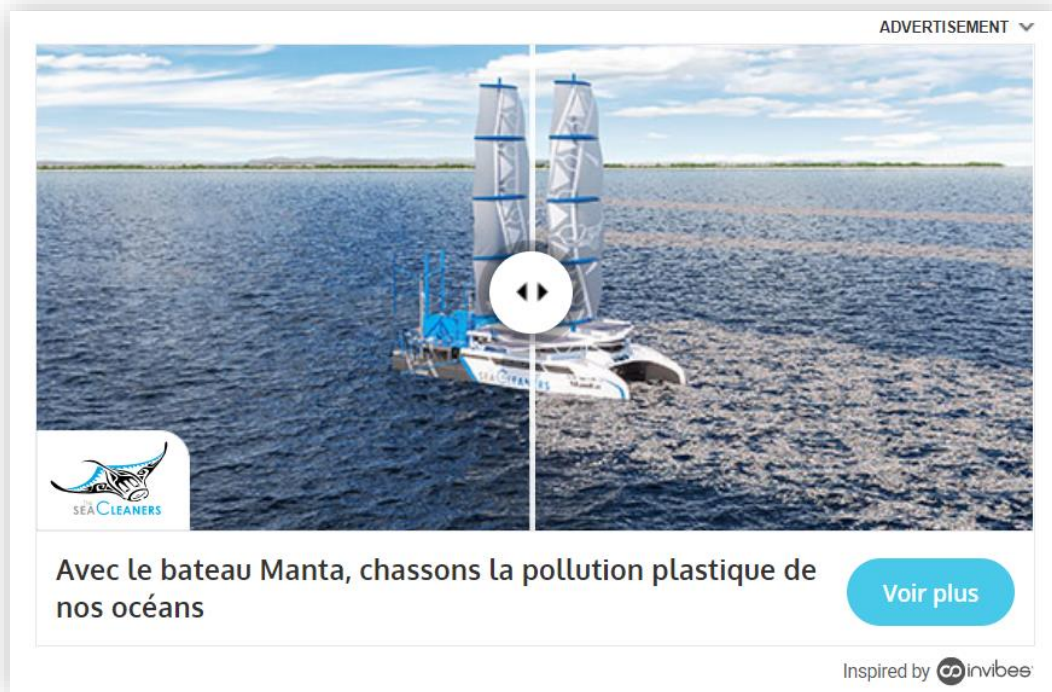


Press release

Invibes supports ‘The SeaCleaners’ association in France in its campaign to fight against marine pollution

Paris, February 16, 2021 – To promote The SeaCleaners association’s action against plastic pollution, Invibes created and deployed an unprecedented digital campaign.




The advertisement shows a large white and blue sailing boat, the Manta, on a blue sea under a blue sky with clouds. The boat is collecting plastic waste from the water. In the bottom left corner, there is a logo for 'SEA CLEANERS' featuring a manta ray. In the bottom right corner, there is a blue button with the text 'Voir plus'. The text 'Inspired by invibes' is at the bottom right of the ad. The word 'ADVERTISEMENT' is in the top right corner of the ad frame.

ADVERTISEMENT

Avec le bateau Manta, chassons la pollution plastique de nos océans

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Inspired by  invibes

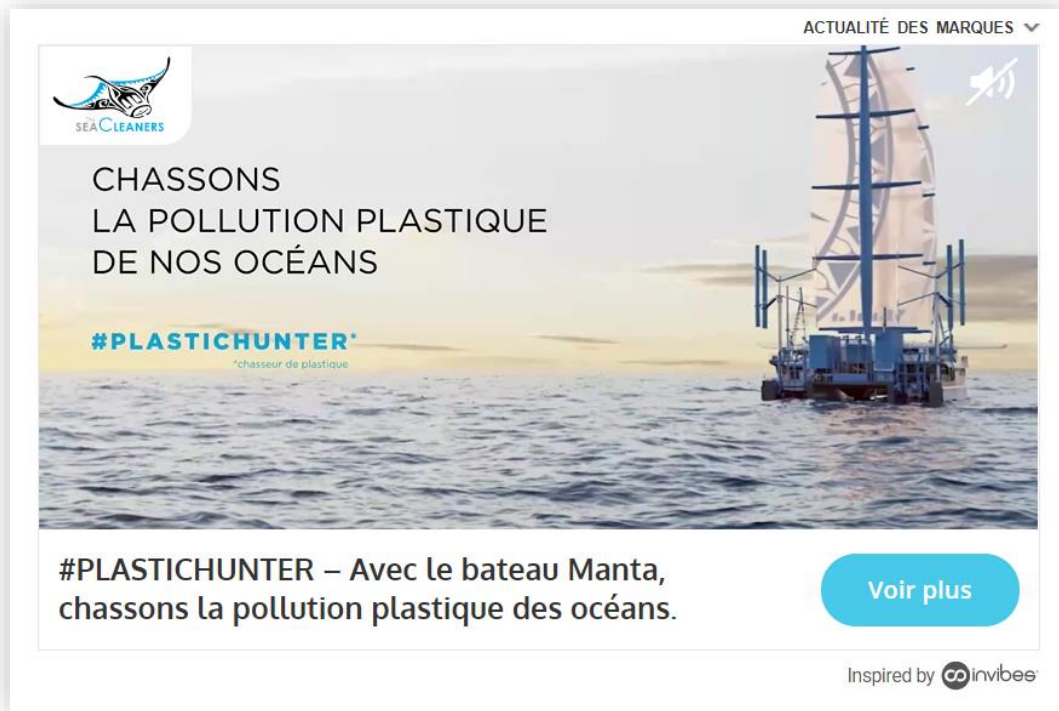
To fight ocean and sea pollution, The SeaCleaners association created the Manta: a giant sailing boat combining ecological mission and technological prowess. Operational as of 2024, its mission is to collect, treat, and valorize marine plastic waste in large quantities.

To promote this tangible remedy to the ecological catastrophe, Invibes decided to offer its support to the association by putting at its disposal the team of its Creative Lab and ad space.

The aim of the campaign was to spread awareness on the dangers that plastic pollution poses on marine biodiversity, and show that means to take action exist, while underlining the innovative character of the Manta project. Around the #PlasticHunter, Invibes’

creations highlight the ability of the sailing boat to hunt the predator of marine fauna that is plastic by “swallowing” waste.

Four formats were deployed within this digital in-feed campaign: Invibes Play, Full Play, and two Invibes Reveal formats. The SeaCleaners were then able to benefit from the Invibes team’s expertise in setting up an efficient and impactful campaign.



Valérie Amant, Director of Communications The SeaCleaners: “Invibes was able to convey our message with precision and pertinence in this digital campaign: a pioneer ship that integrates technology and ecology, at the service of ocean conservation. We are infinitely grateful to their support, and are honored to be the association they chose to assist and collaborate with.”

Sami Battikh, Country Director Invibes Advertising: “We are thrilled to contribute, to the best of our ability, to the cause of The SeaCleaners. We share the common value of innovation and are proud to be supporting such a wonderful project. This campaign is the first step towards a long-lasting collaboration, as further common operations are coming soon.”



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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