

## DISNEY+ CAPITALIZES ON TWO UNIQUE INVIBES FORMATS WHEN LAUNCHING ITS PLATFORM IN FRANCE

London, May 14, 2020 – To support its launch in France, the streaming platform Disney+ relied on two new formats from INVIBES ADVERTISING: Invibes Unfold and Invibes Loop, two products particularly well suited to the platform’s unique qualities.

INVIBES ADVERTISING, an advanced technology company specializing in digital in-feed advertising, supplied Disney+ with two innovative formats for the launch of its streaming platform in France, on April 7. These two products have proven to be particularly well suited to the particularities of Disney+, which revolve around five major themes: Disney, Pixar, Star Wars, Marvel, and National Geographic.

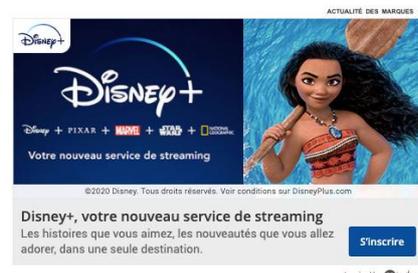
The two formats developed by Invibes enabled Internet users to discover the diversity of the Disney+ offer at a glance, while benefiting from the prominence and viewability specific to in-feed integration.

- **Invibes Unfold** resembles a concertina, displaying all the themes offered by the platform within a single image.
- **Invibes Loop** acts similarly to a slideshow, presenting each of these themes in turn.

### INVIBES UNFOLD



### INVIBES LOOP



**Mailenn Cuiat, Digital Marketing & CRM Senior Manager at The Walt Disney Company France:** *“With the assistance of Invibes, the launch of Disney+ in France was complemented with a high-quality, innovative advertising campaign that utilized a unique interactive experience.”*

**Sami Battikh, Country Manager of INVIBES France:** *“Since the creation of Invibes, we have endeavored to provide advertisers with the most innovative tools, but also those best suited to their marketing challenges. We are happy to have been able to answer their needs during this much anticipated launch...”*

### ABOUT INVIBES ADVERTISING

Founded in 2011, INVIBES ADVERTISING is a technology company specializing in digital advertising. It has developed advertising solutions using an in-feed format built into media content, based on a principle that is similar to social networks. The format is optimized for dissemination in a closed network of media websites: Bertelsmann, Hearst, Lagardère, and many others. Its clients include major brands such as Mercedes, Samsung, Air France, and IBM. INVIBES ADVERTISING is listed on Euronext Growth in Paris (Ticker: ALINV – ISIN: BE0974299316).

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