


Press release

With Invibes Play R, Invibes Advertising drives innovation forward at Seeberger and across the food industry in France

Paris, July 27 2020 – Seeberger and its agency, TouchPoint, have chosen to promote a new line of products through Invibes Play R, the new video format from Invibes Advertising.

Invibes Advertising pursues its mission to innovate by serving the advertising market with a product that's more in line with the interests and expectations of internet users than ever before. **Invibes Play R** provides cooking enthusiasts with the opportunity to discover a complete recipe through a video and an interactive cooking tutorial. Each step of the recipe is in sync with the video.



ACTUALITÉ DES MARQUES ▾

Seeberger

Voir la recette

CRANBERRIES

1. Mettre le nectar de cranberry dans une casserole.
Ajouter l'extrait de vanille et les cranberries.

Inspired by  invibes

Florian Arnold, France Marketing Manager at Seeberger: “This innovative format was particularly well suited to our digital marketing campaign from the start of the year. By arousing the interest of our consumers and synchronizing the recipe to the video, Invibes has enabled us to achieve great visibility and a very high level of interaction”.

Sami Battikh, Invibes France Country Director: “With people currently spending a lot of time looking for meal ideas or help with their recipes, Invibes Play R offers food advertisers a clever way of communicating effectively and making life easier for cooking enthusiasts. We are delighted to have launched this format with Seeberger and are considering rolling it out for other advertisers who want to associate written content with their video – in tutorials, for example”.

About Invibes Advertising

Founded in 2011, Invibes Advertising is an advanced technology company specialized in digital advertising. It has developed advertising solutions using an in-feed format built into media content. The principle is similar to social networks and it is optimized for dissemination in a closed network of media websites. Our clientele includes a large number of acclaimed companies: advertisers and media agencies.

Invibes Advertising is listed on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316), and in 2019 achieved a place in FT1000 ranking, published each year by the Financial Times. For more information, please visit www.invibes.com.

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