and their brands.

* Airparif 2012

About DEFI :

Created 40 years ago, DEFI GROUP SAS is the European leader in spectacular advertising (40 million euros in turnover, 90 employees). Present in 20 countries on four continents, the French group installs illuminated signs and advertising banners for advertisers in strategic locations for advertisers. In this way, it enhances the value of real estate assets and raises the profile of brands through advertising that blends harmoniously into the urban environment.

About Vizeum France :

Founded in 2003, VIZEUM is an integrated media consulting agency of the Dentsu Aegis Network group. Vizeum offers a unique integration model illustrated around «Connections that Count», based on optimal knowledge of the consumer and his environment, for tailor-made support. Thanks to a team of over 100 employees in France combined with an international structure in 55 countries, Vizeum reveals the power of a networked agency.

In 2015, Vizeum France completely reinvented itself to position itself as the agency that «questions the questions». Elected Media Agency of the Year 2015 by «Les Agences of the Year» and Media Agency of the Year 2016 by «Offre Media», Vizeum also won the customer satisfaction award and the content award by «Offre Media».

In 2017, VIZEUM is the «Media Agency of the Year», elected for the second time in a row at the «XXXVII consecutive time at the Grand Prix des Agences Médias» by the agencies of the year.

The agency continues to deploy its reinvention and is now positioned as a «Value Partner» for its clients.

Find VIZEUM France on Facebook | Twitter | Instagram

About Posterscope :

Posterscope is the agency specialised in geolocation and leader in Out-of-Home communication of the Dentsu Aegis Network group. Its studies enable it to precisely identify the thoughts, attitudes and actions of mobile targets. These insights are translated into creative, engaging and measurable OOH solutions, through human, data and technological resources, which produce significant added value to develop our clients' business. The teams of more than 1,000 employees are spread across 57 offices in 34 countries around the world.

About Villages Nature® Paris :

Villages Nature® Paris is a joint venture between Euro Disney S.C.A and Pierre & Vacances-Center Parcs. It is a unique short and medium stay holiday destination of European scope, located 32 km from Paris and 6 km from Disneyland® Paris. Based on the encounter between Man and Nature, it is a major innovation in sustainable family tourism. In the heart of a unique plant city, Villages Nature Paris will offer a complete change of scenery to better reconnect with the essentials, with those closest to you.

When it opens, Villages Nature Paris will cover 120 hectares and will offer 5 recreational areas (the Aqualagon and its geothermal lagoon heated to 30°C all year round, the Lake Promenade, the Extraordinary Gardens, the BelleVie Farm and the Forest of Legends) as well as 916 cottages and flats divided into 3 ranges (Cocon VIP, Country Premium and Clan Comfort). A true bridge between City and Nature, this new destination will allow visitors to discover Paris, Disneyland® Paris and the other riches of the Ile-de-France region while enjoying a unique holiday.

Press Contact :

DEFI GROUP 21, rue Georges Boisseau, 92110 Clichy :
Cyrille Leclerc, General Director DEFI France - tel. +33 (0)1 41 40 42 00
Bruno Marlière, Sales Director DEFI France - tel. +33 (0)1 41 40 42 00

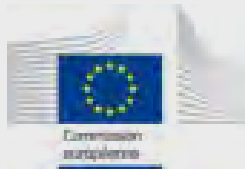
Communication Manager VIZEUM :
Gregory Guyot - gregory.guyot@vizeum.com - tel. +33 (0)1 41 16 17 55

Communication Manager POSTERSCOPE FRANCE :
hinde.elmrissi@dentsuaegis.com - tel. +33 (0)1 41 16 17 05

VILLAGES NATURE® PARIS HILL & KNOWLTON : tel. +33 (0)1 41 05 44 70

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Posterscope



iSCAPE has received funding from the European Community under the Horizon 2020 Research and Innovation Funding Programme under Grant Agreement No. 689954