

Press release

Invibes innovates in France with its unique "Invibes Cinema" format, recently deployed by KR Wavemaker (GroupM / WPP) for the release of "House of Gucci"

Paris, January 13, 2022 - To better serve the entertainment world and the film industry in particular, Invibes has mobilized its Creative Lab to develop an experiential format designed for this type of advertiser.

"Invibes Cinema", an innovation in the field of in-feed, integrates within the trailer an interactive menu allowing to explore additional information around the film, such as trailers, photos or even the casting and the synopsis of the film.

For the eventful release of Ridley Scott's new film at the end of last year, Universal Pictures France and its agency KR Wavemaker (GroupM / WPP) were the first to test these new in-feed formats in France. The campaign developed with KR Wavemaker was complemented by an Invibes Countdown format, running a countdown to the film's release, and an Invibes Reel format, topping the trailer with animated photos.

Invibes' targeting technology, based on proprietary data and contextual and behavioral targeting algorithms, was also able to reach a target of both drama and thriller movie fans.

Promising results

The rich formats developed by Invibes enabled the House of Gucci campaign to achieve completion rates well above outstream benchmarks, reaching up to 80% in desktop.

"The Invibes team was able to propose and design an innovative format that lends itself perfectly to the challenges of a film release. The proactivity of the teams and the fast execution of this format reflect a remarkable efficiency and an optimal quality of service!" explains **Aude Auclair, Director of Consulting & Digital Trading at KR Wavemaker.**

"This campaign demonstrates the ability of Invibes and its creative teams to imagine and design impactful and original formats for our clients in order to accompany them in achieving their digital objectives," says **Stéphane Allard, Sales Director, Invibes Advertising.**

About KR Wavemaker

KR Wavemaker is a new generation media agency, part of the WPP group and GroupM - its media entity, dedicated to the growth of its clients at the intersection of media, content and technology. Headed by Jean Philippe Bertaux, the agency has 250 talents serving its clients' business.

Its main clients are LVMH, Burger King, Huawei, Colgate, Total Energies, Mondelez, Bonduelle, Orangina Suntory France.

The Wavemaker network is present in 90 countries and has a total of 8,500 employees.

Website: www.wavemakerglobal.com

About GroupM France

Headed by Mathieu Morgensztern, CEO, GroupM France comprises the media agencies of the WPP group: Essence, Keyade, KR Wavemaker, mediacom, Mindshare and Neo Media World.

GroupM France has dedicated departments: Business Media Science (media marketing research, efficiency, data management), StudioM (content creation) and GroupM Digital (specialized digital teams). GroupM France employs more than 1000 people.

GroupM France was elected Group of the Year 2021 at the Media Agency of the Year Awards for the third consecutive year. In 2020, GroupM France invested €1.752 billion in media on behalf of its clients. Globally, one third of the amounts invested in the media go through GroupM.

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About Invibes Advertising

Invibes Advertising is an advanced technology company that specializes in digital advertising. Its innovative solutions are supported by an in-feed format that's integrated into media content.

Invibes is inspired by social network advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimized for distributing in a closed network of media sites, including Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levis, and IBM.

Founded in 2011, Invibes Advertising is a listed company on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316). Visit www.invibes.com for more information.

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