

## MICROSOFT SIGNS UP FOR INVIBES PLAY S

Paris, 11 December 2017 - **INVIBES ADVERTISING**, an advanced technology company specialized in digital in-feed advertising, has announced the signing of a first Invibes Play S campaign with Microsoft just a few weeks after the release of the new innovative format.

Invibes Play S, the new innovative format from Invibes Advertising, was integrated by Microsoft for its campaign currently being broadcast on Invibes partner media websites to promote the launch of the new [Surface Pro](#) with optional 4G LTE. The campaign was commissioned by Carat, the Dentsu Aegis Network group media agency in charge of the Microsoft account.

Invibes Play S can be added to classic editorialized advertising messages using a photo carousel that attracts greater attention and engages web users by increasing their interaction with the whole advertising experience.



*Next publication: provisional turnover for the year in the week of 12 February 2018*

### About INVIBES ADVERTISING

Created in 2011, INVIBES ADVERTISING is an advanced technology company specialized in digital advertising. It has developed advertising solutions supported by an in-feed format (integrated into media content) inspired by social networks and optimized for diffusion in a closed network of media sites (CCM Benchmark, Lagardère, Altice Media, Team Media, Prisma, etc.). Clients include major brands Carrefour, Danone, Groupe Mulliez, PSA, SNCF, Volkswagen, etc. Invibes Advertising is a Pass French Tech 2016 accredited company with the ambition and capacity to pursue its strong growth.

It is listed on the Euronext Paris stock exchange (Ticker: MLINV – ISIN: BE0974299316)

For more information, go to [www.invibes.com](http://www.invibes.com) - [www.invibes.ch](http://www.invibes.ch)

Follow the latest news about INVIBES ADVERTISING on Twitter: [@Invibes\\_Ads\\_FR](https://twitter.com/Invibes_Ads_FR)



PRESS RELEASE

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