

## Press Release

# Invibes Advertising and blue2purple join forces for Miele's digital ad campaigns.

**Ghent, May 7, 2021 – The digital ad companies blue2purple and Invibes Advertising announce today their collaboration for the promotion of domestic appliances brand Miele.**

Assigned by Miele for ad space purchase, the agency blue2purple turns to the digital advertising platform Invibes Advertising to create “in-feed” formats on media sites. Two campaigns linked to the manufacturer's vacuum cleaners and washing machines collections were launched in March, ending around mid-May. A third campaign concerning kitchen appliances started beginning of April, and will also conclude mid-May.

« In no time, Invibes Advertising suggested prototypes with a more than satisfactory execution”, observes **Quentin Thielemans, blue2purple Digital Strategy Consultant**. “With the right targeting, we subsequently finalized the campaigns together. The tech is quickly and very easily configurable as per client needs and user habits. We are thrilled with the “in-feed” ads' success; for example, we attain a viewability rate of more than 85% with the currently running Miele campaigns. We are now planning for similar new campaigns for the future, with Miele or other advertisers.”

## The platform with 200 million visitors

Invibes Advertising specializes in integrated advertising within media sites' editorial content (“in-feed”) for better user engagement. Armed with a pan European network of 9 offices and 1,000 partner sites, the tech company benefits from a total monthly reach of 200 million unique visitors. Recently established in Belgium, the European tech company sets its projects in motion on Belgian territory with its first local campaign for Miele.

**Sami Battikh, Invibes Advertising France and Benelux Country Director** comments: “The history of Invibes Advertising started in Ghent in 2011, before expanding in France and internationally. We are proud to be going back to our roots with substantial campaigns for Miele or even Renault and VOO. We are delighted with this wonderful collaboration with blue2purple, and are willing to maintain our cooperation with the agency while expanding our partnerships with the local actors.

View samples below :

- [Sample 1 – Vacuum Cleaners](#)



ACTUALITE DES MARQUES ▾

**Miele**

Recevez 30€ de cashback sur les aspirateurs Triflex

**Découvrir**

Inspired by  invibes

Detailed description: This is a promotional banner for Miele vacuum cleaners. It features a high-quality photograph of a Miele Triflex stick vacuum cleaner against a dark background. The Miele logo is in the top right corner. Below the image, the text offers a 30€ cashback on Triflex vacuums, with a 'Découvrir' button. The Invibes logo is in the bottom right corner.

- [Sample 2 – Washing Machines](#)



ACTUALITE DES MARQUES ▾

**Miele**

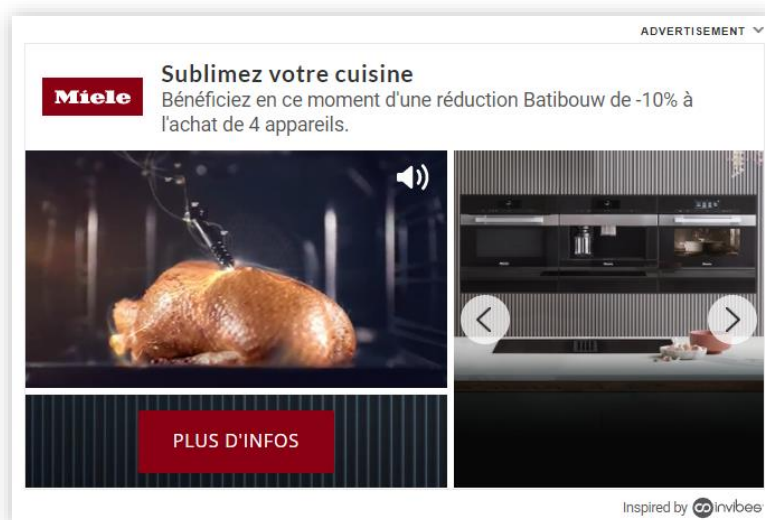
Recevez jusqu'à 200€ de cashback sur les machines Twindos

**Découvrir**

Inspired by  invibes

Detailed description: This is a promotional banner for Miele washing machines. It features a photograph of a white Miele Twindos front-loading washing machine next to a dark laundry basket. The Miele logo is in the top left corner. Below the image, the text offers up to 200€ cashback on Twindos machines, with a 'Découvrir' button. The Invibes logo is in the bottom right corner.

- [Sample 3 - Kitchen](#)




ADVERTISEMENT ▾

**Miele** Sublimez votre cuisine

Bénéficiez en ce moment d'une réduction Batibouw de -10% à l'achat de 4 appareils.

**PLUS D'INFOS**

Inspired by  invibes

Detailed description: This is a promotional banner for Miele kitchen appliances. It features a video player showing a roasted bird in a Miele oven. The text promotes a 10% discount on 4 appliances. There is a 'PLUS D'INFOS' button and navigation arrows. The Invibes logo is in the bottom right corner.

## **About Miele**

Since its inception in 1899, Miele is an independent family business equally committed to its owners, employees, customers, suppliers, the environment, and society.

The company is specialized in manufacturing domestic appliances for the kitchen, the laundry room and floor care, as well as machines for use in commercial operations or medical equipment (“Miele Professional”). The group’s strategic vision is to make of Miele the world’s most trusted and desirable premium brand.

Miele offers products established on standards of durability, performance, ease of use, energy efficiency, of design, and of service. Hence its motto « Immer besser » (« Always better »), that founders Carl Miele and Reinhard Zinkann printed on the first machines – and which Miele uses to this day.

## **About blue2purple**

blue2purple is an independent Belgian digital media agency. Its aim is to equip advertisers to lift the digital challenges met in their media investments.

blue2purple provides a team of passionate experts equipped with cutting-edge digital resources, which are as capable of perfectly blending in its clients’ teams, as they are in offering professional expertise based on working methods fundamental to the creation of an effective ecosystem.

Visit [www.blue2purple.com](http://www.blue2purple.com) for more info.

## **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](http://www.invibes.com) for more information.

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