

PRESS RELEASE

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RENAULT STANDS OUT AT CANNES LIONS 2022

Cannes
Lions
2022

4 bronzes
7 shortlists
on 7 different Renault campaigns

plug inn - le village électrique appy - Renault care service
renew - kangoo - the originals - zoe airlines

The graphic is a black rectangle with white text and icons. At the top left, it says 'Cannes Lions 2022'. At the top right is the Renault diamond logo. In the center, there are four bronze lion statues. Below them, the text reads '4 bronzes' and '7 shortlists' in large white font, followed by 'on 7 different Renault campaigns' in a smaller white font. At the bottom, there are two lines of text in a smaller white font: 'plug inn - le village électrique appy - Renault care service' and 'renew - kangoo - the originals - zoe airlines'.

After a very successful year in 2021, Renault is continuing its momentum and confirming its objective of placing creativity back at the heart of its marketing strategy.

At the 2022 Cannes Lions, Renault won a total of 4 bronzes and 7 shortlists. Six different campaigns were rewarded, a great first for the brand with the diamond-shaped logo, which thus signs its entry into the list of the most rewarded brands in its sector.



Another highlight of Renault's result at Cannes Lions 2022 is the diversity of the campaigns and categories awarded.

Awarded campaigns and activations:

- Renault care Services, an emotional film for the after-sales service Renault won bronze in the film category.
- Renault Plug Inn, the peer-to-peer application for a community recharging service, won two bronzes in the brand experience & activation and sustainability categories.
- The Appy Electric Village, created by Renault in 2021, won a bronze in the creative effectiveness category.

Shortlisted campaigns and activations:

- Renault ReNew, the brand's film dedicated to fast-growing second-hand car market.
- Renault Kangoo "Open for big things", the advertising film for the brand's iconic commercial vehicle.
- The "Forever Kids" print advertising campaign, set up to promote Renault merchandising.
- The "Zoe Airlines" media activation, set up with the aim of highlighting the Zoe offer.

This diversity demonstrates the omnipresent and equal level of creative requirement whatever the subject matter, which enables Renault to position itself among the major advertising brands.

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.