

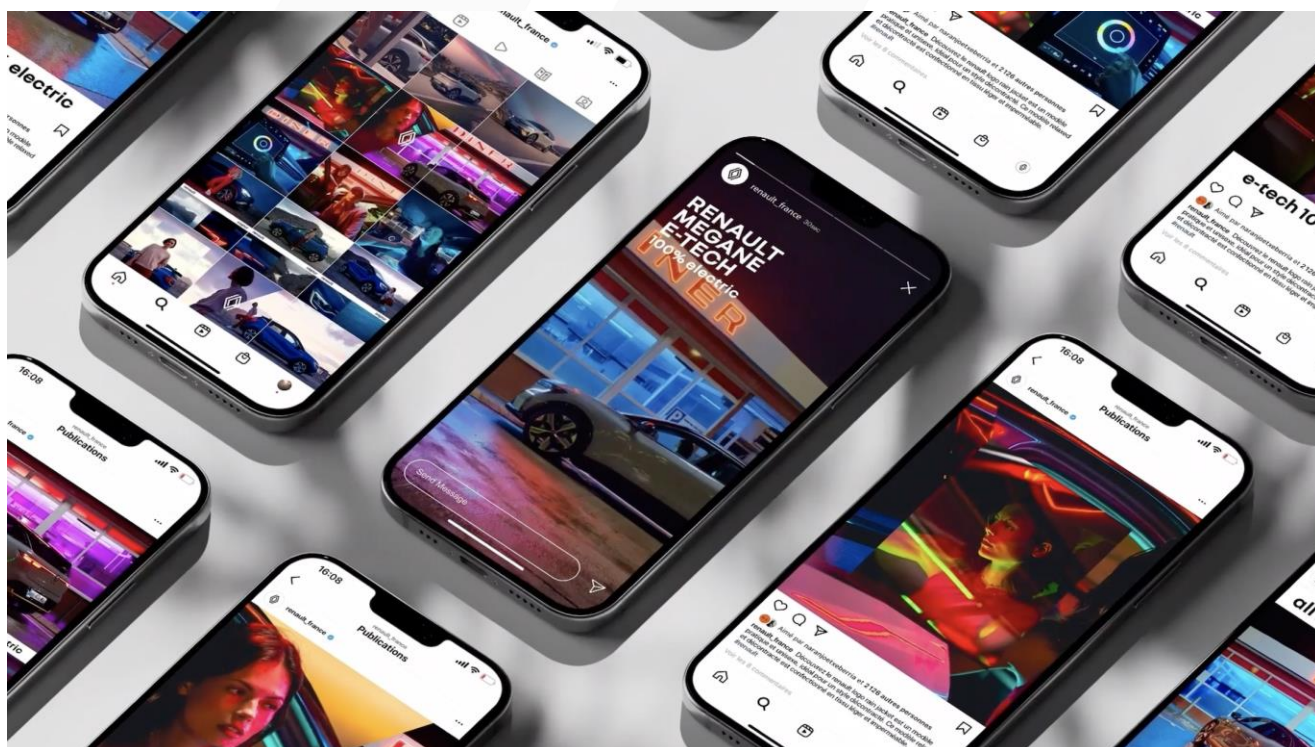
PRESS RELEASE

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RENAULT IS AGAIN AWARDED AT THE "CLUB DES DA" AND THE "GRAND PRIX STRATEGIES"

- After an already successful summer 2022, Renault is continuing its momentum and confirming its objective to put creativity back at the heart of its marketing strategy.



RENAULT, NAMED ADVERTISER OF THE YEAR AT THE « CLUB DES DA » FOR THE FIRST TIME IN ITS HISTORY

After the Cannes Lions 2022, where Renault won 4 bronzes and was rewarded by shortlists for six different campaigns, the Diamond logo brand won the coveted Advertiser of the Year Award. With a total of 6 prizes in production, advertising and design for the Renault Care Service campaigns, the Renault Captur campaign and the immense work done on the rebranding of the brand.

This award has a special flavour as it is awarded by the creative community and rewards audacity, creative recurrence, quality of execution, the ability to innovate, surprise and renew the codes of a brand, a sector or a type of expression.



RENAULT TAKES HOME FIVE AWARDS AT THE "PRIX STRATEGIES DE LA PUB" AND TWO GOLD AT THE "PRIX STRATEGIES DU DESIGN"

After the "Club des DA", Renault continues its great week by winning a gold, three silvers and a bronze for five different campaigns at the "Prix Stratégies de la Pub" (Advertising Strategies Awards).. The brand also won Gold in the "Visual Identity" and "Global Brand Design" categories.

Renault stands out in two respects: the diversity of the campaigns and categories rewarded, which demonstrates that the level of creative requirement is omnipresent and equal regardless of the subject matter, and the fact that each time it is a global campaign.

Arnaud Belloni, Global Chief Marketing Officer of the Renault brand, was very pleased to thank the entire Renault marketing team as well as the agencies that have worked on the brand's renewal: *"These awards are obviously a source of great pride for our teams and agencies. They are the reward for a passionate collective effort that leaves nothing to chance. There is nothing more precious and fragile than an idea, which is why we defend the creation with determination, without making any compromises, because the art is in the detail."*

Karl Saffre, Global Brand Design Director Renault Group: *"Thanks to the joint ambition and determination of the marketing teams and the Renault styling department, we have profoundly transformed the brand's identity. We have built a powerful, modern graphic identity around the new Renault emblem, which we have adapted to all the brand's communication media so that this strong sign of change is immediately visible to everyone."*

AWARD-WINNING CAMPAIGNS

Clubs des DA:

- Gold – Renault Care Service (direction of the photography)
- Gold - Renault NouvelR (Branding - ID)
- Silver - Renault Care Service (editing)
- Silver - Renault Care Service (direction)
- Silver - Renault NouvelR (Branding – corporate brand)
- Bronze – Renault Captur (TV film)

Prix Stratégies du Design (Design Strategies Awards)

- Gold – "NouvelR" in the Visual Identity category
- Gold – "NouvelR" in the Global Brand Design category

Prix Stratégies de la Pub (Advertising Strategies Awards)

- Gold - Renault "Electricity" (Automotive, two-wheeler)
- Silver - Renault 'Renew' (Automotive, two-wheeler)
- Silver - Renault Megane 'Horse' (Automotive, two-wheeler)
- Silver - Renault Care Service (Automotive, two-wheeler)
- Bronze - Renault Captur (Automotive, two-wheeler)

RENAULT PRESS

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ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaulution' strategic plan, Renault has embarked on an ambitious, value-generating transformation moving towards a more competitive, balanced, and electrified range. Its ambition is to embody modernity and innovation in technology, energy, and mobility services in the automotive industry and beyond.