



Mountain of Youth 2024

Strategic communication toolkit with deep dive on OOH - March 11th 2024

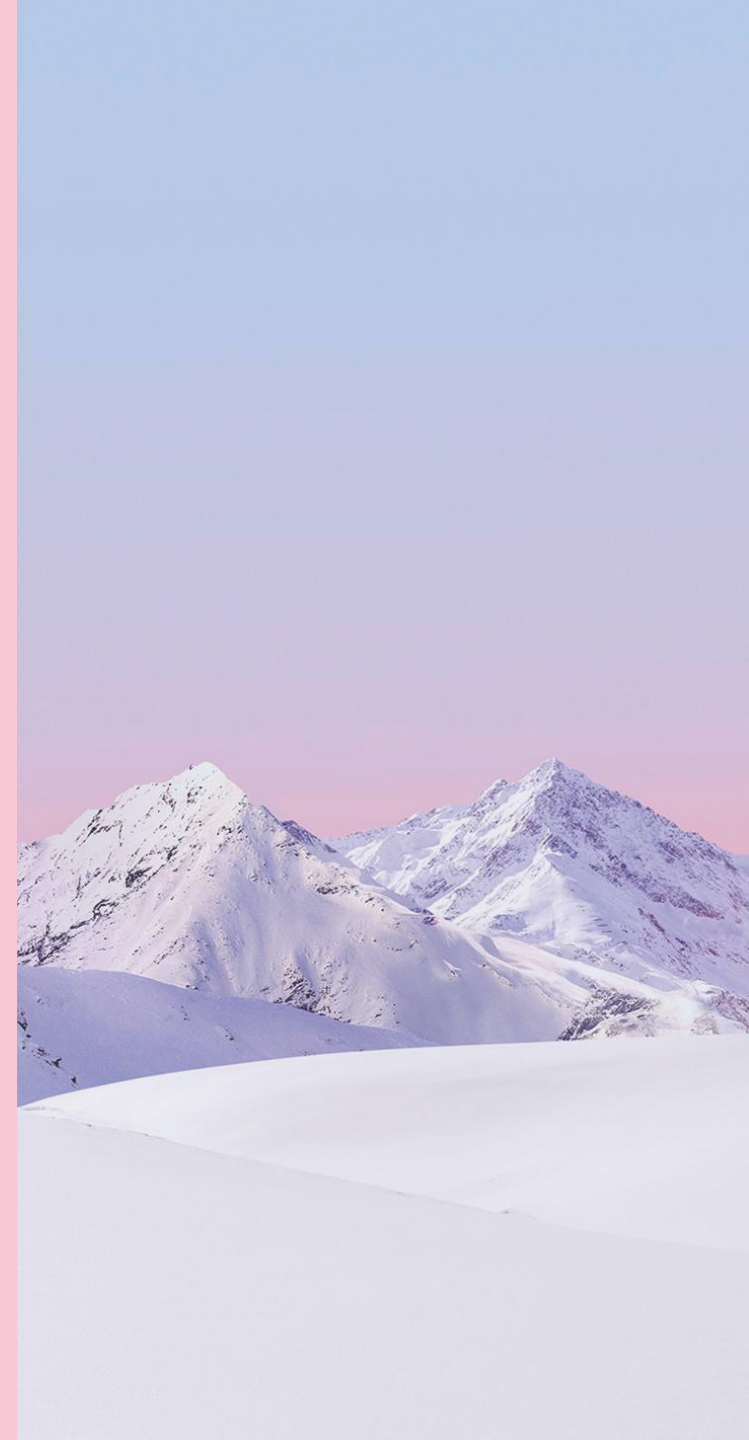
#1 BRAND STRATEGY

#2 COMMUNICATION STRATEGY & ASSETS

#3 KEY GUIDELINES

_OOH & KV deep dive

#4 CONTACT INFORMATION






#1

BRAND STRATEGY

 Our main objective

In 2024, Evian is back
with a bold ambition
**reaffirm its
iconicity once
again.**



 3 shifts to win

1. be
meaningful

from
HYDRATION

to
WELLNESS

2. be
different

from
PURITY

to
MINERALS

3. be
aspirational

from
EXPENSIVE

to
PREMIUM



How do we achieve that?

by capitalizing on
brand DNA, thanks to the
winning equation

YOUTH

MOUNTAIN
-MADE
MINERALS

FRENCH
CHIC

 New brand promise


evian
is a joyous act of
REJUVENATION

YOUTH





When Youth is the strategy,
it's hard to beat
LIVE YOUNG.

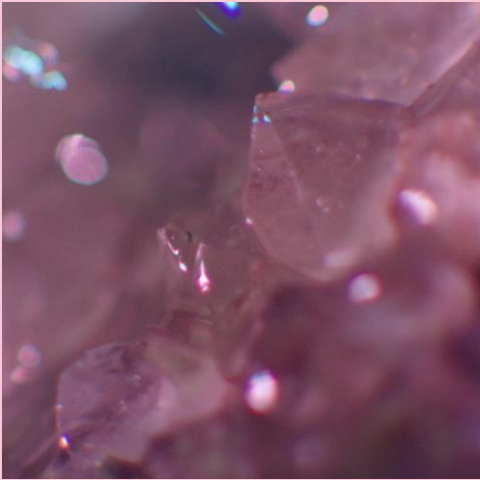
But today, we bring it a new meaning,
from reconnecting with your inner
baby to **BEING YOUTHFUL BODY &
MIND, WHATEVER YOUR AGE.**



YOUTH



Reclaiming the superiority of our minerals



Not any kind of minerals but
MOUNTAIN-MADE MINERALS
FROM ALPINE GLACIAL ROCKS

A vertical photograph of a mountain landscape. The foreground shows dark, jagged rocks partially covered in snow. In the background, a snow-covered mountain peak rises under a clear blue sky with some light clouds. A vertical dashed line runs through the center of the image.

MOUNTAIN
-MADE
MINERALS

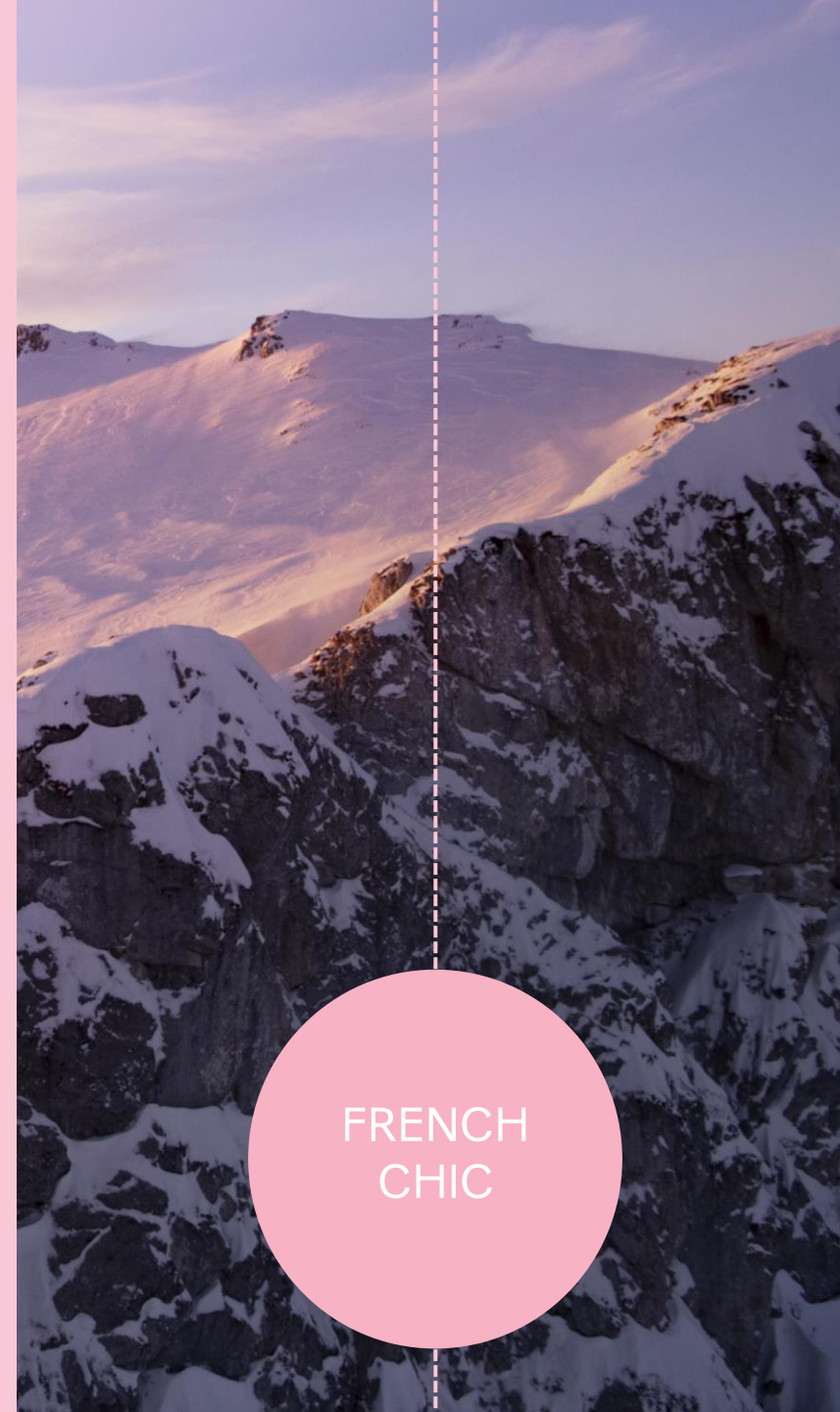


Anchoring the brand into French chic

A special kind of French chic:
**JOYFUL,
LIGHT-HEARTED &
EFFORTLESS**

A solid pink circle with a thin white dashed line passing through its center vertically.

FRENCH
CHIC





Winning the evian way

let's express this equation
in a fully renewed
campaign idea

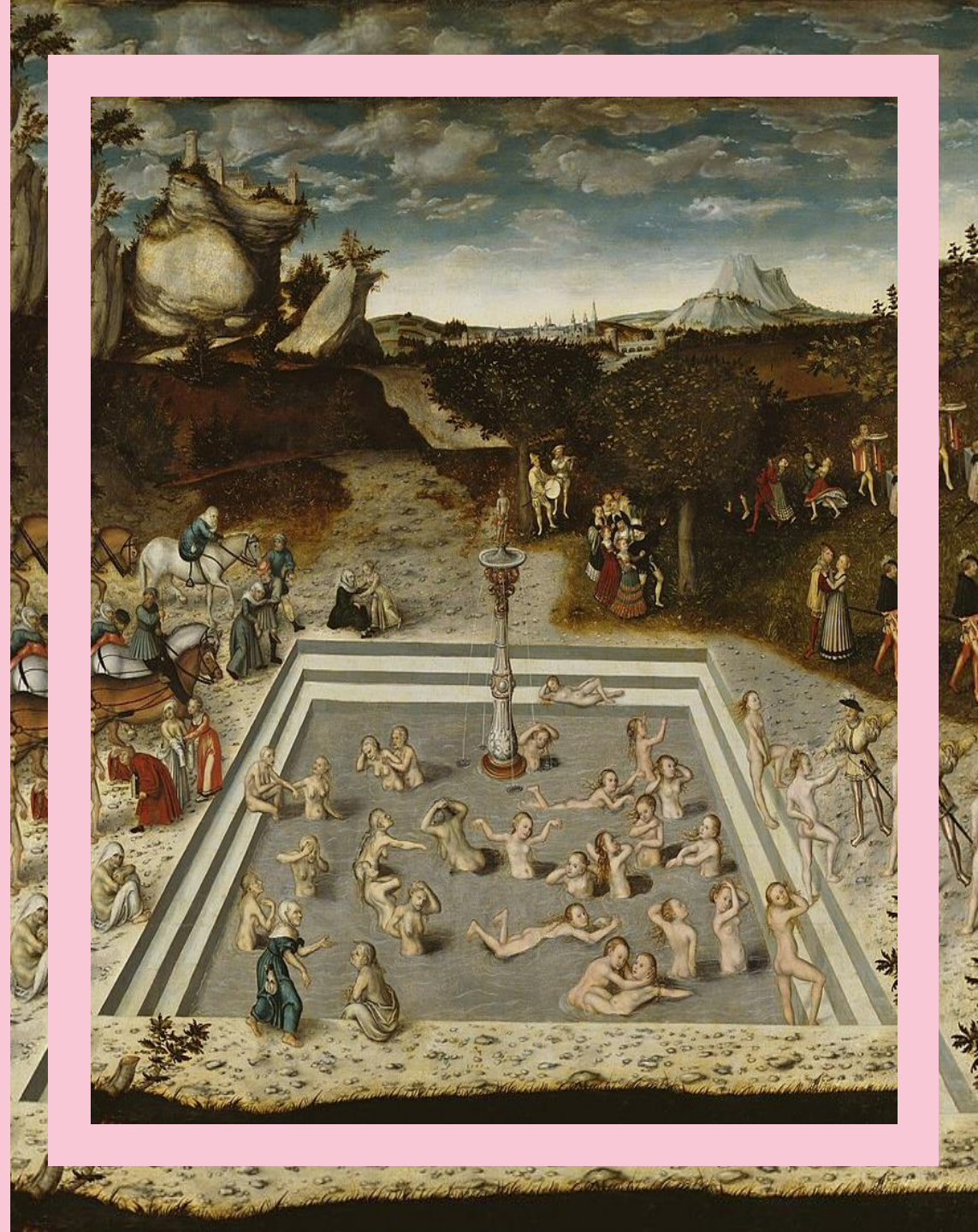
cgwb9i8u 1q69

YOUTH

MOUNTAIN
-MADE
MINERALS

FRENCH
CHIC

Taking ownership
of the most enduring &
magical water myth:
THE FOUNTAIN OF YOUTH



 New creative idea


evian
Live young

WELCOME TO
The Mountain of Youth



New creative idea

Part **French Alps**, part **Mythical Land**, where evian water flows and keeps its inhabitants forever **youthful**.

Quenching their thirst at the magic source of evian, the people of the Mountain of Youth display a joyful and playful energy.

They share a deep sense of self care and a very chic je ne sais quoi, inspiring others to live young.



WELCOME TO
The Mountain of Youth





New creative idea

new campaign idea meant to bring
new positioning to life
in the years ahead

in the years ahead

“Live young” remains our north star,
the key message that the brand conveys



“Mountain of Youth” becomes the creative
canvas to deliver that message



Evian comm framework

1

Brand promise

**Evian is a joyous act of
rejuvenation**

Forever 10+ years

We believe putting your
wellness first is an essential
luxury to make life feel more
joyous

2

Creative platform

Live Young

10+ years

Inspiring people to stay
youthful, body and mind,
whatever the age, by
adopting simple, healthy and
joyful behaviors

3

Campaign idea

Mountain of Youth

3 + years

Part French Alps, part
Mythical Land where Evian
water flows and keeps its
inhabitants forever youthful.

Quenching their thirst at the
magic source of Evian, the
people of the mountain of
Youth live forever.

4

Campaign execution

Mountain of Youth launch

2 years

Executing the campaign and
accompanying activation
across all relevant
channels/vehicles.



#2

COMMUNICATION STRATEGY & ASSETS

campaign brief



ambition

Build an iconic, premium brand

communication objective

Inspire people to take care about their bodies and mind with rejuvenating and iconic evian water

audience

Young urban pioneers

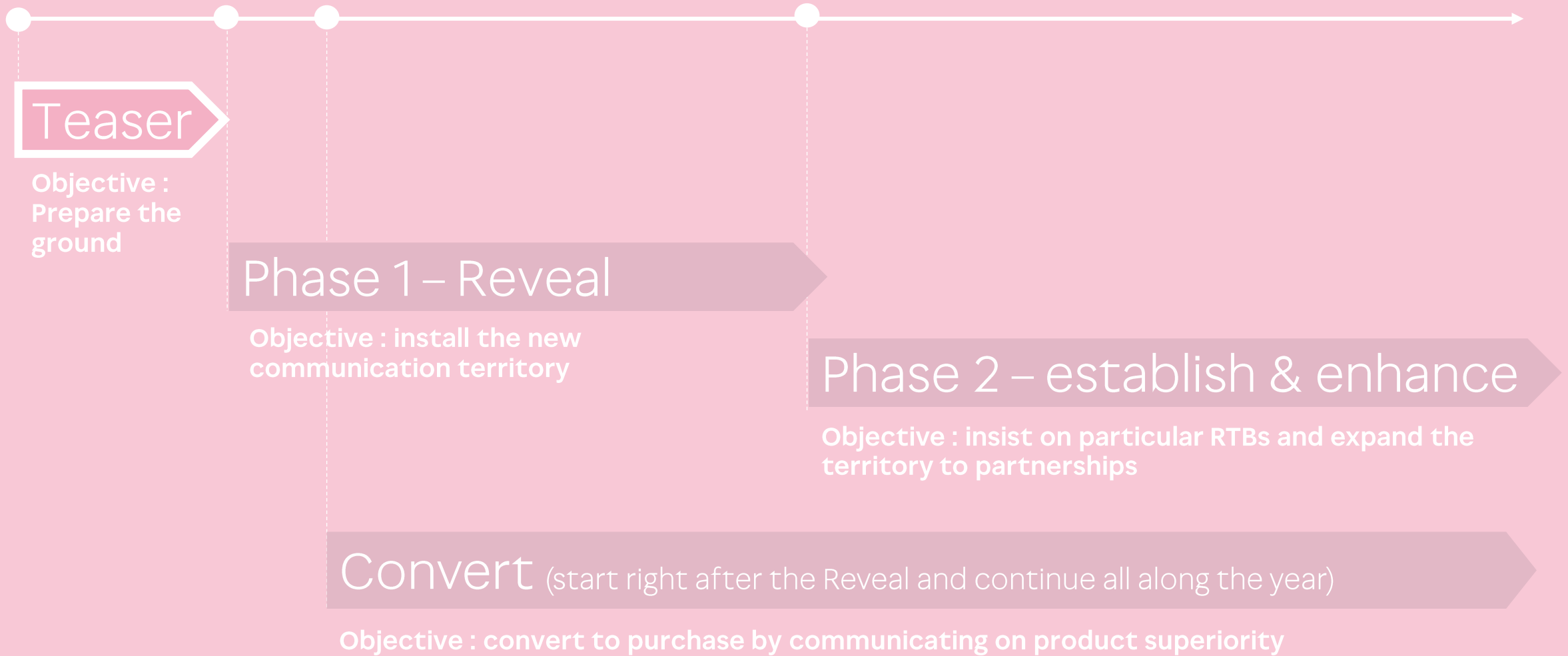
brand promise

evian is a joyous act of rejuvenation

proof point

Mountain-made minerals from Alpine glacier rocks





Message to convey

MESSAGE 1 “Discover a long hidden world”

MESSAGE 2 “Did you spot the secret of the mountain?”

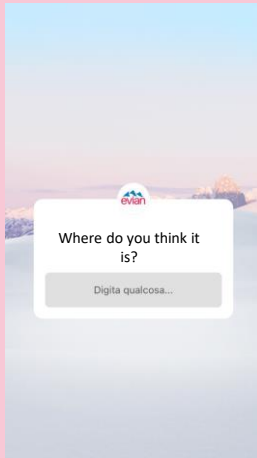
MESSAGE 3 “evian welcomes you to the Mountain of Youth”.

Assets to use on:



Social

Message 1



🔊 Sound up and headphones on to peek into the unknown.

Where do you think we are headed?

#evian #LiveYoung #ASMR

Message 2



We're on a journey of discovery and curiosity. Can you see the secret in the snow? ❄️

POLL: What's hiding in the mountains? 🏔️
A. Snow
B. Rocks
C. Youth

#evian #LiveYoung #Hiding

All along, evian's source held the key. Mountain-made minerals sourced from the alps are about to reveal a hidden world. 🏔️

POLL: Where do you imagine evian's source is?
A. An ice cave
B. Icicles
C. Inside glacial rocks

#evian #LiveYoung

Message 3



It's time to play ❄️

On xx/xx, evian reveals the Mountain of Youth 🏔️

Are you coming?

#LiveYoung #evian

Disclaimer: all teaser assets and caption WIP to be finalized March 18th

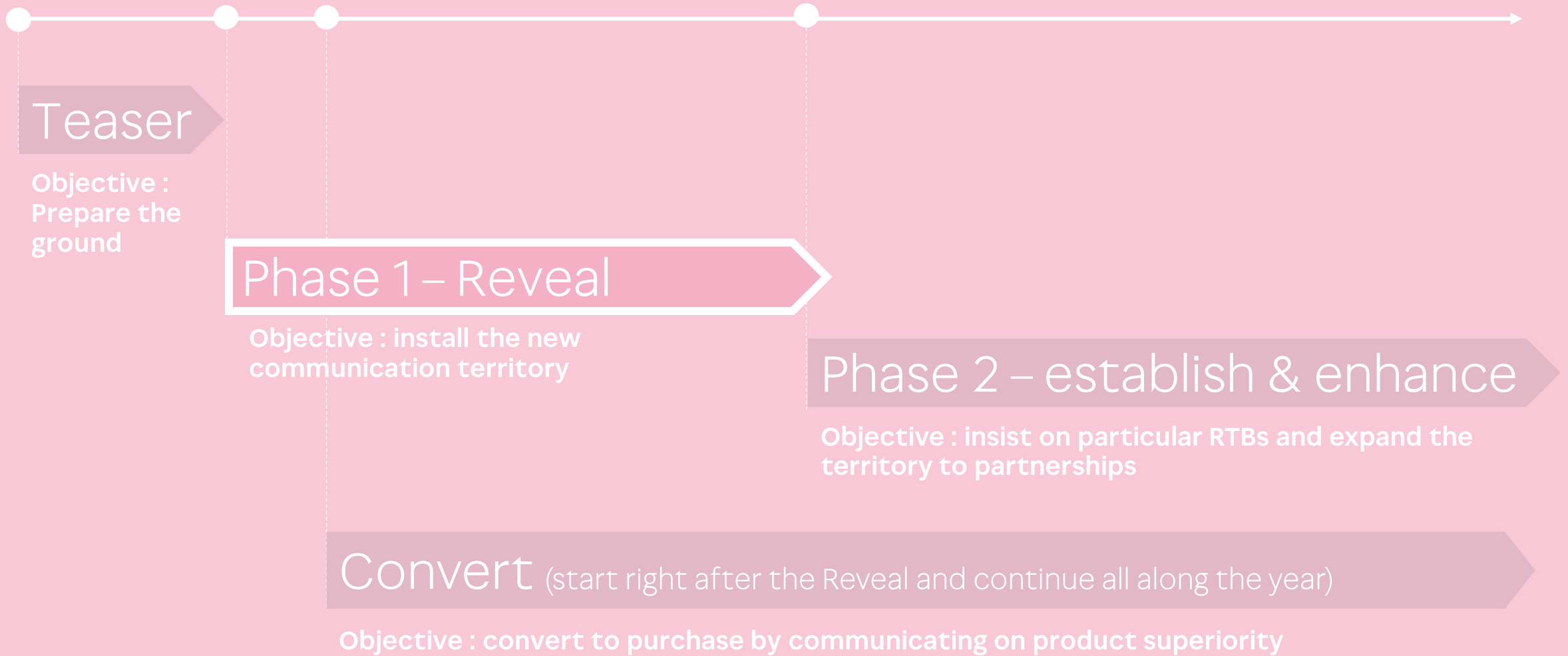
Useful information

Formats delivered:

9:16 | 4:5

Platforms targeted





Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

Message to convey

Welcome to the Mountain of Youth. Minerals from alpine glacier rocks, a gift from the Mountain of Youth.

Assets to use on:



TV

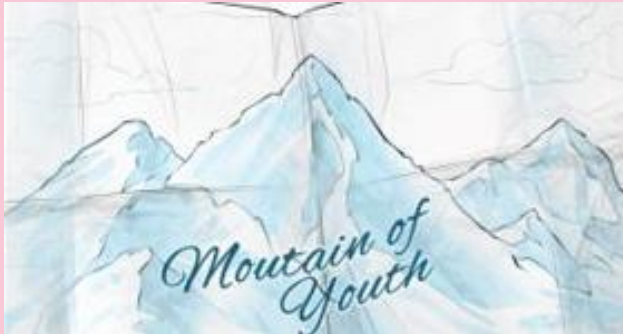


online



DOOH

Step 1 : 30s



Version with baby

or

Version with no baby

Step 2 : 15s (brand cutdown)



Version with baby

or

Version with no baby

Useful information

Formats delivered:

- _ 16.9 - 9.16 - 1.1
- _ 30s and 15s

NB : Recommendation is to launch the 30s before the 15s
NB 2: DOOH guidelines with footages from the video to come

Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

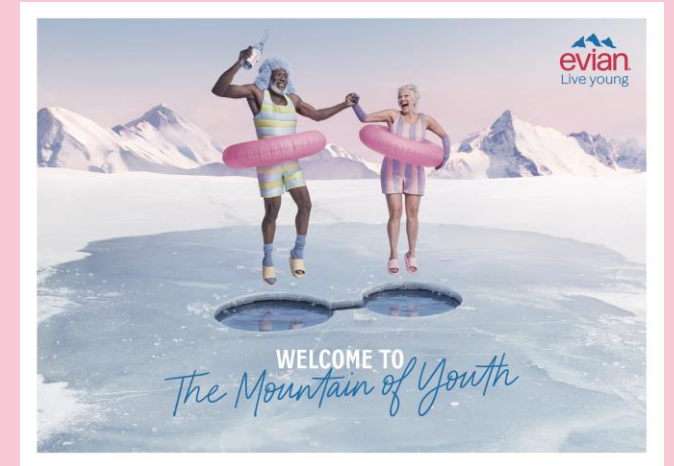
Message to convey

Welcome to the Mountain of Youth.

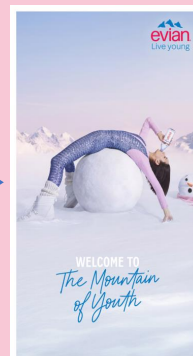
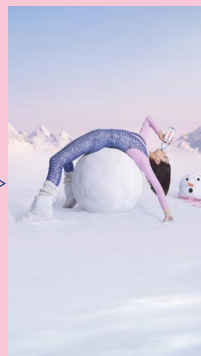
Assets to use on:



OOH



DOOH



Useful information

Formats delivered:

HD visuals
Horizontal and vertical formats

NB : Recommendation is to use a mix of at least 2 KVs for the launch

Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

Objective

Welcoming to the Mountain of Youth by focusing on mental, physical and product benefit

Assets to use on:



Social

“Rejuvenate your mind”

“Rejuvenate your body”

“Rejuvenating minerals”



Disclaimer: concepts are still WIP and additional assets will be developed pending shooting material

Useful information

Formats delivered:

9:16 | 4:5

Platforms targeted



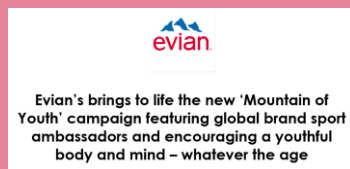
Objective

Launch the Mountain of Youth to amplify reach

Assets to use on:

earned

1.

global press kit

press release
& roll out strategy / toolkit
-
Q&A
-
campaign assets
(KVs, earned stills, making
of film and BTS shots)

2.

global ambassadors

key campaign assets with
ambassadors and
interviews with key global
and in-market titles

3.

in-market activation

bringing the moy
clubhouse to in market
activations or through
merchandising gifting to
launch moy

4.

influencers

partnering with locally
relevant influencers to get
in front of key audiences

Teaser

Objective :
Prepare the
ground

Phase 1 – Reveal

Objective : install the new
communication territory

Phase 2 – establish & enhance

Objective : insist on particular RTBs and expand the
territory to partnerships

Convert (start right after the Reveal and continue all along the year)

Objective : convert to purchase by communicating on product superiority

Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

Message to convey

MESSAGE 1 “Mountain made minerals from Alpine glacier rocks”

MESSAGE 2 “Welcome to the Mountain of Youth” + partnership (TBC)

Assets to use on:



online



Social



DOOH

Message 1

“Mountain made minerals.”



Drinking shot in the cave

“Refresh your body at the Mountain of Youth.”



Tree scene



Baby scene



Rocks scene



Yeti scene

Message 2

“evian proud sponsor of (tournament)”



Emma
Raducanu
Wimbledon



Frances
Tiafoe
US Open

Useful information

Formats delivered:

_16.9 - 9.16 - 1.1
_15s and 6s

NB: DOOH guidelines with footages from the video to come

Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

Message to convey

MESSAGE 1: “Welcome to the Mountain of Youth” with (ambassador’s name)

OPT 1 – CONTEXTUALIZED: “From the Mountain of Youth to Amundi Championship with Céline Boutier”

OPT 2 – CONTEXTUALIZED: “From the Mountain of Youth to US Open with Frances Tiafoe”

OPT 3 – CONTEXTUALIZED: “From the Mountain of Youth to Wimbledon with Emma Raducanu”

Assets to use on:



OOH

Message 1 or opt. 1



Message 1 or opt. 2



Message 1 or opt. 3



Useful information

Formats delivered:

HD visuals
Horizontal and vertical formats

NB 1 : Sport KV can be used without partnerships logos

NB 2 : Sports KV must be aired with generic KVs

Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

Objective

Experience the Mountain of Youth

Assets to use on:



1. in-market activation



bringing the moy clubhouse to in market activations such as wimbledon & us open to amplify sport events

2. influencers



partnering with locally relevant influencers to get in front of key audiences and amplify moy

Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

Objective

Establish the Mountain of Youth through Summer of Sports and Fashion LED by focusing on mental, physical and product benefit

Assets to use on:



Social

“Rejuvenating minerals”

“Rejuvenate your mind”

“Rejuvenate your body”



Disclaimer: All assets are still WIP for illustrative purposes – full concepts will be shared later.

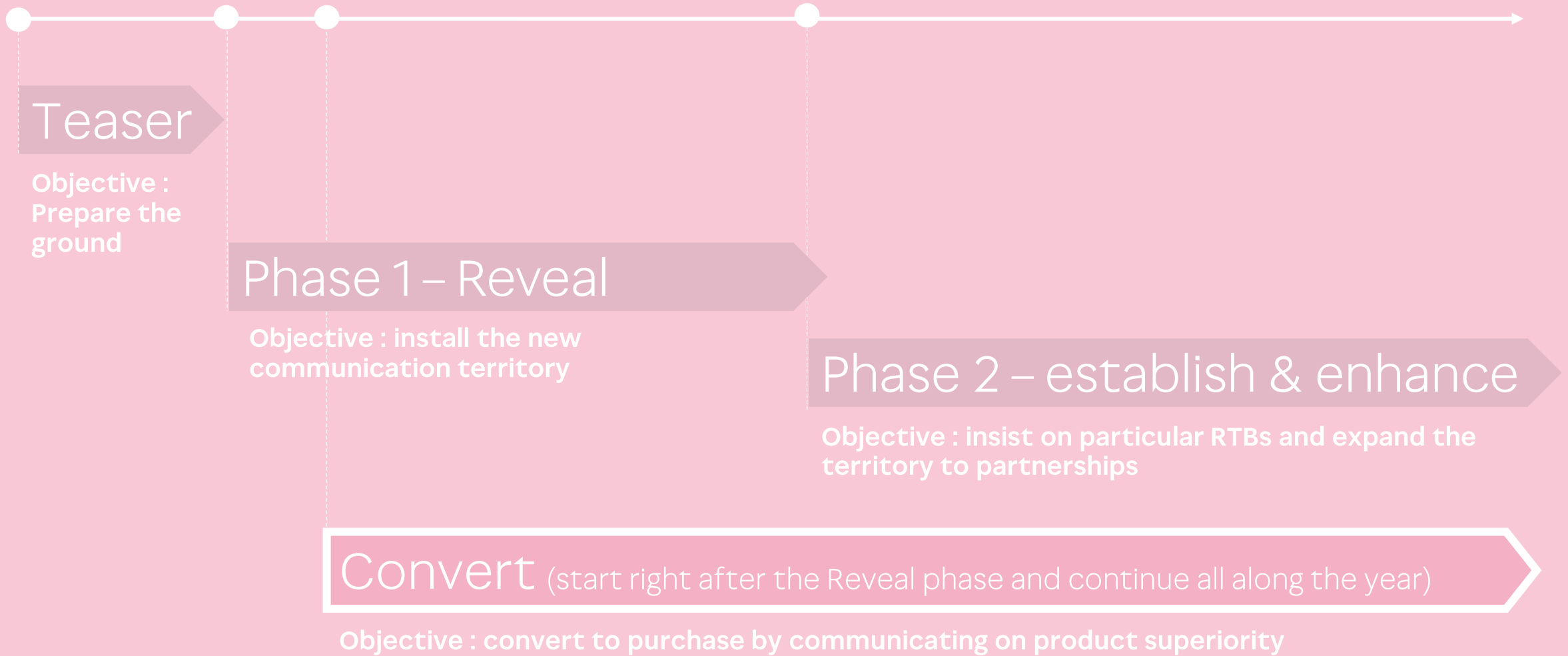
Useful information

Formats delivered:

9:16 | 4:5

Platforms targeted





Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

Convert

Message to convey

MESSAGE 1: Welcome to the Mountain of Youth.

MESSAGE 2a: Mountain made minerals from Alpine glacier rocks

MESSAGE 2b: Mountain made minerals from the French Alps

MESSAGE 3: Take a split of the Mountain of Youth. Choose Mountain-made minerals. TBC

Assets to use on:



POSM

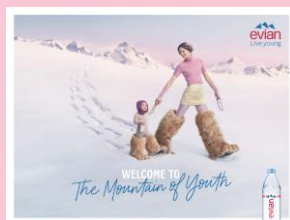


OOH



DOOH

Message 1



Message 2a or 2b



WIP delivery date March 18th

Message 3



Useful information

Formats delivered:

HD visuals (horizontal and vertical formats)
Product KV: glass 75cl and empty plate

NB 1: all these assets should be used close to POS

NB 2: KV with bottles in the layout must be aired in phase 2, after airing generic brand KVs

NB 3: Horeca and Product visuals must be used along with other KVs

Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

Convert

Message to convey

Welcome to the Mountain of youth. Choose mountain-made minerals

Assets to use on:



POSM



Grocery

Attract

Engage

Convert



Useful information

Formats delivered:

_HD visuals and mock ups

Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

Convert

Message to convey

Welcome to the Mountain of youth. Choose mountain-made minerals

Assets to use on:



POSM



Convenience



On the go

Attract



Engage



Convert



Useful information

Formats delivered:

_HD visuals and mock ups



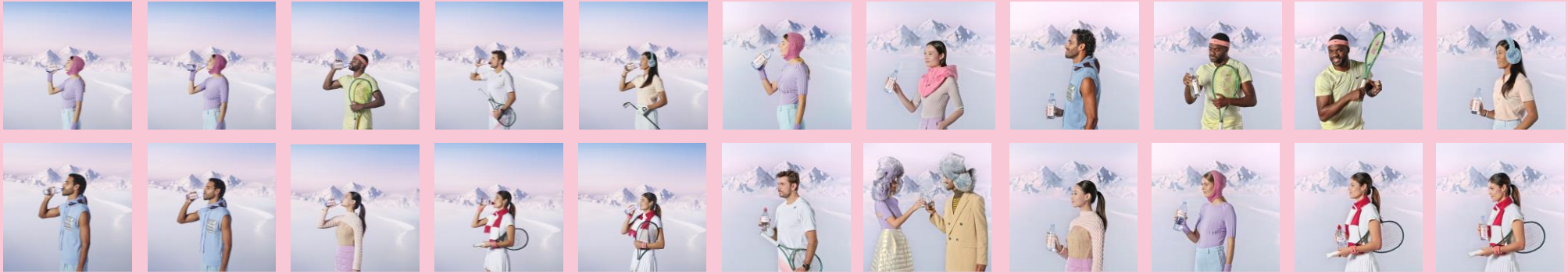
#3

KEY GUIDELINES

VISUALS Overview



WIP delivery date March 18th



OOH Guidelines Overview

Logos



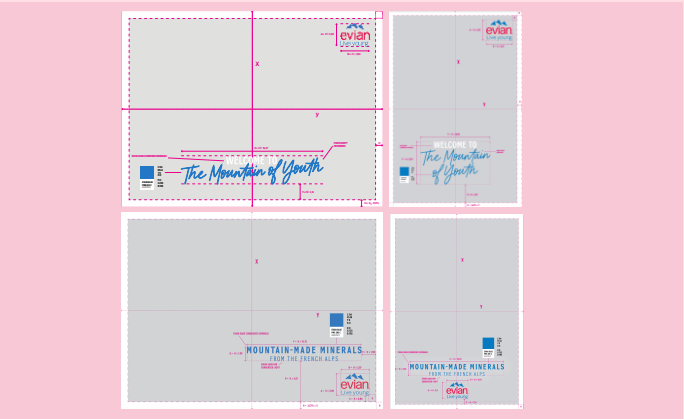
Font



Beauty Shots



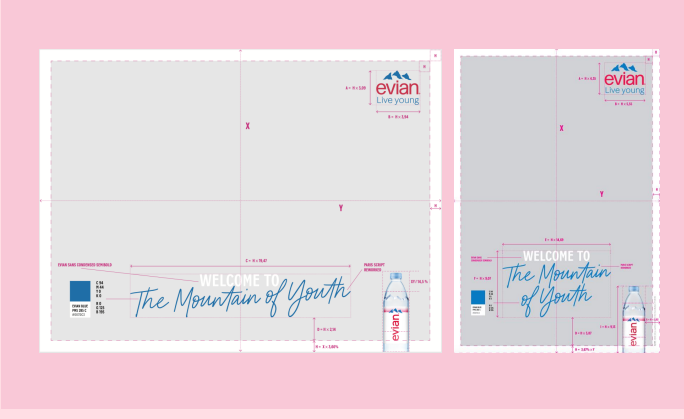
Main KVs + Product KVs Layout guidelines



Sports KVs Layout guidelines



Bottle Layout guidelines



Logo and typography assets

NEW LOGO



“WELCOME TO” in EVIAN SANS fonts



WELCOME TO IN WHITE
FOR OOH and Shopper
USAGE



WELCOME TO IN PINK
FOR DIGITAL
ONLY WHEN THE
BACKGROUND IS IN WHITE

FONT



C 95
M 44
Y 0
K 0

R 0
G 125
B 195

Typography rules

Latin alphabet

GLOBAL RECO: keep the headline in English

- Use the font source file provided
- Don't change the placement or composition
- Put an asterisk with backtranslation in legal lines (cf. France execution below)



WELCOME TO
The Mountain of Youth

WELCOME TO
The Mountain of Youth

Non-latin alphabet

Translation in local language

- Whole text in bleu font
- Handwritten style
- Keep the same angle as “The Mountain of Youth” in the English file

Chinese



Japanese



English with local backtranslation : English as major

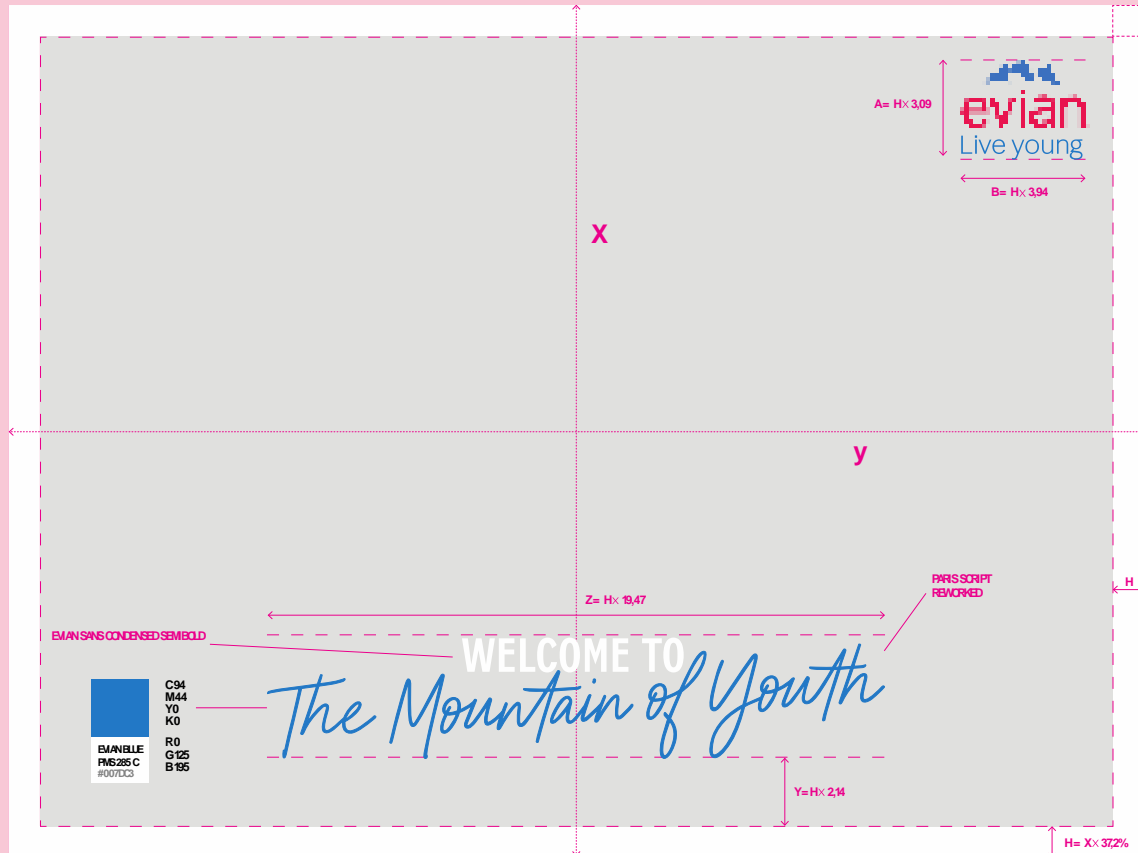
If both languages are needed at the same time , with English giving a flavor of internationality BUT not enough to have only English for comprehension = translation must appear below in small in local language



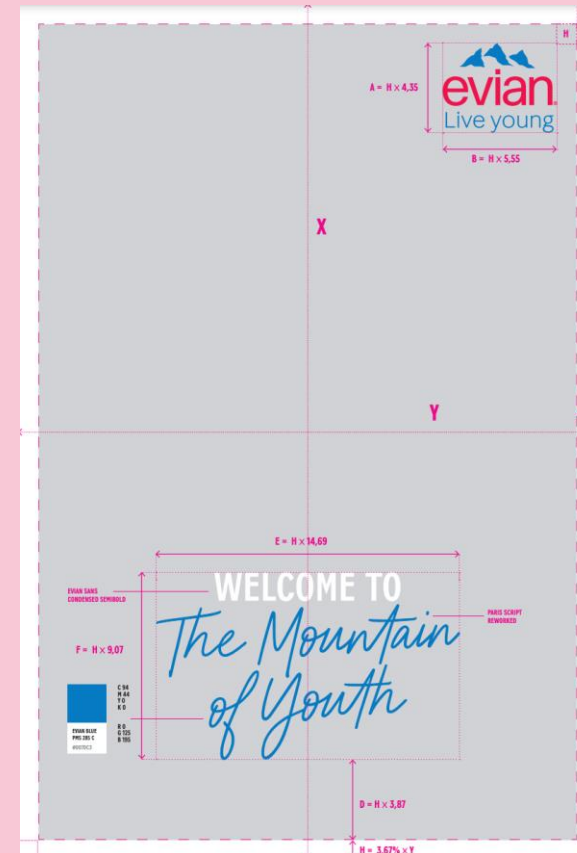
Generic KV guidelines OOH



- White frame
- White “Welcome to” font
- Headline at the bottom
- Follow dimensions below



X : 300 cm
Y : 400 cm



X : 170 cm
Y : 116 cm

Sport KV guidelines OOH



- Same guidelines as the generic OOH
- Logo on top corners *Click to download the logos
- Follow the dimensions below



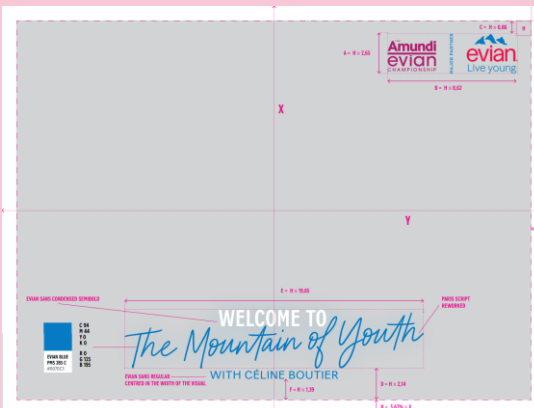
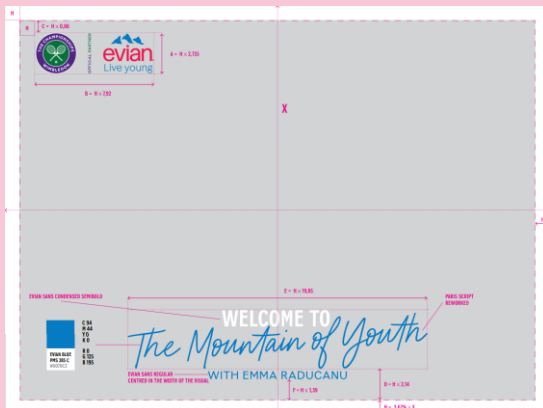
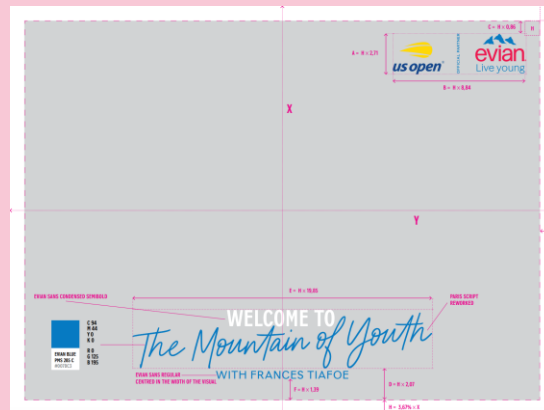
OFFICIAL PARTNER



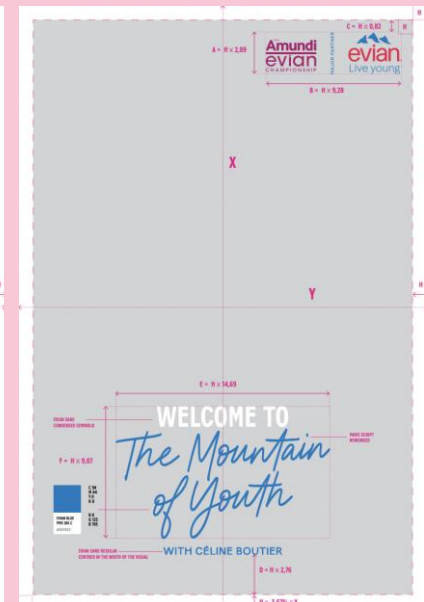
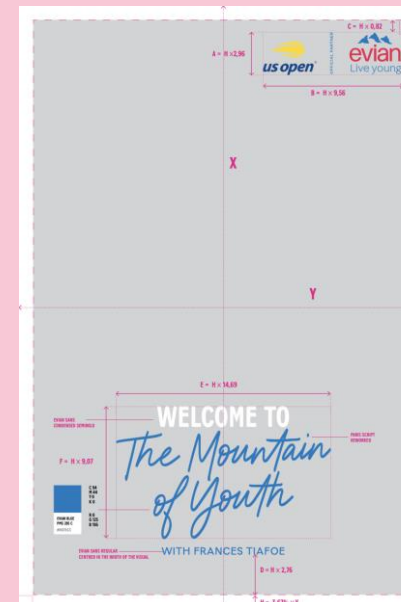
OFFICIAL PARTNER



MAJOR PARTNER



X : 300 cm
Y : 400 cm

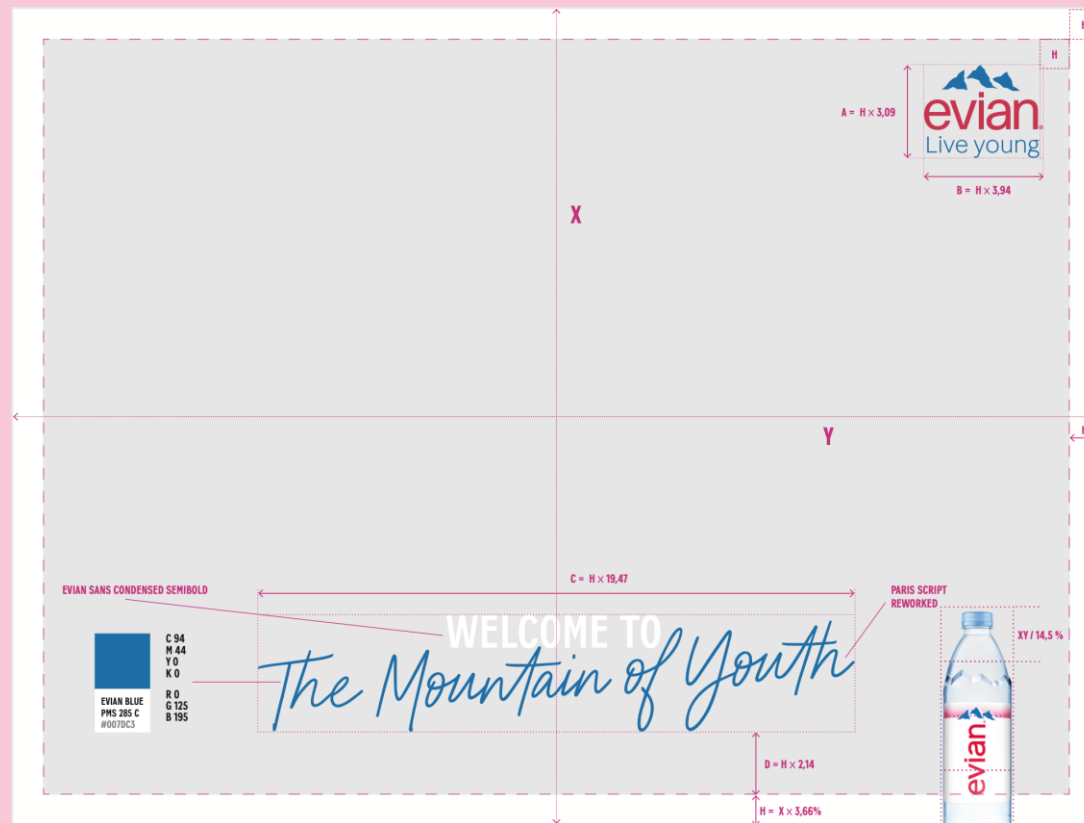


X : 170 cm
Y : 116 cm

Bottle KV guidelines OOH



- Same guidelines as the generic OOH
- Bottle in the layout on the bottom right corner
- Follow the dimensions below



X : 300 cm
Y : 400 cm

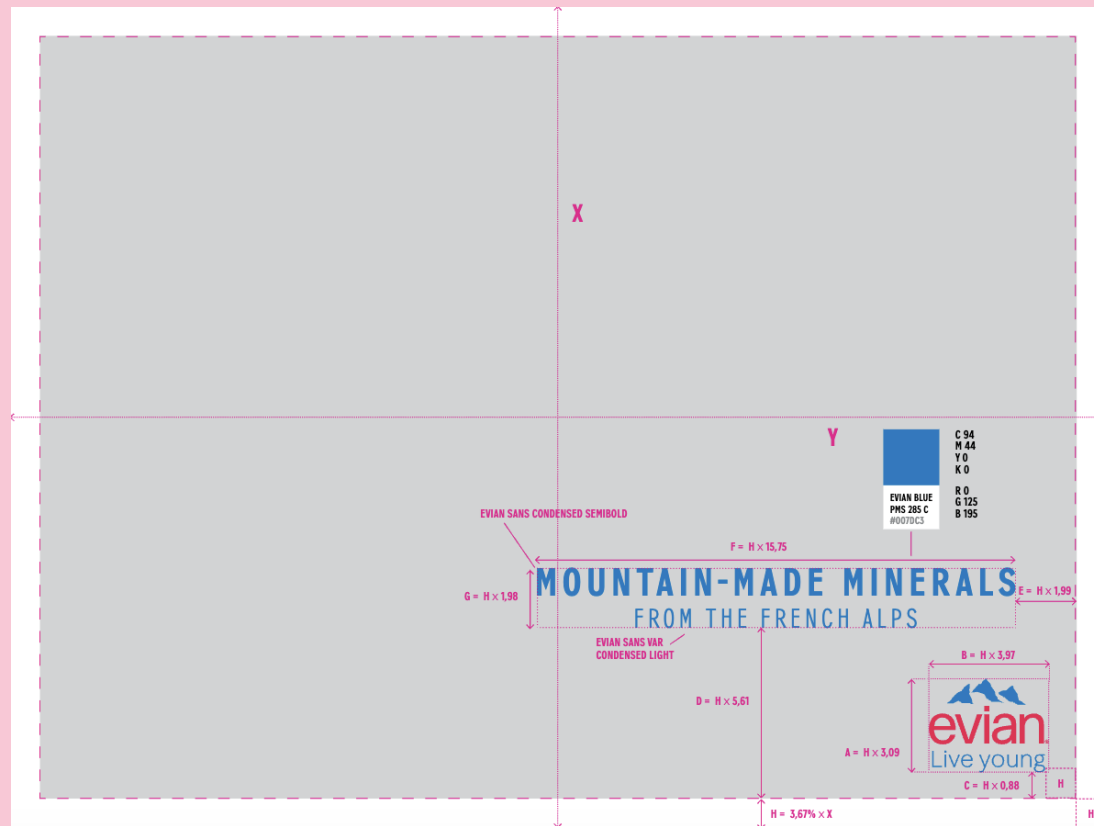


X : 170 cm
Y : 116 cm

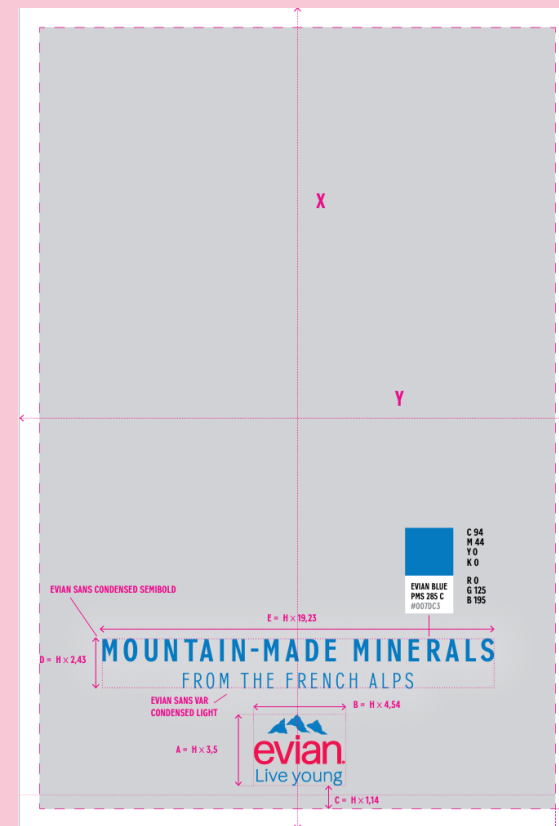
Product KV guidelines (minerals)



- For POS : no white frame
- Blue “Mountain-Made Minerals From the French alps” in evian sans font



X : 300 cm
Y : 400 cm



X : 170 cm
Y : 116 cm

NB : Beside the delivery of 75cl bottle version, an empty (no bottle) version is also available. You can add different types of bottles to your preference, but a retouch may be required.

Beauty shots bottles



Prestige 50cl



Prestige 1L



Mac 50cl



Mac 1L



Mac Sport 75cl



Glass 75cl

Legal Disclamers

- Asterisk at the end of the tagline
- Live Young and tagline translation : on the white frame on the bottom left
- Eco-friendly label “recycle” : in the visual on the bottom left corner



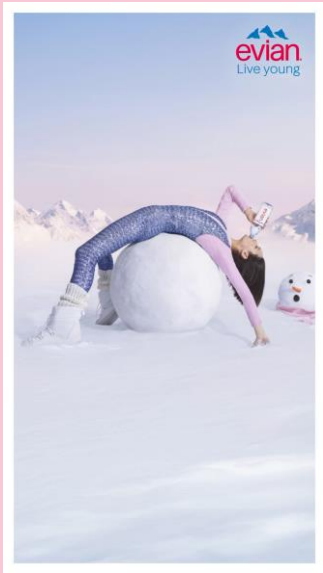
DOOH Brand message – guidelines long format



- Font rules remain the same as the product KV

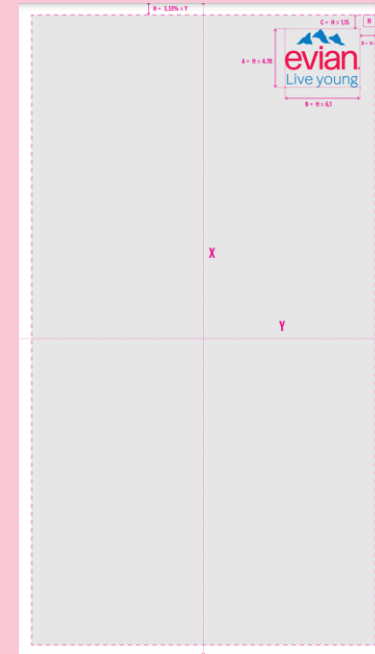
long format (several KVs)

— Animation —



The «Welcome To » appears word by word by swiping up. Then, the letters of « The Mountain of Youth » appear one by one, like if someone was drawing them.

— Layout —



NB: These executions must be validated by the global team.

DOOH Brand message – guidelines short format



- Font rules remain the same as the product KV

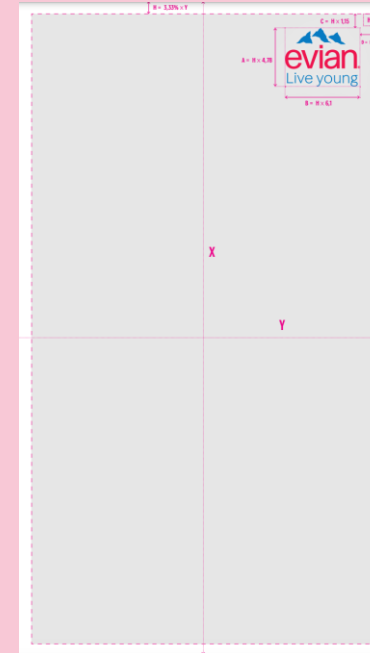
short format (1 KV)

Animation



The «Welcome To » appears word by word by swiping up. Then, the letters of « The Mountain of Youth » appear one by one, like if someone was drawing them.

Layout



NB: These executions must be validated by the global team.

DOOH Product message - guidelines



- Product-focus DOOH must be placed near point of sales
- Font rules remain the same as the product KV

Example 1 animation



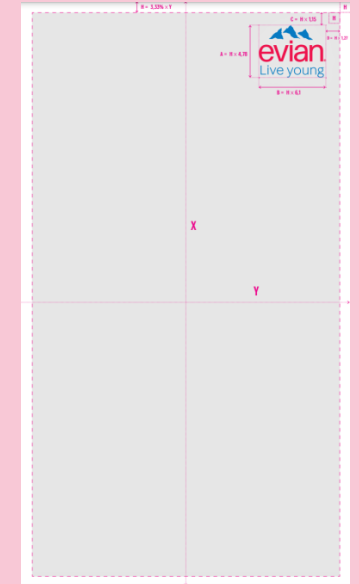
At the beginning of the animation, the «Welcome To» appears by swiping up. Then, the letters of «The Mountain of Youth» appear one by one, like if someone was drawing them. The «Choose mountain-made minerals from the French Alps» appears word by word by swiping up.

Example 2 animation



At the beginning of the animation, the «Take a sip» appears word by word by swiping up. Then, the letters of «The Mountain of Youth» appear one by one, like if someone was drawing them. The «Choose mountain-made minerals from the French Alps» appears word by word by swiping up.

Layout



NB: These executions must be validated by the global team.

Extra formats - OOH



In case of opportunity of having side by side OOH space we can divide the visual in 2 and write the font in 1 line across both visuals (detailed guidelines to come)

NB: These formats must be validated by the global team.



NB : See detailed guidelines in the full toolkit

Extreme print formats OOH



In case of very extreme format, instead of retouching visuals we recommend adding a white background and write in pink the “Welcome to” font.

NB: These formats should remain exceptional and must be validated by the global team.



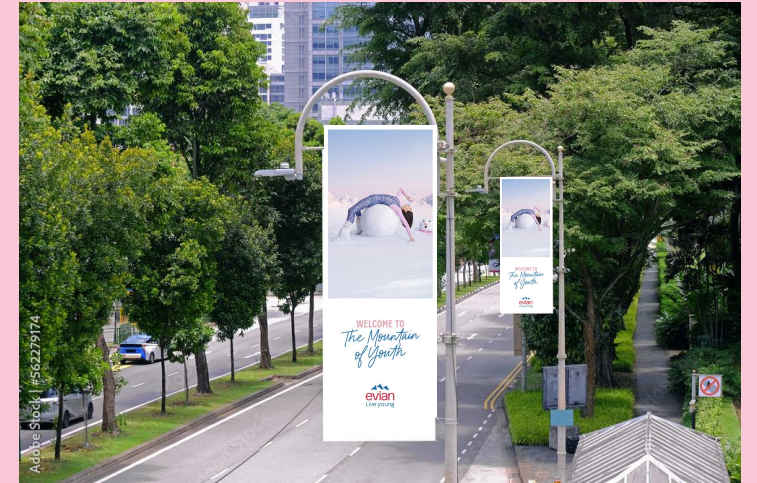
WELCOME TO
*The Mountain
of Youth*
evian
Live young



WELCOME TO
*The Mountain
of Youth*
evian
Live young



WELCOME TO
*The Mountain
of Youth*
evian
Live young



Drinking shots guidelines



- **STILLS maximum size for printing : 120x176** – the drinking shots visuals should only be cut and not zoomed-in, to keep the optimal quality of the image
- **GIFs to be used only in digital (maximum size 1080x1920pixel)**

*STILLS : 5 generic drinking shots & 6 sports drinking shots with Prestige and Mac bottles
-> More details in the full toolkit



*GIFs : 6 generic drinking shots & 6 sports drinking shots with Prestige and Mac bottles
-> More details in the full toolkit



Generic background guidelines



- We created a generic mountains background that can be used anywhere
- Markets can integrate any bottle or character in the foreground according to their needs
- Will be delivered in HD (on March 13th)



*Click the image on presentation mode to download

Usage rights

MAIN KEY VISUALS

HD visuals with horizontal and vertical mock ups

°YOGA

°YETI

°JUMP

SPORT AMBASSADORS KV

HD visuals with horizontal and vertical mock ups

°TENNIS - EMMA RADUCANU

°TENNIS – FRANCES TIAFOE

°GOLF – CELINE BOUTIER

PRODUCT VISUALS

HD visuals

°MINERALS - 2versions: incl. 1 bottle 75 cl glass, empty plate

°HORECA

DRINKING SHOTS

HD visuals

°11 DRINKING SHOTS

GIFs

°12 GIFs (9x16 – 1x1)

Usage rights KVs (all except GIFs & Drinking Shots):

Geography: Worldwide

Duration: 1 year from May 1st 2024

Covered usage:

Print (incl. paid & advertorials) - OOH, digital (incl. paid digital – banners, social media etc, owned media – evian channels, DOOH, e-com) - PR (both print & digital) & POSM

Usage rights GIFs & Drinking Shots:

Geography: Worldwide

Duration: 2 years from March 1st 2024

Covered usage:

Print (incl. paid & advertorials) - OOH, digital (incl. paid digital – banners, social media etc, owned media – evian channels, DOOH, e-com) - PR (both print & digital) & POSM

OOH & KV localisation process

By March 11th
STILLs assets final delivery

Global Agency scope

Delivery of master HD and
mock ups source files

Validation of localisations

By March 12th
Localisation

Local Agencies scope

1. Local adaptations of existing masters

DO's

- _Product line : local language translations
- _Non latin alphabet markets : translation of "Welcome to the Mountain of Youth"
- _KVs spec adaptation
- _Integration of product in the KV minerals
- _Drinking shot spec adaptation

DON'T

- _Global visuals shouldn't be mixed with other images
- _Layouts shouldn't be changed (refer to guidelines)

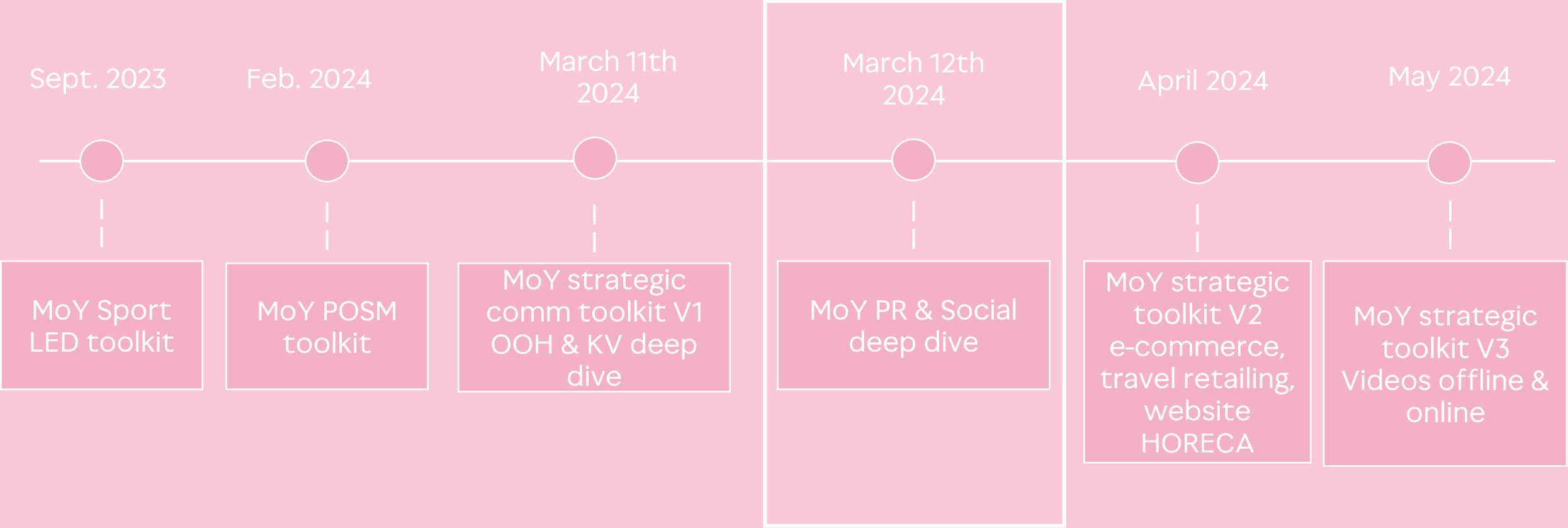
Printing and checking color proofs & final page proof

Sharing to Global for validation

Delivery

2. Local briefs

Toolkit next steps





#4

CONTACT INFORMATION



Contact for STILLs information

Evian equity

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Thank you