

InVivo reveals its first advertising film for the Rugby World Cup

InVivo, one of Europe's leading agricultural groups, wanted to make the first advertising film in its history to celebrate the Rugby World Cup, for which the group and two of its brands – Cordier and Boulangerie Louise – are Official Suppliers of local products.

With its strong rugby DNA, InVivo wanted to take advantage of this event to produce its first brand campaign on the theme of pitches, in collaboration with the W agency. The campaign draws parallels between agricultural fields and rugby pitches, and is built around a powerful idea: it is on the pitches that great victories are cultivated.



<https://www.youtube.com/watch?v=qmoFNhysGfl>

Conceived by the W agency, already responsible for the creation of its brand identity in 2013, this film draws a parallel between sport and agriculture, with each harvest seen as a victory, just like in sport. The InVivo Group's new tagline, also revealed on this occasion, becomes: "**Growing victories**". With this message, the InVivo group once again wishes to emphasise the crucial role of farmers; those who feed us.

"We wanted to be associated with the Rugby World Cup to promote this sport whose values echo our own identity, but also more broadly those of the agricultural world. This film is a real opportunity to promote the French agri-food sector, by highlighting our industries, our terroirs and our territories, and in particular all the farmers of France. The cooperatives belonging to the InVivo group are dedicating this film to them," says Thierry Blandinières, CEO of InVivo.

Renowned director Leigh Powis (Production Gang Films), known for his sports advertising work (Oakley, NFL) and a former rugby player himself, was able to capture the essence of the unique relationship between the field and success. The filming was a real undertaking, involving more than 80 people over 5 days in the Béziers area. The film features the men's and women's pro teams from AS Béziers Hérault, as well as the junior team from Sporting Club Leucate Corbières Méditerranée XV.

A 30-second version will be unveiled today at half-time of the opening match: France - New Zealand. It will then be broadcast until December 3rd, live or as a rebroadcast, on TV OFF, segmented TV: TFI, France télévision, M6, Arte, Altice, CANAL+, FTV, Amazon and Orange. A total audience of over 18 million viewers is expected.

A longer 90-second version will be shown in cinemas in the Médiavision network, i.e. more than 3,500 cinemas throughout France, for 2 weeks (from 13 to 26 September).

The film has also been adapted for press and poster advertising, with 3 visuals to be published in Le Figaro, L'Équipe, Midi Olympique, Les Echos and Challenges. The poster campaign will begin today around the stadiums of the 9 host cities: Saint-Denis, Marseille, Toulouse, Lille, Nantes, Saint-Etienne, Bordeaux, Lyon and Nice, with 167 displays.

Finally, a digital plan will be deployed on Meta (Facebook / Instagram), LinkedIn and YouTube with static and animated formats. This digital campaign will reach over 3.8 million contacts.

ABOUT INVIVO

InVivo Group is one of Europe's leading agricultural groups with revenues of nearly €12 billion, with more than half generated in France, and a workforce of 15,000 employees, including more than 10,000 in France. With operations in 38 countries, it has more than 90 industrial sites, including 63 in France. The Group operates along the entire value chain, from farm to fork, as a leader in each of its four major strategic business lines: international grain trade, agriculture, agri-food (Malting, Milling/ingredients/bakery, Wine), gardening and food distribution. A global crossfunctional centre for innovative and digital solutions completes the structure to accelerate the transformation of these activities towards the 3rd agricultural revolution.

To find out more, visit : www.invivo-group.com – Twitter [@InVivoGroup](https://twitter.com/InVivoGroup)

ABOUT W&Cie AGENCY

W&Cie is a strategic and creative agency whose raison d'être is to help companies, through their brands, to develop and transform themselves in the service of the common good. In this way, W&Cie helps to generate a positive and significant economic, social, societal and environmental impact in the course of its activities.

It devises solutions to make the brand a vehicle for transformation, combining meaning and business. Since it was founded in 1997 by Denis Gancel and Gilles Deléris, the agency has built on a model that combines brand management, architecture, advertising and content. Today, its 120 employees put their talents to work for major brands such as Accor, Ibis, La Poste, MAIF, McDonald's, Michelin, Paris Aéroport, Peugeot, PMU, Roland-Garros, RTE and the Olympic Committee for Paris 2024.

Contributing, a concept developed by the agency, outlines the contours of a new marketing approach. It defends the idea of a new strategic and creative approach to aligning brand expressions with corporate commitments and evolving business models. To find out more, visit : www.wcie.fr

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