



## **Phonevalley stages the first mobile video campaign for Le Coq Sportif during the French Open in partnership with Starcom**

***A video billboard designed to celebrate the 25th anniversary of Yannick Noah's victory will be inserted before and after each 2008 French Open video broadcast on Orange World***

### **Mobile video billboard - the ideal format for a major image campaign**

Paris, 26 May 2008 – Phonevalley, the world's leading mobile marketing agency, today unveiled the mobile video campaign for Le Coq Sportif, organised in partnership with Starcom Digital, to celebrate the 25th anniversary of homeboy Yannick Noah's triumph at the French Open.

Orange World's 2008 French Open site, which went online on Sunday, 25 May and will be open until 8 June, should generate traffic close to 2.5 million page views. Its daily videos will provide live, simultaneous coverage of the matches on the five main courts, as well as picture round-ups of the day's key matches, behind-the-scenes footage and interviews with the players.

All videos on the site will be preceded and followed by a five-second full-screen Le Coq Sportif billboard, showing Yannick Noah and the sports equipment manufacturer's motto, "The Pure Spirit of Sport". The mobile video campaign comes in addition to a crossmedia campaign on the web (banners on Eurosport, L'Equipe, My Free Sport and YahooSport), in the press (Sport, GQ, Dedicare, Crash, Optimum and L'Officiel Hommes) and on TV (Eurosport, C+ Sport, Sport +, Infos Sport, L'Equipe TV, ESPN Classic, Ma chaîne Sport, FTV, Canal+, TF1 and Ma chaîne sport).

This promotional campaign is leveraging the most innovative and highest-quality advertising medium for a mobile-based brand image campaign. The target group has been particularly well defined, with the campaign mainly reaching out to men and the upper socio-professional category. The advertisements in the media plan have been designed by La Chose.

### **About Phonevalley**

Phonevalley is the world's leading mobile marketing agency. Since its acquisition in 2007, Phonevalley operates as Publicis Groupe's mobile marketing agency and Alexandre Mars, Phonevalley's CEO, as Head of Mobile for Publicis Groupe.

Recognized as an industry pioneer, Phonevalley provides a full service offer in mobile marketing which spans from mobile media planning and buying, to mobile interactive services (mobile Internet sites, mobile applications, branded content & promotions) and strategic consultancy. Its clients also expand their reach and ROI thanks to Phonevalley's proprietary technological platforms.

Its unrivaled value proposition helps first class brands, such as Hewlett-Packard, L'Oreal, Paramount, Nestle or Procter & Gamble captivate their customers anytime anywhere and engage them in an innovative, meaningful and emotional manner.

Phonevalley operates from all regions: Europe, North America and the APAC area. Phonevalley is part of Publicis Groupe (Euronext Paris: FR0000130577), the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications.

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