

Press release

Invibes inaugurates its Carbon-Neutral label with the Banque des Territoires

Paris, 28 August 2023 - Invibes introduces its new Carbon-Neutral label, which aims to offset the carbon footprint of its digital advertising, as part of a campaign for Banque des Territoires and its agency Arena Media.

To encourage and support the ecological transformation of its partners, the Banque des Territoires called on Invibes. Through a full range of innovative in-feed formats, multivariate targeting and intelligent solutions, Invibes was able to highlight the Banque des Territoires' strong ESG commitments while strengthening its brand image.

The campaign, which ran from 24 April to 31 May 2023, was also the first to feature the Carbon-Neutral label, which aims to offset the carbon footprint of each campaign. Created by Invibes at the beginning of the year, this label reflects the company's desire to develop more eco-responsible advertising and radically transform the advertising industry.

Seven in-feed formats have been deployed, including five video formats, to captivate and create a bond with Banque des Territoires' partners while telling the story of its role and action in the ecological transformation.

Thanks to Invibes' pool of premium publishers and the ability to blacklist keywords and contexts, this campaign was broadcast in a secure, targeted environment.



Jean-Pierre Dupasquier, Director of Communications at Banque des Territoires:

"This campaign has enabled us to increase the visibility of Banque des Territoires among its potential partners, while at the same time highlighting our ecological commitments. The inclusion of the Carbon-Neutral label is further proof of our values and reinforces our message."

Would you like to find out more about the Invibes' Carbon-Neutral label? Contact 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 Amazon, Bacardi, Dell, IKEA and Toyota, 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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