

Press release

Invibes dishes up an original and creative in-feed video campaign for Pierre Martinet

Paris, 5 July 2023 – Invibes Advertising, an international tech company specialising in digital advertising innovation serves up a creative in-feed video campaign to capture audience attention and promote Pierre Martinet's flagship summer product range.


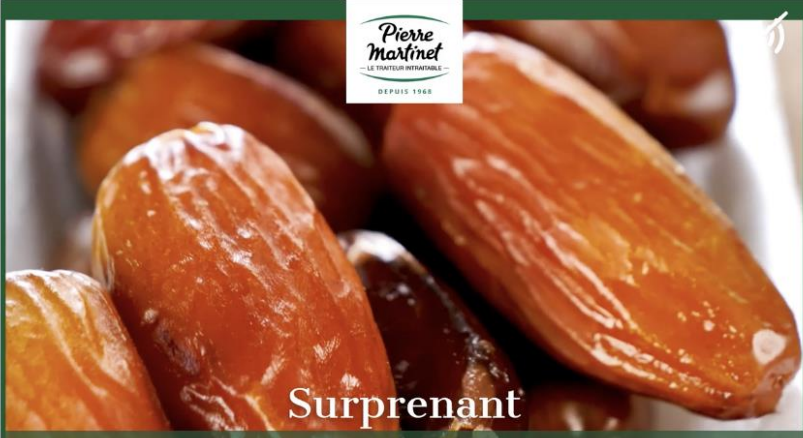




Pierre Martinet and their media agency Oconnection partnered with Invibes to stand out from the crowd within the highly competitive summer catering segment.

To promote Pierre Martinet's "vegetal" and "escape" ranges, Invibes and its Creative Lab devised and deployed an array of video formats for each range including: Play Creative, Play Reel, Invibes Play S, and Full Play.

Invibes' advanced targeting and multivariate algorithms paired with the four complementary in-feed formats creatively combining video and product packaging, made for the perfect campaign recipe with a unified aim; to spark consumer interest and help them identify the products on the shelves.

ACTUALITÉ DES MARQUES ▾

Surprenant
DISPONIBLE AU RAYON FRAIS

Les salades qui vous font voyager
Avec Pierre Martinet, évadez-vous le temps d'un repas avec les salades Berbère, Thaï & Helios

Je découvre

Inspired by  invibes

The original video campaign was a great success in capturing the attention of the brand's young, active target audience, in a context of balanced eating and healthy living.

In the end, this dynamic and creative campaign generated results that exceeded the benchmarks set for viewability, VTR, and CTR.

These impressive results lead to Pierre Martinet achieving above and beyond the objectives set across all metrics and increasing the visibility of these Pierre Martinet brand products.

Janice Clément, Communications Manager - Pierre Martinet: "We are delighted with this collaboration with Invibes and their ability to offer us varied and creative video formats. This campaign has enabled us to achieve our objectives by contributing to the emergence of our brand and its identification by our target audience."

Want to find out more about our in-feed formats?
Get in touch with us: sales.fr@invibes.com

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specialising in digital advertising innovation.

Founded on the philosophy that advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through impactful in-feed advertising.

Invibes delivers advertising that creates positive attention by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

Pioneering the way in sustainable advertising, Invibes also offers a unique solution to offset campaign emissions through its Carbon-Neutral label.

In order to partner with some of the greatest brands in the world, like Volvo, Asus, Dyson and Hasbro, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com
Invibes Advertising is listed on the Euronext Stock Exchange
(Ticker: ALINV – ISIN: BE0974299316)

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