

F1 FRENCH GRAND PRIX

EVIAN

Activation proposal

November 13th, 2019
Le Castellet



BRAND DESCRIPTION





- Owned by Danone
- Worldwide leader of the natural mineral water market
- Sold in more than 140 countries
- Supporting sports for many years
- Luxury high-end product in terms of quality and brand positioning
- Associated with high-end brands for capsule collections (Elie Saab, Kenzo, Alexander Wang, Christian Lacroix, Virgil Abloh)
- Luxury SPA-resort in France: EVIAN RESORT

1.5 billions liters per year

40% sales made in France

12.6 millions net income (2017)



FROM THE FRENCH ALPS
Still Pure As Nature Intended.

EVIAN STRATEGY



Creative content



Consistent image, content and message



Worldwide reach



Powerful digital communication



Focus on CSR

COMPETITORS



F1 x EVIAN PARTNERSHIP





Fans data collection for profiling and future commercial use



Improve fanzone experience to stand out more among other GPs



Increase brand and top-of-mind awareness



Connect the two brands in the customer's minds

TRADITION

LEADER

TOP

FRANCE

HIGH-END

HISTORY

ICON

RELIABILITY

QUALITY

INNOVATION

FRENCH EXCELLENCE

PREMIUM

THE BEST

ACTIVATION PROPOSAL



1. Constant and widespread presence of the brand in order to reach as many fans as possible and strengthen top-of-mind awareness



ONE CENTRAL BRAND AREA IN THE
MAIN FAN-ZONE



MULTIPLE CORNER STANDS ALL
AROUND THE CIRCUIT'S FAN STANDS



NAMING OF ONE VIP LOUNGE AND
BRANDING OF IT



EVIAN HOSTS/HOSTESSES PRESENCE
IN THE FANZONE



NAMING OF THE CONCERT

2. Unique marketing campaign

FASHION



SPORT



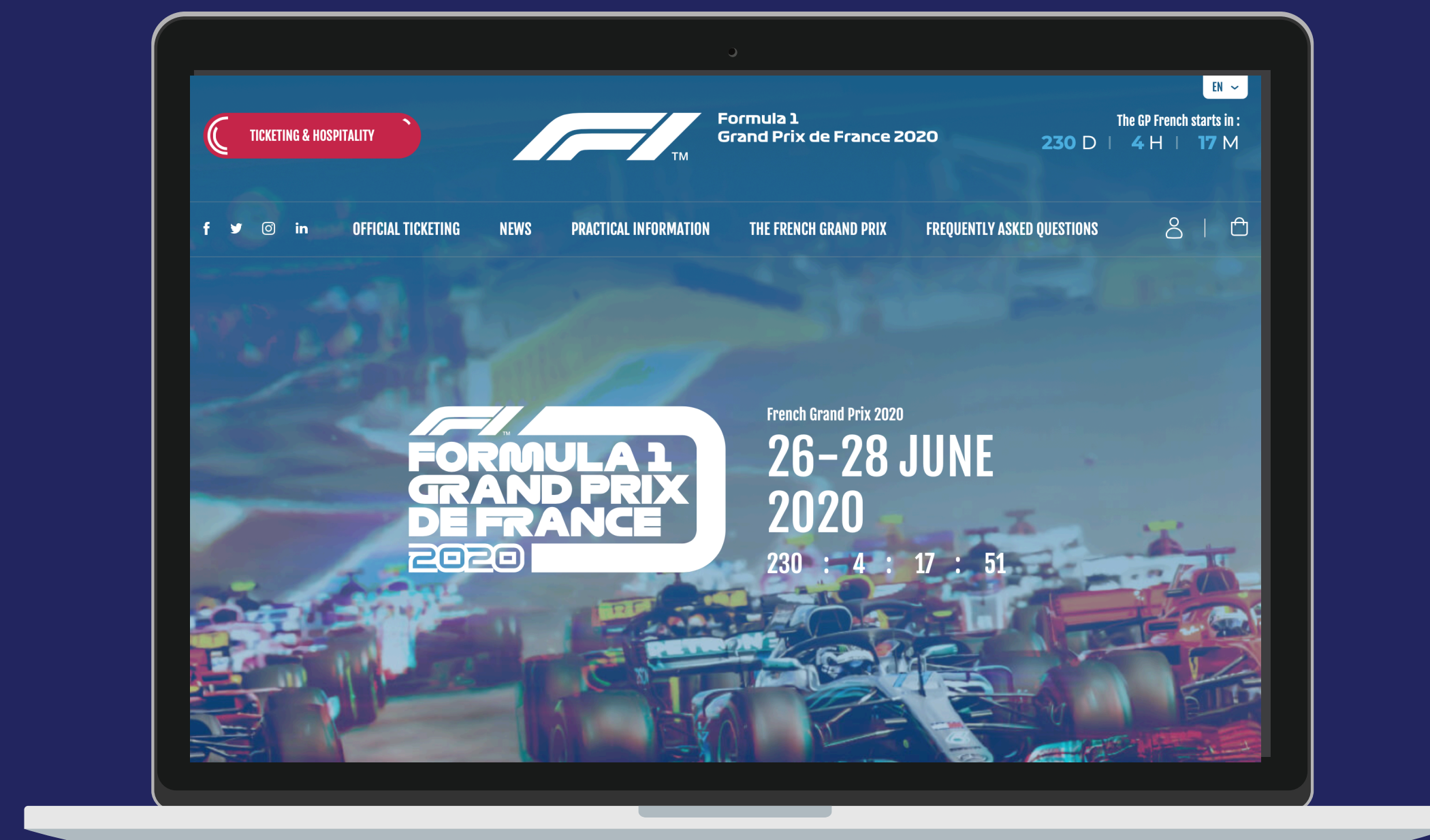
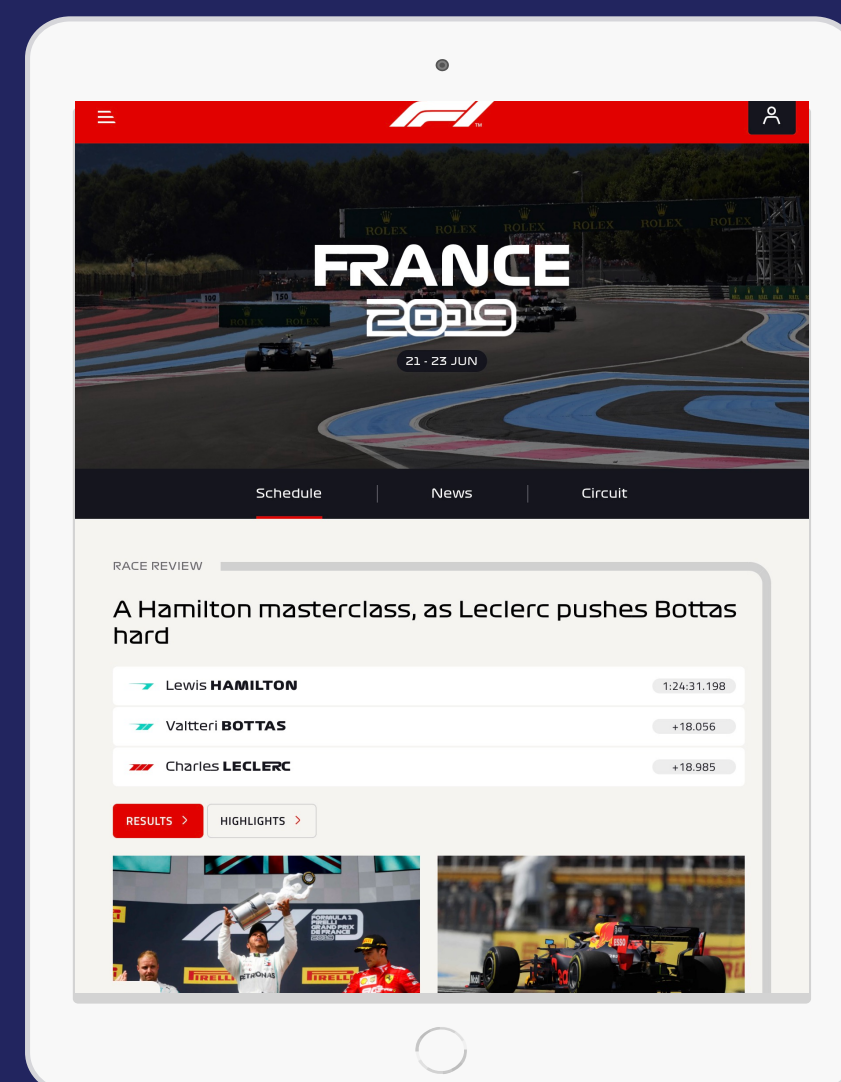
URBAN






evian

#LIVEYOUNGBEFAST



3. Offering unique experiences that improve the F1 weekend offer for all the fans that arrive at the circuit every year

FREE-FOR-ALL FLAGS FEATURING EVIAN BRAND AND THE FRENCH FLAG



CREATION OF A
SPECIAL EDITION
PRODUCT THAT
FEATURES THE
FAMOUS PAUL
RICARD CIRCUIT
LINES





CAPSULE T-SHIRT COLLECTION

TIRE CHALLENGE "BE A F1 MECHANIC"





LOTTERY TO WIN TICKETS FOR PIT
LANE AND PADDOCK TOUR

VALUE CREATION

Potential ROO and ROI



NOTORIETY OF THE BRAND

Media coverage of the event (number of articles/mentions)

Online - communication campaign

- Traffic variation
- Engagement and follower's variation

Offline - onsite activities

- Stand visitors number, questionnaires completed, bottle given out,....

TOP OF MIND AWARENESS

- Sales variation of the product
- Feedback (questionnaires after the event)

PACKAGES



GOLD

- Corner stands
- Posters
- Cardboard cutouts
- Banners and flags
- Evian hosts/hostesses in the fan-zone
- Presence on French GP website

PLATINUM

GOLD +

- Central brand area
- Special edition bottle (glass and reusable)
- Plastic flags with the logo
- Tire challenge "Be a F1 mechanic"
- Presence on F1 website
- Presence on F1 social media accounts

DIAMOND

PLATINUM +

- Evian as exclusive water of the French GP
- Lottery to win paddock and pit lane tour
- Naming of the concert
- VIP lounge branding

AXA INSURANCE

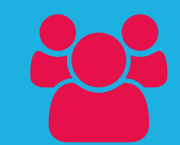
Activation proposal



ONE CENTRAL BRAND AREA IN THE MAIN FANZONE



EXPERIENCE



Free-for-all branded ear protections



Lottery to win a lap on the safety car on the circuit



F1 driving simulator



VR experience “Safe behavior on the road”



Charity silent auction

F1 two-seater weekend - Winfield Racing School

Memorabilia signed by drivers

MERCI

