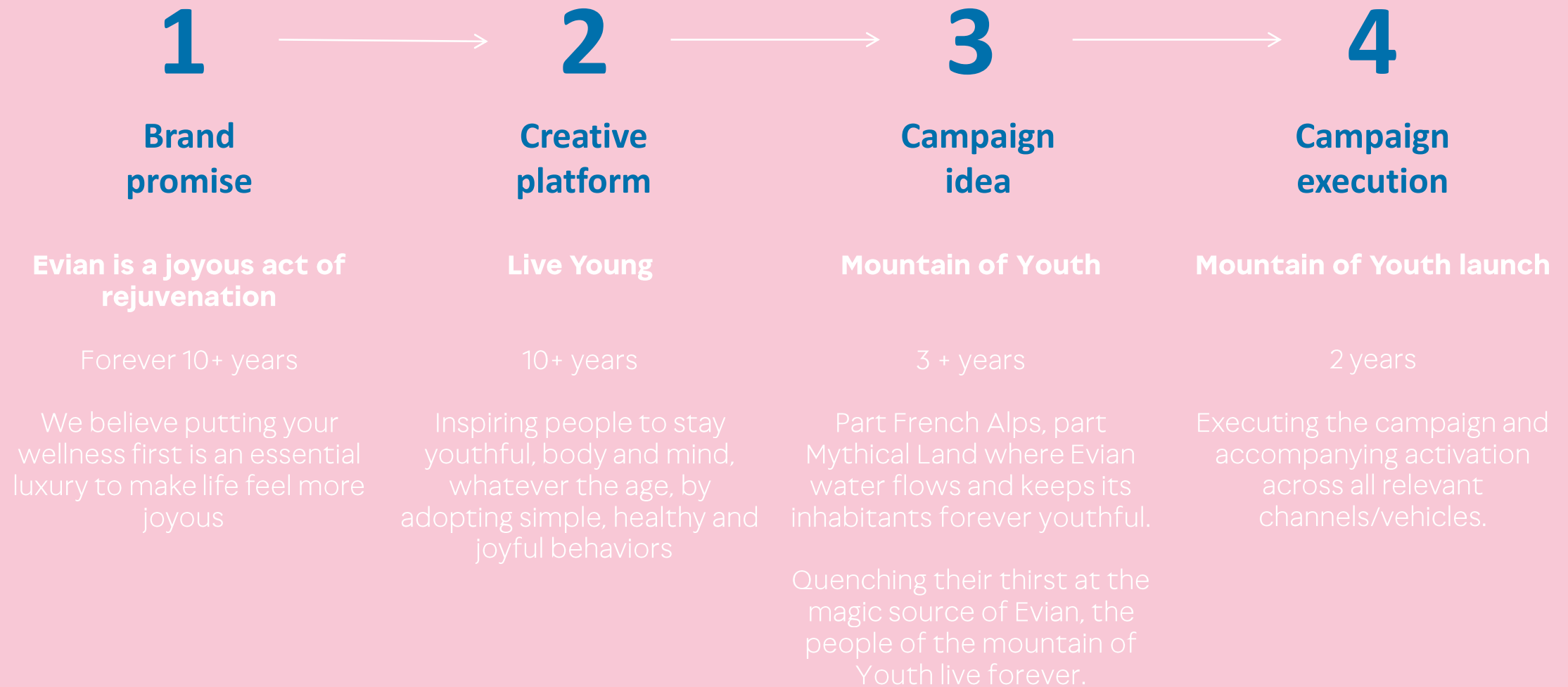




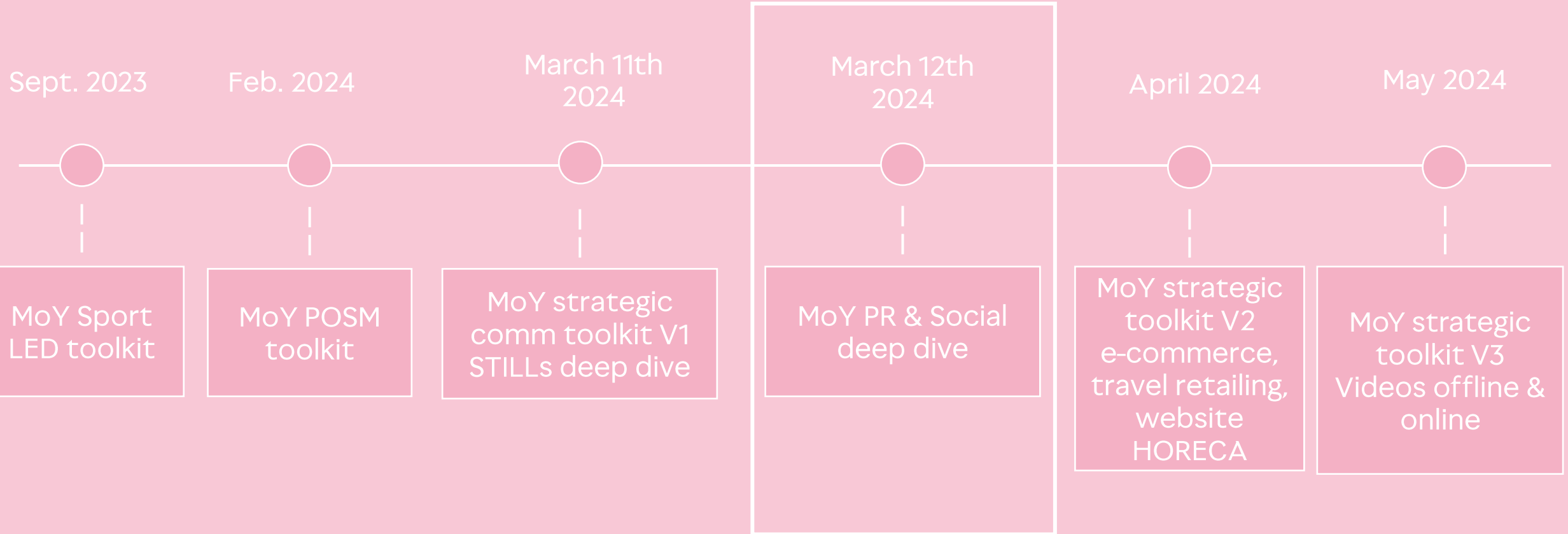
SOCIAL & EARNED MEDIA
UPLOAD

Mountain of Youth 2024

Comm framework



What is shared today





#1 SOCIAL TOOLKIT

Our strategic approach on social

The intent of each social asset is:

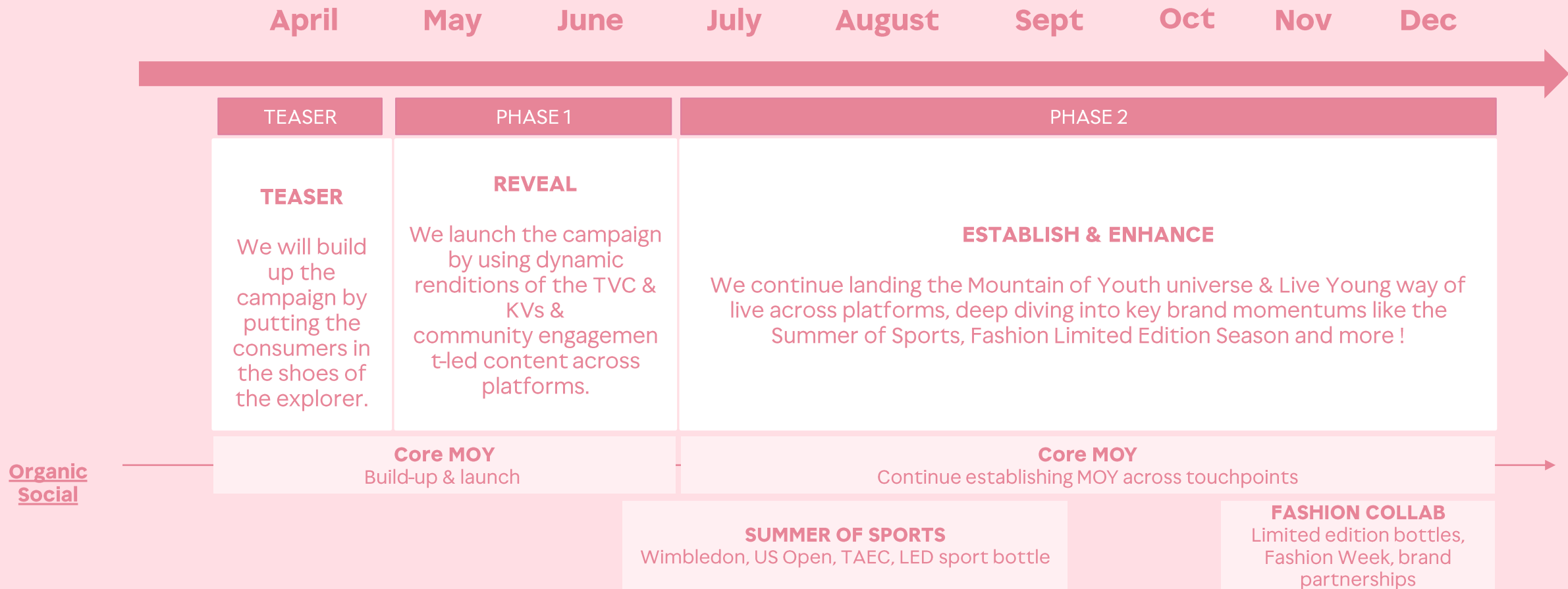
- to create a window into The Mountain of Youth campaign in order **to amplify the campaign's reach**
- to reestablish our **tagline Live Young on social** at global level
- to **engage** and **inspire** Urban Elite to take care of their body and mind with evian water
- to stretch our traditional media plan with a **tailored approach** on social media and **dedicated paid media strategy**



Campaign phases

TEASER ‘Discover a hidden world’ “Did you spot the secret of the mountain?”	To be delivered end March
PHASE 1 > REVEAL “Welcome to the Mountain of Youth”. “Minerals from alpine glacier rocks, a gift from the MOY”	To be delivered in April
PHASE 2 > ESTABLISH & ENHANCE “Mountain made minerals from alpine glacier rocks” “Welcome to the Mountain of Youth” + partnership (TBC)	To be delivered June TBC

The timeline



Global paid media strategy in definition – TBC
As an addition and not a substitute to local paid media budgets & strategies.

With this campaign, we are expanding our reach across key social platforms for the first time

ONE DEDICATED GLOBAL ACCOUNT
ACROSS CHANNELS



WITH A DEDICATED GLOBAL PAID MEDIA STRATEGY
TO BE SHARED IN APRIL

Our social content plan



ALL EMPHASIZING THE LIVE YOUNG WAY OF LIFE AND IMMERSING OUR CONSUMERS INTO THE WORLD OF THE MOUNTAIN OF YOUTH

Our social content plan



How success is measured for each pillar

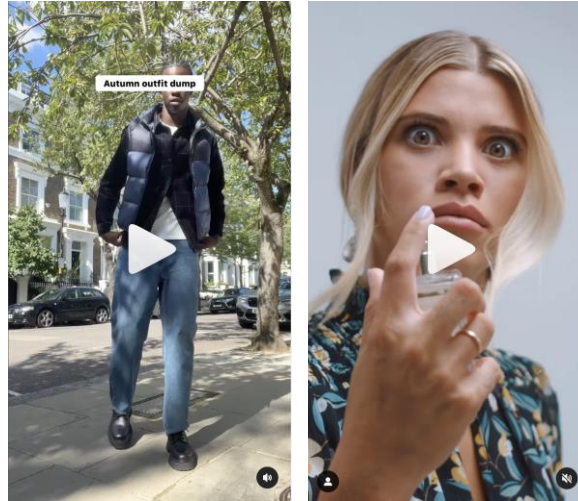
While we will be monitoring all relevant KPIs to assess content effectiveness, we have established focus areas based on the JTBD of the campaign (establish the MOY universe, reinforce product RTBs etc)

PILLAR	REJUVENATE YOUR MIND	REJUVENATE YOUR BODY	REJUVENATING MINERALS
OBJECTIVES	WHAT IS OUR OBJECTIVE ?		
	BUILD ICONICITY IN A PREMIUM BRAND TERRITORY	DRIVE CULTURAL RELEVANCE THROUGH KEY MOMENTS	BUILD PRODUCT SUPERIORITY
	HOW DO WE DRIVE FOCUS ON THIS PILLAR ?		
CONTENT	campaign amplification, Inspirational content that raises awareness, reasserts the brands' purpose, bringing the story of the MOY closer to the community.	Pop culture inspired content, events coverage, ambassadors, trending moments, UGC, organic community building.	Product-centric content, limited edition sports bottles & innovation launches, educational content, driving awareness on evian's key RTBs
TOPLINE KPIs	HOW IS SUCCESS MEASURED FOR EACH PILLAR ?		
	REACH & IMPRESSIONS	ENGAGEMENT (ER%, video views, shares, saves, comments, mentions, sentiment, UGC)	REACH & IMPRESSIONS
			ENGAGEMENT (ER%, video views, shares, saves, comments, mentions, sentiment, UGC)
DEDICATED PAID MEDIA STRATEGY TO ESTABLISH KPIS PER PLATFORM AND SELECTED CONTENT PIECES			
DELIVERY IN APRIL			

Platform role

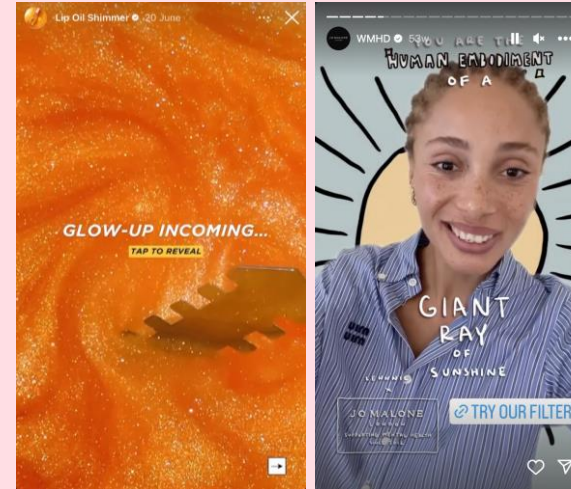
On Instagram, we want to...

Inspire



Short form videos have now taken the lead on Instagram. Designed to be fast and fun, and packed full of trending sounds, Reels make authentic content easy. This offers a great opportunity for evian to reinforce proximity with following & premiumness.

Entertain



Community-engagement content helps create a sense of belonging with your audience. Whether it's reactive quizzes and polls on Stories or launching contests and giveaways on feed, keeping evian's community engaged throughout MOY is key to build brand loyalty.

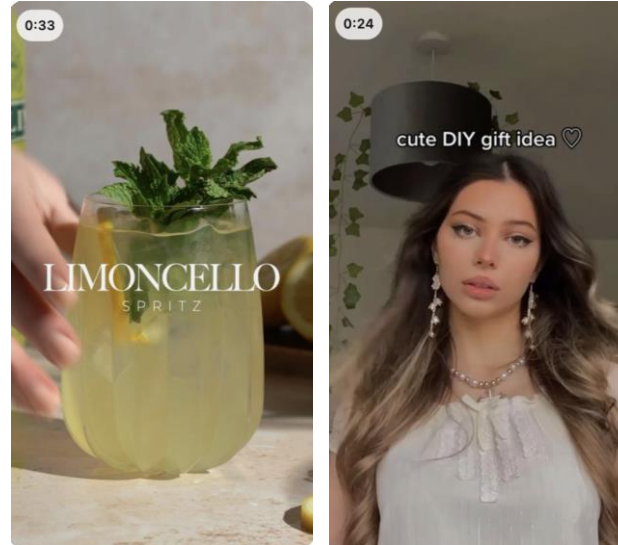
Product placement



Instagram is also a window for shopping. It's a key opportunity to drive awareness and sales from the platform. Visual content tends to be more engaging and can help potential customers get a better sense of what you're offering.

On Pinterest,
we want to...

Inspire



Pinterest is a place for Pinners to search for emerging trends and be inspired. From food recipes to DIY and how-tos, evian can inspire users through MOY content.

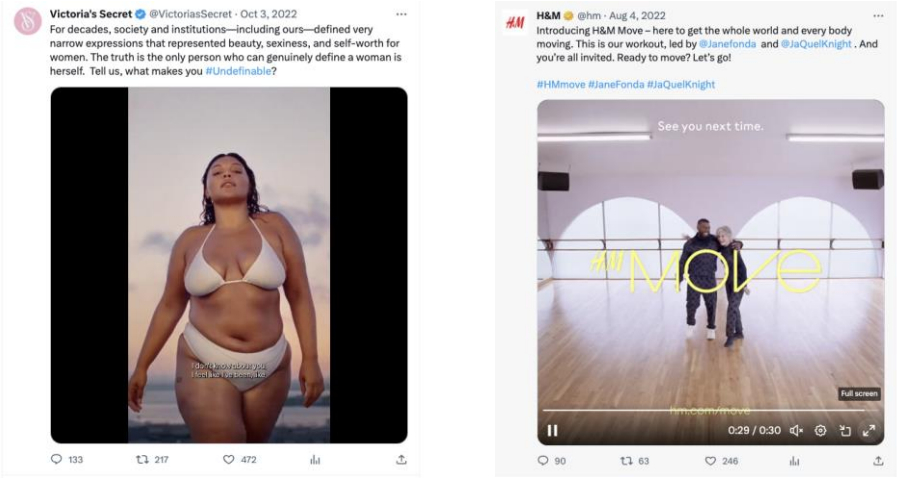
Product placement



The platform allows users to showcase products in different creative ways. Colourful animations and fun designs can allow evian to emphasize the product range and MOY identity.

On X , we want to...

Inform



X is the go-to source for breaking news and trending topics. Brands can use the platform to keep the audience informed about current events, new campaign launches and partnerships to establish their brand presence online.

Connect



Cultural relevance and reactivity are key to win on X. The most successful brands are the ones able to tap into hot topics and show their fun, clever and creative brand personality to engage with their community and grow visibility.

On LinkedIn, we
want to...

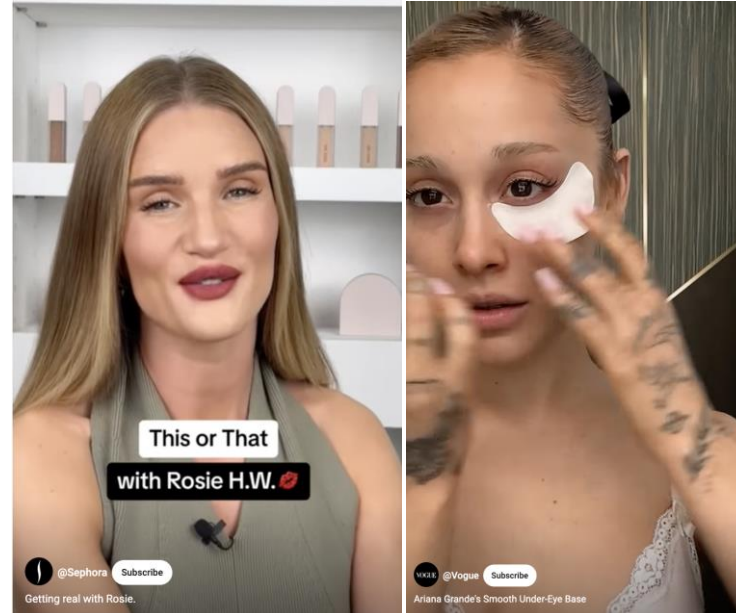
Inform



LinkedIn offers a wide variety of content from work opportunities, business inspiration, campaign advert and product promotion. For brands, it serves as a platform to build reputation by sharing content that informs your community about your brand mission and company values.

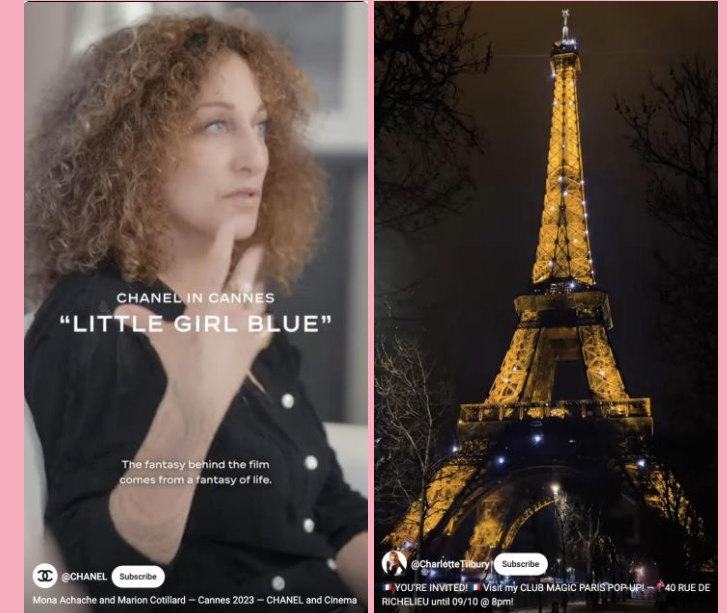
On YouTube ,
we want to...

Entertain



The main goal of the platform is to maximize views & generate engagement. From how-tos and life hacks to fun challenges, interview takeouts and campaign BTS, brands can drive users to their YouTube channel to consume longer video formats.

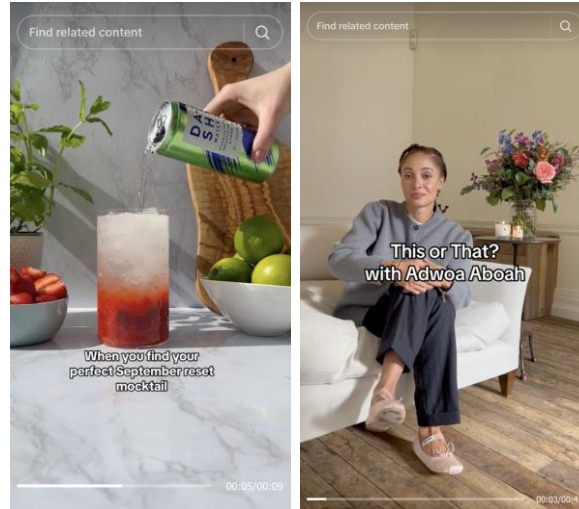
Inform



YouTube shorts are a powerful medium for delivering valuable and informative content, adapted to optimized attention metrics. Ensure that your Shorts aren't just fleeting moments in a viewer's day but impactful messages that invite them to connect more with your brand. Chanel, for example, uses BTS content and interview formats to offer insights around their latest collections and campaigns.

On TikTok, we want to...

Entertain



People want to be entertained. Anything that feels too ad-driven / won't do well. We need to convey evian's premiumness and chic luxury in an authentic way that is native to the platform e.g partnering with influencers that prioritize wellness, fashion, style & sport.

Educate



TikTok trends often include educational challenges that encourage users to learn and share knowledge on a specific topic. To gain trust of our community, evian can leverage creators to raise awareness around the MOY & LY.

Connect



It's all about about authenticity, creativity and freedom of expression. evian can show their unfiltered, youthful side and connect with their audience on a more personal level.

Our approach

To land the campaign, evian needs to be consistent across touchpoints

ONE VOICE : 1 DEDICATED GLOBAL ACCOUNT ACROSS PLATFORMS

To ensure consistent and centralized brand messaging, **local activations will run exclusively on the global official platforms.**

CBUs will coordinate with the Global Team, which will plan and schedule content in alignment with the global calendar and key brand momentums.

For topics related to influencer activation, please refer to the social platform strategy and to the evian Influencer guidelines (PR team)



If interest in dedicated local content development with partners such as Teads or Pinterest, please reach out to Imane Arrouchi

Instagram

Our approach



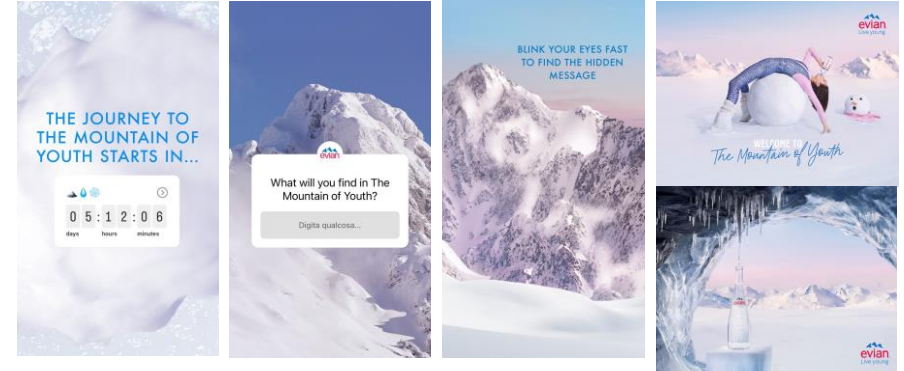
Posting frequency: 2/3 a week

CAMPAIGN LED CONTENT

Use campaign assets, native, community-engagement content to **generate awareness on Mountain of Youth.**

KPI: reach (brand awareness)

Immersive assets & engaging reels/stories



AMBASSADOR AMPLIFICATION

Leverage **BTS and ambassadors-led interviews** to engage our community, offering them an exclusive experience into the world of MOY.

KPI: reach & engagement

Ambassador-LED content, BTS, interviews



CULTURAL RELEVANCE

Jumping on key cultural moments with focus on sport, fashion & food to drive reach and engagement on evian's activations and partnerships in collab with PR team to amplify events and build relevancy.

KPI: reach & engagement

Brand partnership & PR-LED events



Our approach



Posting frequency: once a week

CAMPAIGN LED CONTENT

Repurposing our TVCs in a native twitter style to drive awareness on new campaign launches and brand activations **that positions evian as an engaging premium brand.**

KPI: reach (brand awareness)

AMBASSADOR AMPLIFICATION

Leverage our **ambassadors** to drive awareness on iconic events, showing how the act of rejuvenation is portrayed in wellness, fashion, sport and food. Use polls and quizzes to spark engagement.

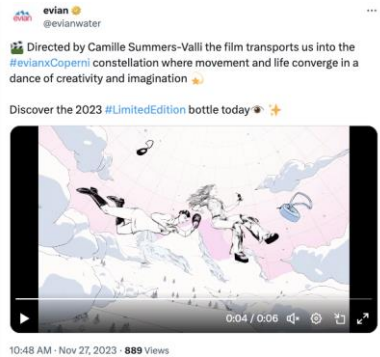
KPI: reach & engagement

REACTIVE CONTENT

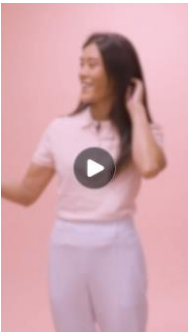
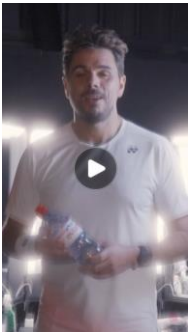
Reacting to cultural moments through the lens of MOY and celebrating the Live Young way of life. Drive engagement using a **strong community management strategy** that emphasizes evian's playfulness and relatability.

KPI: engagement

Brand milestones, campaign videos & BTS



Ambassador content, entertaining challenges, etc



Reactivity to pop culture moments



Ensuring brand safety on X

	50% REACTIVITY	50% MONITORING
COMMUNITY MANAGEMENT	<ul style="list-style-type: none">• We will engage by liking, retweeting, commenting, etc.• Ask questions or use polls, GIFs, emojis and memes to spark conversation and humanize the brand.	<p>We will not engage publicly on questions, critique or criticism around the brand.</p> <p>Escalate to the Global Brand Team and manage the conversation via DM.</p>
REACTIVITY	<ul style="list-style-type: none">• We will monitor trending topics and hashtags on X's "Explore" tab that relate to the brand and explore content creation opportunities.• Alternatively, share our take on trends when relevant by engaging with the community.	<ul style="list-style-type: none">• Active, always-on social listening to ensure awareness, reactivity & alignment with trends, conversations etc.• Report to Brand Team to assess the opportunity and potentially jump on the trend.

Pinterest

Our approach



Posting frequency: once a week

PRODUCT CENTRIC

Push product RTBs with an inspirational angle to accomodate to the platforms' purpose.

KPI: reach & engagement

Product-led animated pins with clear CTA



CAMPAIGN LED CONTENT

Drive awareness on the Mountain of Youth campaign **through inspirational assets featuring our ambassadors, provide a more exclusive experience.**

KPI: reach

Key visuals, campaign videos, BTS



BOARDS & COLLECTIONS

Curate inspirational boards featuring DIY ideas, home décor, quotes and fashion inspo that **translate the Mountain of Youth aesthetics into collections.**

KPI: reach & engagement

Inspirational boards



Youtube

Our approach



Posting frequency: at least once every two weeks

CAMPAIGN LED

Share campaign videos to amplify reach & awareness around new partnerships and activations and **drive traffic to our main YouTube account.**

KPI: reach

AMBASSADOR AMPLIFICATION

Use BTS content and ambassadors' interviews to provide insights on the new anticipated campaign, **showing a more authentic side of the brand.**

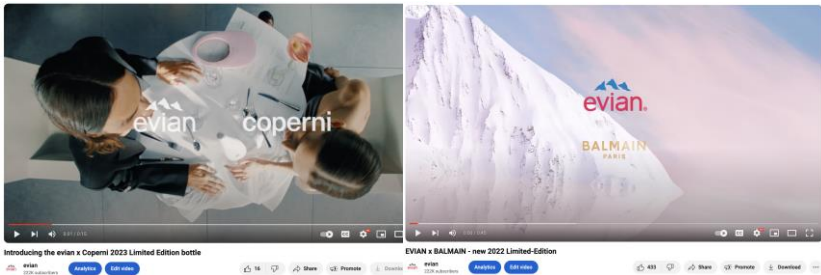
KPI: reach & engagement

TRENDS & CHALLENGES

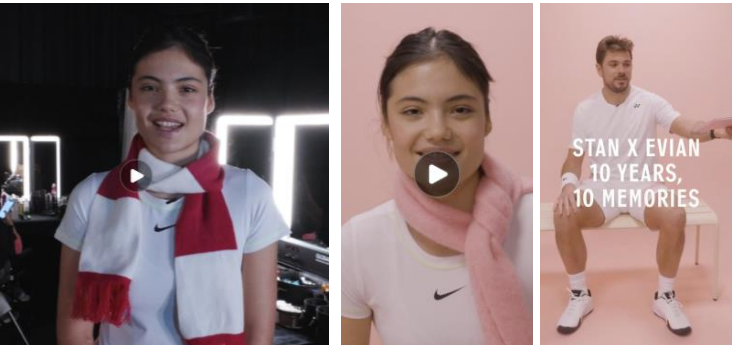
Create content around social trends and challenges, **leveraging ambassadors and UGC to boost engagement** and create a stronger connection with our community.

KPI: engagement

Campaign TVCs



Ambassadors core



Engaging interviews



Tik Tok

Our approach



Posting frequency: at least once a week, ideally 2/3 times

BTS & EVENTS

Promote your campaign the Tik Tok way – show an authentic BTS of your shoot, or key launch events featuring content creators to adhere to the codes of the platform.

KPI: reach & engagement

TRENDS & CHALLENGES

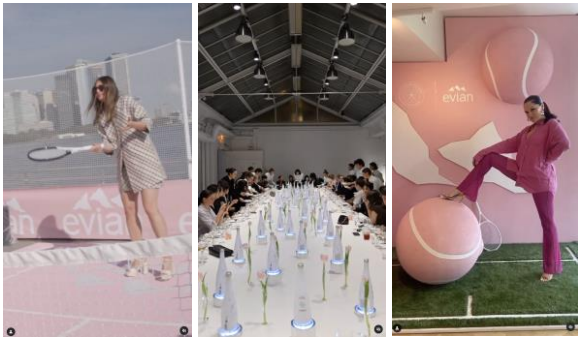
TikTok is all about reactivity. Stay on track with current trends and topics and **jump on culturally relevant moments and challenges by leveraging influencers and UGC content.**

KPI: engagement

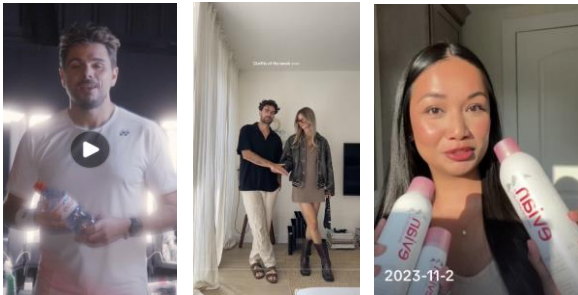
Ambassador interviews and BTS



BTS tips to live young, Wimbledon wrap up videos, influencer events, etc



Pass the bottle challenge, UGC content



Content delivery per phase

Teaser

Phase 1 – Reveal

Phase 2 – establish & enhance

Message to convey

MESSAGE 1 “Discover a hidden world”

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

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

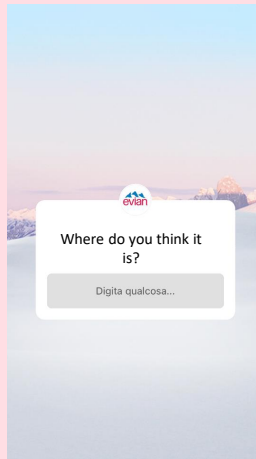
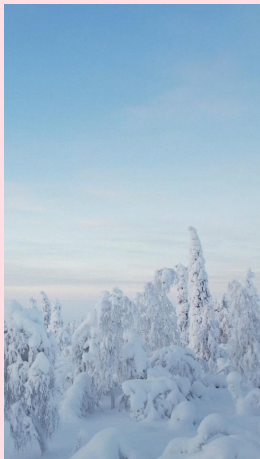
Assets to use on:



Social



Message 1

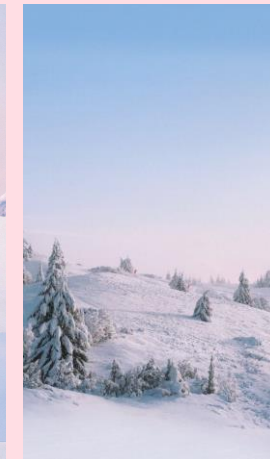
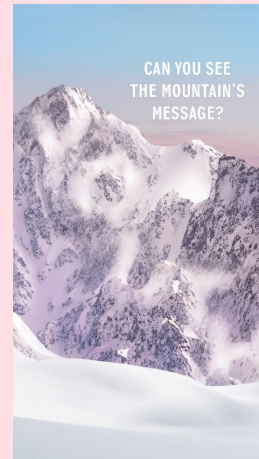


🔊 Sound up and headphones on to peek into the unknown.

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

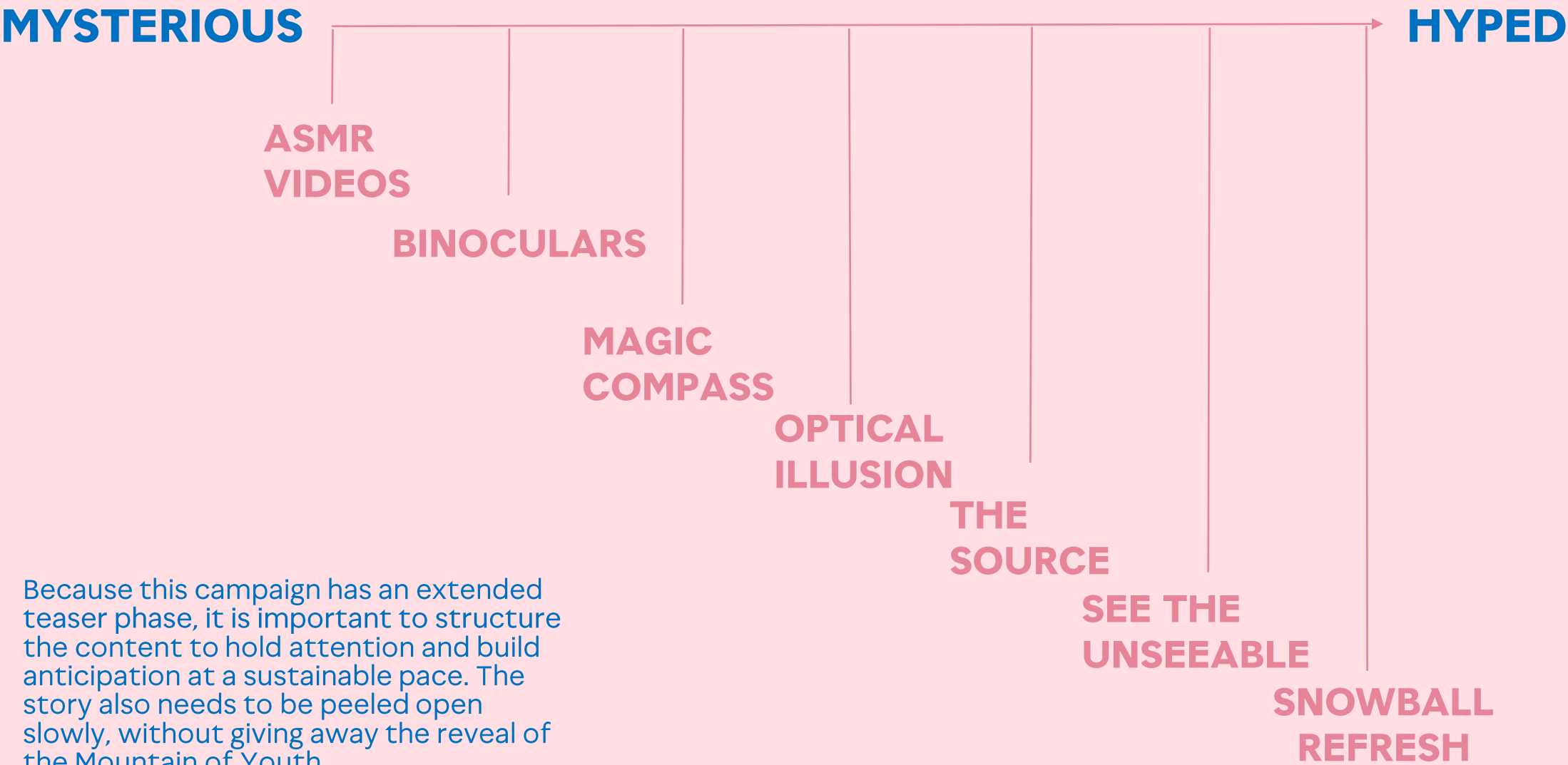
Formats delivered:

9:16 | 4:5

Platforms targeted



Teaser phase journey



ASMR intro

Teaser

INSIGHT.
We anticipate the release of Mountain of Youth through an ASMR-led video that introduces Mountain of Youth.

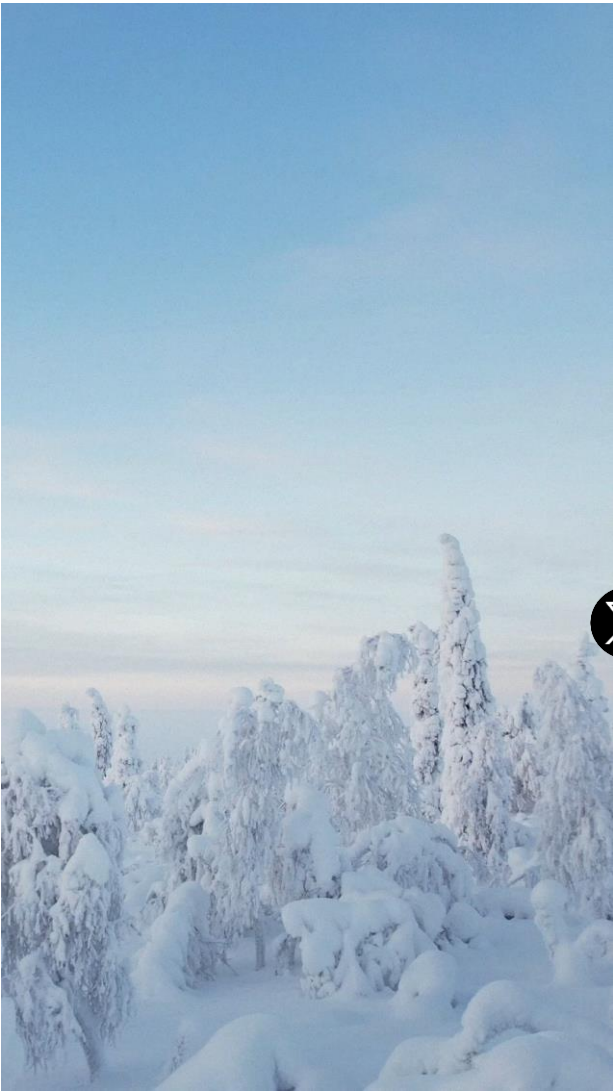
OPPORTUNITY
Taking inspiration from the Moncler advertisement, we will create a Reel that focuses on the elements that makes Mountain of Youth such magical place.

The video will include a series of close-up shots of natural elements (wind, ice, water,etc) to transport the viewer into the universe of MOY.

FORMAT
9:16 Reel / Shorts.



REJUVENATE YOUR MIND



evianwater

Sound up and headphones on to peek into the unknown.

Where do you think we are headed?

#evian #LiveYoung #ASMR

Drafts

Sound up and headphones on to peek into the unknown.

Where do you think we are headed?

#LiveYoung #evian #ASMR

Everyone can reply

Post

Looking through binoculars

Teaser

INSIGHT.

No one knows where the Mountain of Youth is located. To help identify it, we will use different tools such as binoculars and compasses, to help consumer get closer to the answer every time more.

OPPORTUNITY

We are starting with a pair of binoculars looking through a landscape of snowy mountains in search for Mountain of Youth.

We are asking consumers to participate in the search and comment in the Story. The best answers will be reshared the following day.

FORMAT

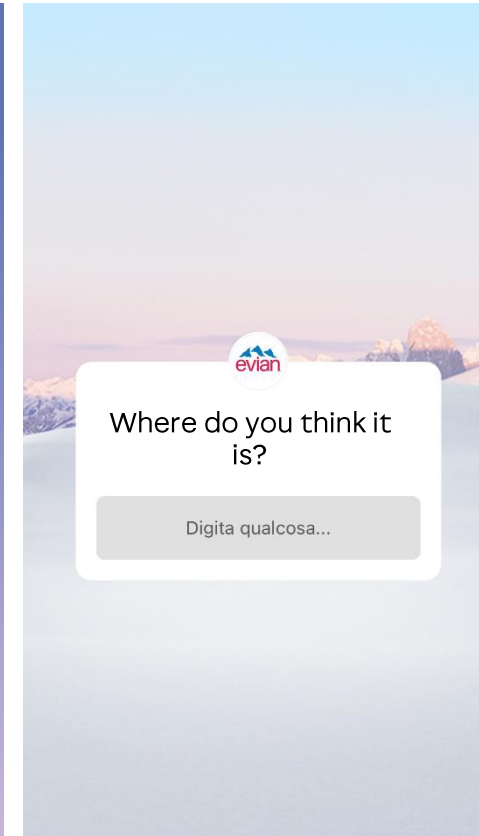
9:16 story.



REJUVENATE YOUR MIND



We open with a binocular moving around looking for the something... We end the video with a question mark aimed at consumers '**discover a long-hidden world**



We end with a question box. Allowing fans to add their own interpretation.

Magic compass

Teaser

INSIGHT.
To become the better joyful version of yourself you need to go on a personal journey.

OPPORTUNITY
We keep on helping the consumer to find the location of Mountain of Youth – this time, with the help of a compass!

We invite our fans to choose which direction the explorer goes. Putting them in the explorer’s shoes they will be taken on the journey to find the Mountain of Youth.

FORMAT
9:16 Story.

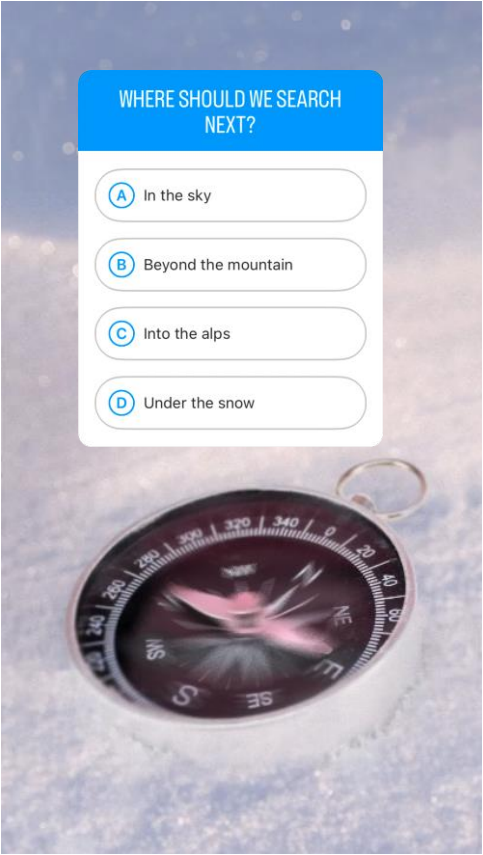


REJUVENATE YOUR MIND

STORY



SUPER:
COME FIND THE UNFINDABLE



SUPER: WHERE SHOULD WE SEARCH NEXT? 🗺️
- In the sky
- Beyond the mountain
- Into the alps.
- Under the snow.

MOY – Optical illusion

Teaser

INSIGHT

Sometimes you need to look at the world from a fresh perspective to truly refresh your mind.

OPPORTUNITY

We invite fans to see the world from a different perspective....Literally.

We create an optical illusion post where users have to guess the secret hold by The Mountain of Youth.

We will design a beautiful mountain landscape with trees and rocks dotted across the snow.

FORMAT

4:5 Feed Static / Tweet



REJUVENATE YOUR MIND



 **evianwater** 





We're on a journey of discovery and curiosity.

Can you see the secret in the snow? ❄️

Let us know below when it's revealed to you 🏔️

[#evian](#) [#LiveYoung](#)
[#Hiding](#)

 **evian**



Drafts

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.

B.



C.

Snow







Rocks

Youth

[#evian](#) [#LiveYoung](#) [#Hiding](#)

[Everyone can reply](#)

Post

MOY – Optical illusion

Teaser

INSIGHT

Sometimes you need to look at the world from a fresh perspective to truly refresh your mind.

OPPORTUNITY

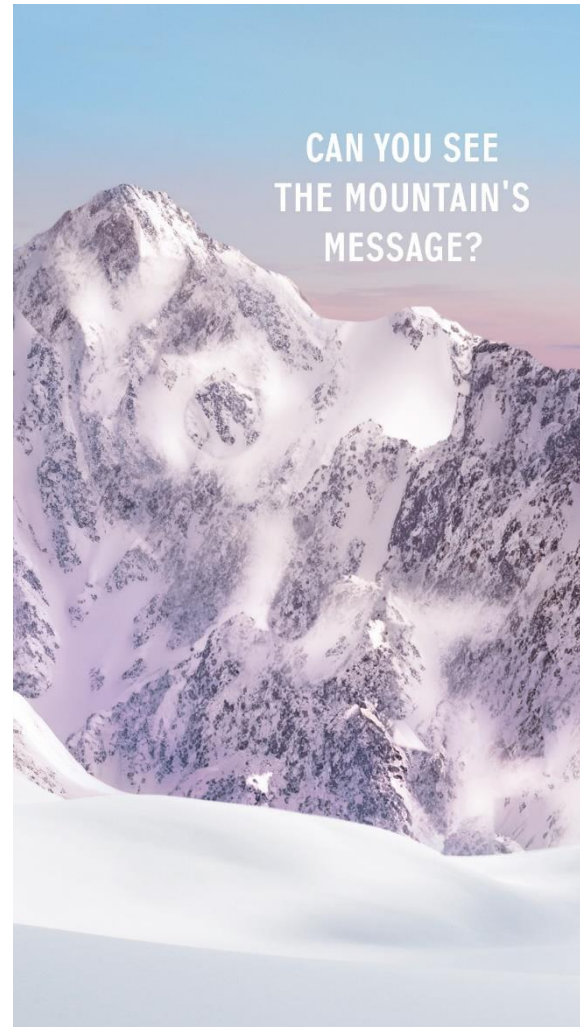
This is a story amplification of the previous content.

FORMAT

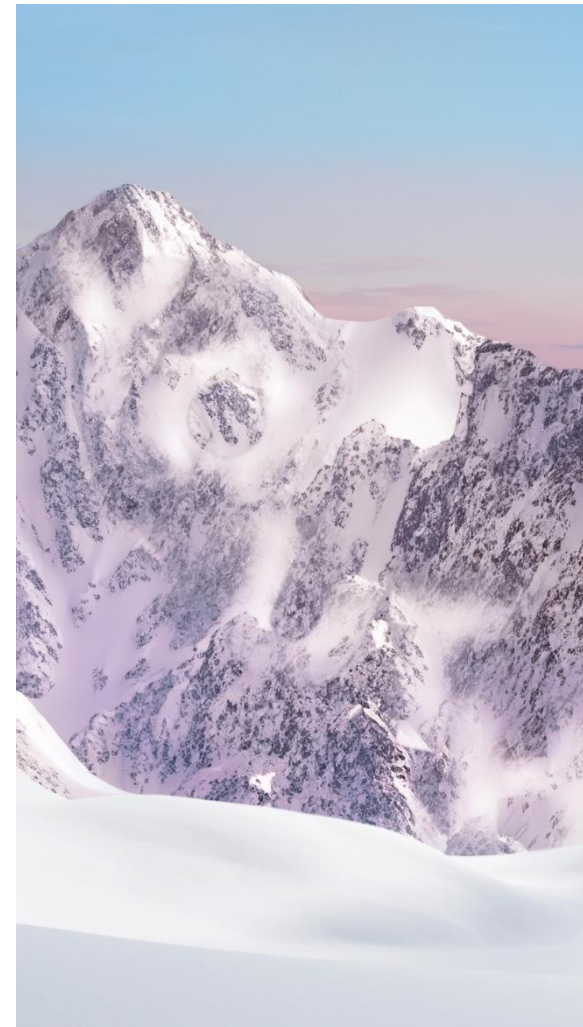
9:16 Story



REJUVENATE YOUR MIND



Frame 1
SUPER:
Look deeper: the mountain wants to tell you something
Can you see the mountain's message?



Frame 2

The source


Teaser

INSIGHT.
Leveraging the product as the matrix of Mountain of Youth – from which all begins and ends.


OPPORTUNITY
We use our evian glass bottle as the key element of the creative, transporting the viewer into the bottle and showing him a glimpse of the universe of Mountain of Youth.

FORMAT
9:16 Reel / Pin





evianwater



Looks like our source holds more than mountain-made minerals... evian is about to reveal a hidden world. 🌄


POLL: Where do you imagine evian's source is?

A. An ice cave

B. The ocean

C. Alpine glacial rocks

#evian #LiveYoung



evian







Drafts

Looks like our source holds more than mountain-made minerals... evian is about to reveal a hidden world. 🌄

Where do you imagine evian water is sourced? Take a guess below.

#evian #LiveYoung

Everyone can reply



Post

See the unseeable

Teaser

INSIGHT.
We all believe in a better world if we let our imaginations run wild.

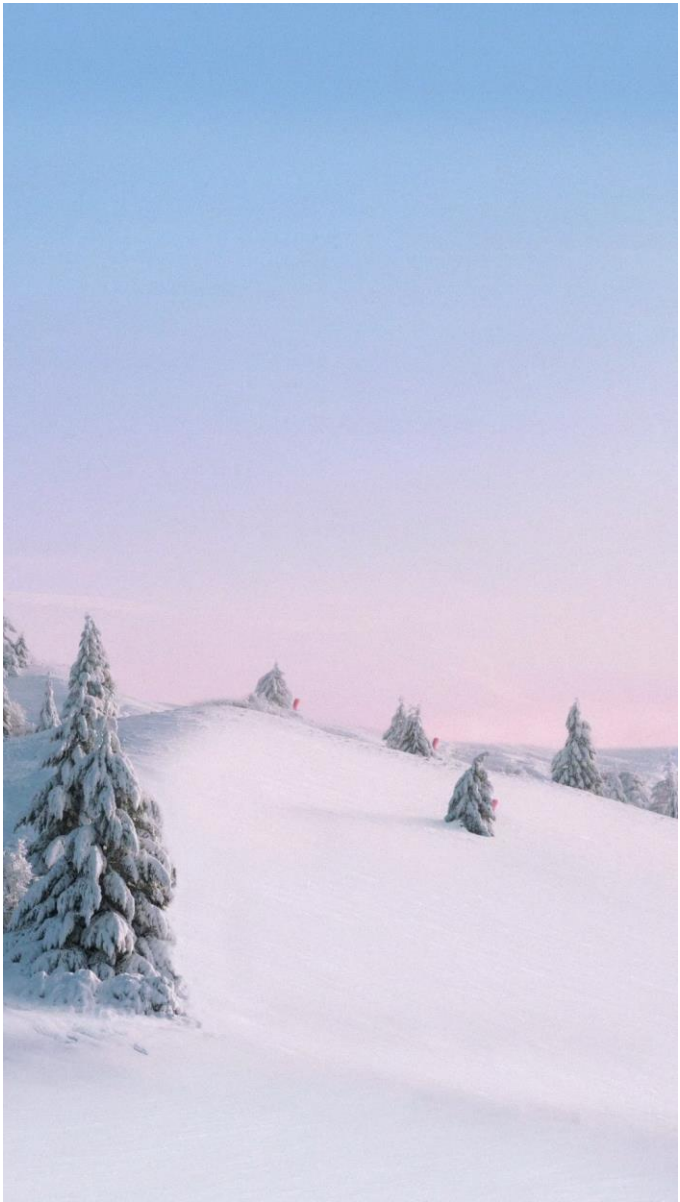
OPPORTUNITY
We bring our audience into the position of the explorer. We create a movie trailer for the Mountain of Youth creating more excitement for it's reveal.

SCRIPT:
We open on shots of the MOY, the mountain. The rest of the script uses stock shots of snow, water dripping, ice forming, people hiding behind trees etc.

SUPERS:
Discover a secret hidden by mountains.
Hiding in plain sight.


See the unseeable?
Coming xx/xx

FORMAT
9:16 Story



new super: "Uncover a secret hidden in the mountains"

REJUVENATE YOUR MIND



evianwater


A whole new world is MUCH closer than you think – on xx/xx, we reveal what's been hiding in plain sight 🏔️


POLL: Did you see them? 🧐

A. Yes!

B. No...

#evian #LiveYoung #Hiding











A whole new world is MUCH closer than you think.

On xx/xx, the mountain reveals its secret. 🏔️

Any guesses on what we will find? Watch it again for a little hint...

#evian #LiveYoung #Hiding

Everyone can reply



Post

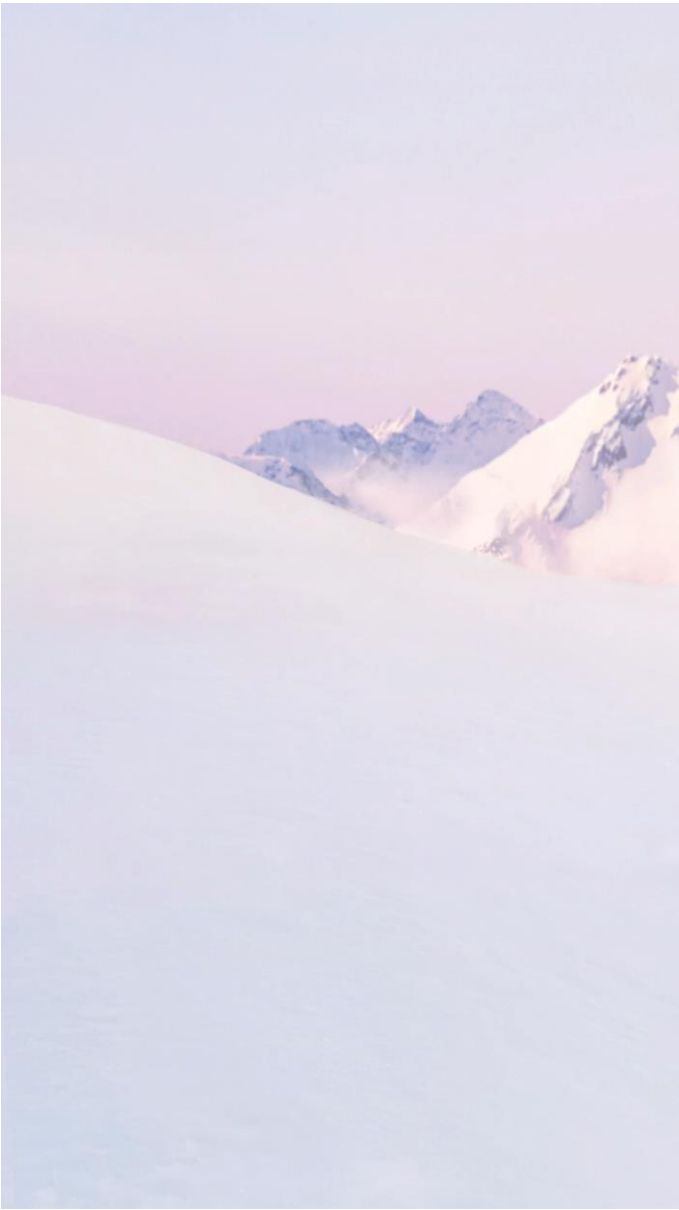
Snowball refresh

Teaser

INSIGHT
Sometimes we need a little refresh to snap us out of the mundanity of life and back into our youthful inner selves.

OPPORTUNITY
We use the snowball flying through the air as a way to wake our fans up to The Mountain of Youth tone and style and tease our exciting new campaign.

FORMAT
9:16 Reel.



REJUVENATE YOUR MIND



evianwater

It's time to play ❄️

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

Are you coming?

#LiveYoung #evian



Snowball countdown

Teaser

INSIGHT

Sometimes we need a little refresh to snap us out of the mundanity of life and back into our youthful inner selves.

OPPORTUNITY

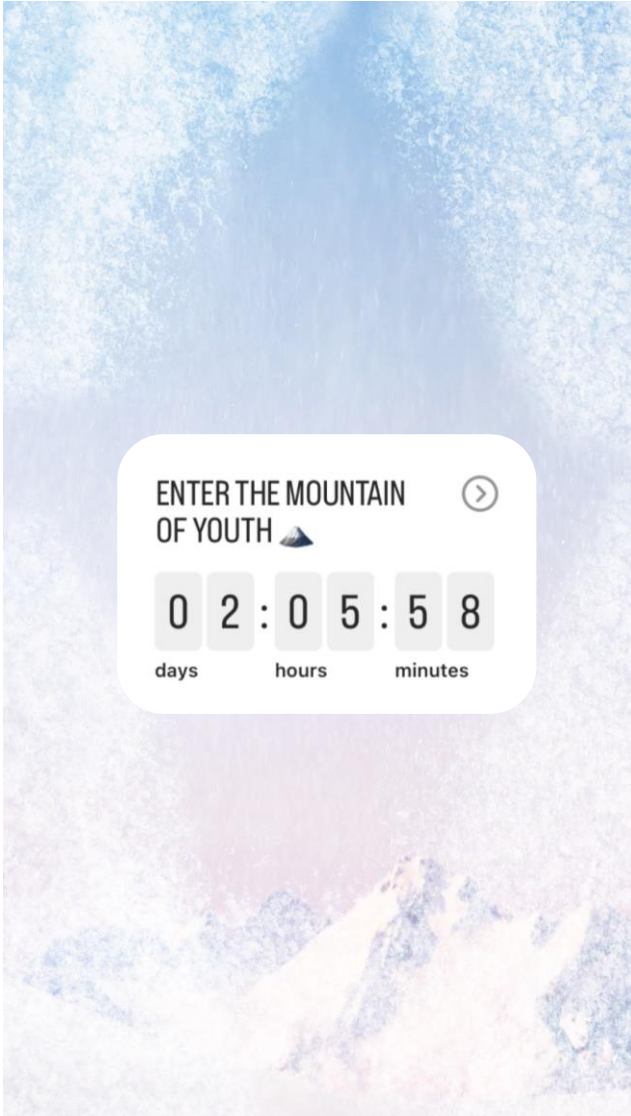
We use the snowball flying through the air as a way to wake our fans up to The Mountain of Youth tone and style and tease our exciting new campaign.

FORMAT

9:16 Story.



REJUVENATE YOUR MIND



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:

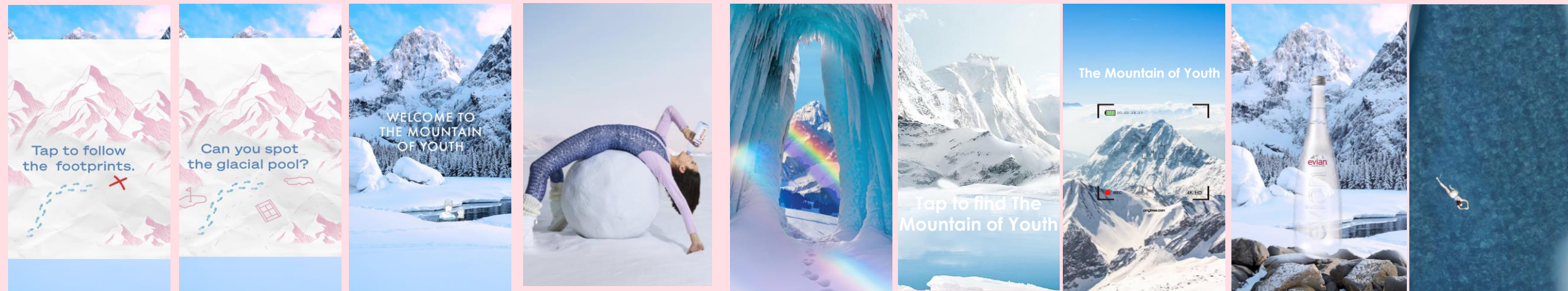


Social

“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



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: concepts are still WIP and additional assets will be developed pending shooting material
All assets are still WIP for illustrative purposes – full concepts will be shared later

Useful information

Formats delivered:

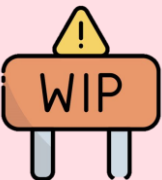
9:16 | 4:5

Platforms targeted



Note from global Content team: e-comm

As part of the mountain of youth ecosystem, global content team will also provide you with brilliant basics and a+ content mapping.



BRILLIANT BASICS DELIVERY – CONTENT ENGLISH MASTER
Example: CORE | MAC - 75cl Master

BASIC IMAGES

Hero Pack

ADVANCED IMAGES

Brand Claim

Brand Claim

Composition

Lifestyle

OPO® Product

OPO® Brand

T-Cap

Cross-selling

BRILLIANT BASICS DELIVERY – CONTENT ENGLISH MASTER
Example: SPARKLING | CAN 33 Master

BASIC IMAGES

Hero Pack

ADVANCED IMAGES

Benefits

Cross-selling

Composition

OPO® Product

OPO® Brand

Lifestyle A

Lifestyle B

A+ | CONTENT MAPPING | PRESTIGE – SPARKLING

1. Introduce Brand – Standard
2. Product claim – Standard
3. Range comparison product 1 liter – Standard
4. Sustainability – Standard
5. Range comparison – Premium



#2

EARNED MEDIA TOOLKIT

welcome to

The Mountain of Youth

this toolkit will provide guidelines for launching moy
campaign in earned media, consistent with
live young platform.

our objective.

drive fame for the mountain of youth campaign
via earned media to support evian's journey to
premiumization.

our kpis to measure.

we will measure the success of our campaign by
looking at number of media clippings, earned
media value, tier one media placements and
depth of messaging.

the four key pillars to launch the mountain of youth in earned media, globally and in your market.

1. global press kit



evian brings to life the new 'Mountain of Youth'
campaign featuring global brand sport
ambassadors encouraging a youthful body
and mind – whatever the age

press release
& roll out strategy / toolkit

-

Q&A

-

campaign assets (KVs,
earned stills, making of film
and BTS shots)

global: create &
share with freuds

local: execute

2. ambassadors



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

global: create & share

local: execute with global
support

3. in-market activation - experiential



bringing the moy clubhouse
to in market activations such
as wimbledon & us open or
through merchandising
gifting

global: produce guidelines

local: adapt & produce

4. influencers



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

global: produce guidelines

local: adapt & produce

1. global press kit.

roll out plan.

the global team will produce a press kit with the assets on the right to help you grow fame for the mountain of youth in your market.

use & adapt these assets for local pr roll out.



messaging hierarchy.

here is the key messaging hierarchy for the mountain of youth campaign, as reflected in the press release.

please refer to this hierarchy when having conversations regarding any media opportunities for the mountain of youth.

evian's new campaign invites everyone to discover the Mountain of Youth, a mystical place where you can rejuvenate the body and mind thanks to evian water.

The Mountain of Youth campaign encourages everyone to take on the evian Live Young mindset, inspiring people of all ages to look after their physical and mental wellbeing. The ad itself is a fun journey through the magical Mountain of Youth, uncovering joyful surprises along the way to land the idea that simple, healthy behaviours make life feel more joyous

Dawid Borowiec, evian said: "evian has a strong heritage in iconic advertising. Our new campaign, the Mountain of Youth, continues that tradition with fabulous images and stories full of French chic and unconventional flair that are so typical of evian. We hope The Mountain of Youth will help evian achieve its purpose of inspiring people to live young - embracing a rejuvenating, youthful lifestyle, no matter your age."

The 'Mountain of Youth' campaign features evian's global ambassadors Emma Raducanu and Stan Wawrinka, as well as newly-signed American tennis ace Frances Tiafoe and golf champion Celine Boutier, and features Pharrell Williams' song 'Joy'.

2. ambassadors

our updated global ambassadors for 2024.

this year we have an exciting array of sporting icons - old and new - to leverage as part of our moy campaign. for background, we've included a summary of each of our four ambassadors starring in the moy campaign assets, and how they embody the Live Young mindset. each ambassador will also support via their social channels at time of launch with customized assets.

emma raducanu.



emma was just 18 years old when she became the first british woman to win a grand slam in over 40 years. her youthfulness and joyful outlook make her the perfect partner for evian, embodying the Live Young mindset.

stan wawrinka.



about to celebrate his tenth anniversary as an evian ambassador, the three-time grand slam winner embodies youthfulness and continued relevance.



frances tiafoe.



our new ambassador for 2024; the american, larger than life tennis star's enthusiasm and joy on court aligns perfectly with our brand values.



céline boutier.



our new ambassador for 2024, céline won her first major title at our very own taec. as the french winner of a french major tournament, she cements our heritage and iconicity in our home country

global will leverage the ambassadors throughout the year, for an overview on activation plans please see [here](#)

our newly signed local ambassadors.

we are extending our ambassadors to support a local approach. This year, we have signed Swiss talent Dominic Stricker, as well as French rising star, Arthur Fils. They will be leveraged throughout the year to support our key brand messages locally. on a global level, we will mention these new stars in our moy global communications, showing our network is growing with young talent, who inspire the Live Young mentality (optional for CBUs to leverage in their local comms).



dominic stricker
local deal led by CH



Launched in March

Dominic, the twenty year old Swiss rising star joins the evian family. He was named Swiss's best young athlete of the year in 2020 after winning Roland Garros singles and doubles junior., In 2023 he won doubles at Gstaad alongside global ambassador Stan Wawrinka. His energy and dynamism are perfectly aligned to our Live Young ethos.



arthur fils
local deal led by FR



Launch plans April

19 year old Arthur Fils is the only under-twenty in the top 50 ATP ranking and is one of the most promising athletes on the French tennis scene. His talent and energy he exudes both on and off the court make him the perfect embodiment of Live Young.

launching the new ambassadors ahead of MoY.

we have outlined our launch plans for our latest ambassadors, frances and celine for your information, which are separate from the Mountain of Youth launch plans but just here to give you context.

this is the recommended approach to launch new ambassadors which includes the PR, & social roll out plans, and approved by global.

frances tiafoe.



Launched January 2024

Focusing on the US market, Frances was launched to global, UK & US media titles with an angle on New Years Resolutions and an exclusive interview with Esquire

Toolkit: [HERE](#)

céline boutier.



Launch plans TBC

Launching with France alongside Arthur Fils, local ambassador, in April.

how global will
secure interviews
at the time of moy
launch.

will be leveraging the
power of our global brand
ambassadors through
exclusive interviews,
to deliver our messages
around Live Young and the
Mountain of Youth, in a
way that is relevant for
media & journalists
to deliver positive,
qualitative earned media
coverage
we've outlined the
example media titles we
will be targeting, but if
markets want to place an
interview locally, please
say so and we can look to
facilitate on a case-by-case
basis.

emma raducanu.



BAZAAR
Condé Nast
Traveler

stan wawrinka.



RACQUET

frances tiafoe.



GQ
Men's Health

celine boutier.



HYPEGOLF
marie claire
FRANCE

as part of their exclusive interviews at launch, each ambassador will have specific messaging that ties their personality & story to live young & MoY...

Excitement at being on set and immersing themselves into the MOY experience on set

emma raducanu.



feeling rejuvenated for the new season

prioritising mental as well as physical wellbeing has been an important part of my road to recovery

stan wawrinka.



this is my 10th year with evian, and the mountain of youth is a special way to celebrate

evian is all about rejuvenating and celebrating a youthful mindset which is something i have always strived to do in my own career

frances tiafoe.



proud to follow in the footsteps of maria, stan & emma as evian's new global ambassador

i always try to bring joy onto the court with me, and i plan to keep my live young mindset with me throughout my career

celine boutier.



honoured, as a french athlete to be a part of an iconic french brand

on and off the course, keeping a youthful mindset is so important to staying fresh and motivated for more success

overview of launch assets with ambassadors.

all four ambassadors were on set in paris on the 28th november. from this shoot we have an exciting suite of assets available to support your sell in. Should you want any exclusives, please raise your hand.

For the BTS asset rights, please see below:

organic: editorial pr, social & digital

paid: social. anything on top of paid social is for cbus to flag & pay (starting at 5K£)



ambassador bts assets - static

For the **BTS** asset rights, please see below:

organic: editorial pr, social & digital

paid: social. anything on top of paid social is for cbus to flag & pay (starting at 5K£)
any paid social rights on top will be 5K GBP

Find all the assets [here](#)



ambassador BTS assets – b roll.



Find all the assets [here](#)

3. in-market activation - experiential

why experiential?

by designing an elevated & unique space we want to...

create a news hook for media and journalists to cover our story driving earned & lifestyle media coverage.

set up for an incredible content production setting, and brand experience to encourage people (influencers and consumers) to share your brand story with others.

what experiential can do for your brand.

#1 from communication to participation

beyond product utility, proving a brand's true value, in the real world.



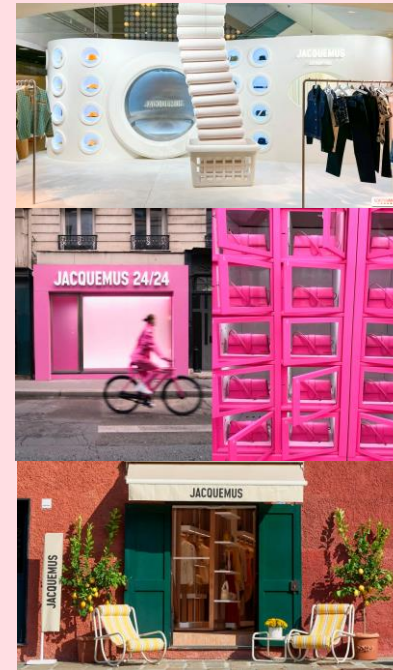
#2 creating a content-rich destination

compelling assets that travel through pr, social & influencers, supercharged through paid



#3 building a brand universe

authentically translating a brand into cultural spaces & moments, allowing consumers to play in our world



#4 capitalising on key cultural moments

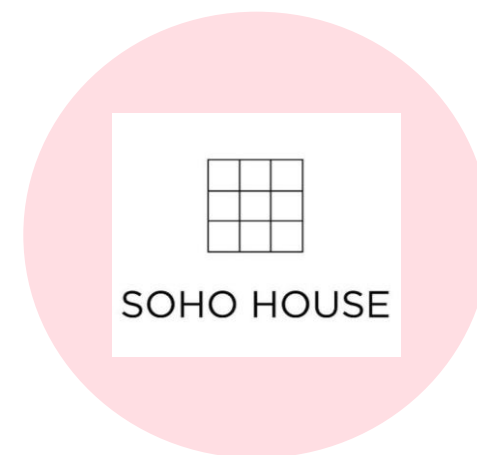
creating participatory experiences that drive talkability & build cultural currency



the opportunity for experiential.

each market has key events where evian already has a presence. we should give consideration to how we can bring the moy to life at these events, using the power of experiential and the mountain of youth platform to drive attention.

beyond just tennis moments, this clubhouse can also be activated to support AFH business, in main cities, or as part of other brand events and moments (Coachella, F1, fashion week etc)



local execution.

you'll find in the following slides, our recommendation for experiential beyond ad amplification and ambassador coverage to help land into a wider spread of tier one in culture media titles.

experiential

mountain of youth clubhouse creating a hook for coverage

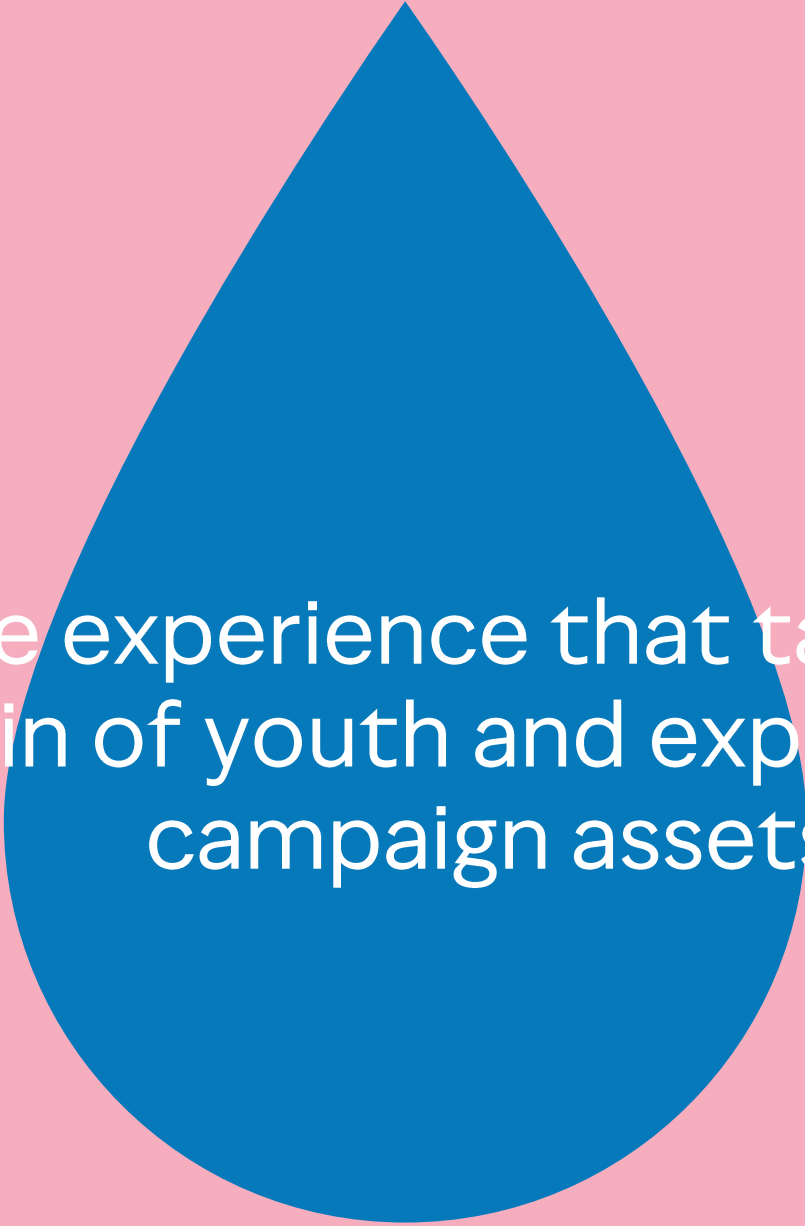
merchandising

a gift from the mountain of youth to KOLs will help support the experiential and drive additional UGC

experiential

WELCOME TO
The Mountain of Youth

clubhouse.



An immersive experience that take people inside
the mountain of youth and expose them to the
campaign assets

attendance.

these moments are valuable opportunities to build relationships with key media and influencers whilst showing off the Mountain of Youth to our key audiences. Therefore, CBUs should consider inviting guests from the following verticals:

TALENT

Lifestyle

Targeting fashion conscious, influencers who are both culturally relevant and aspirational is key. Understanding who is trending in lifestyle targets will give us the opportunity for cut through in these titles.

Health, Fitness, Wellness & Sport

In keeping with our theme of Health & Hydration, a focus on people who champion these qualities will provide impactful content, flooding social media with the Mountain of Youth activation as well as brand mentions.

MEDIA

Lifestyle

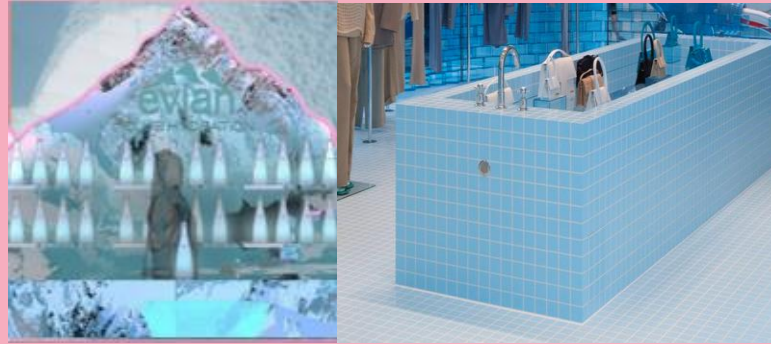
Fashion, culture, lifestyle media that will cover evian in titles that help position evian as an iconic, premium lifestyle brand

Health, Fitness, Wellness & Sport

With health and sport being a key brand pillar, we want to amplify the association through sport media

scaling of experiential.

the clubhouse concept can be a truly scalable activation, going from leveraging some activation touchpoints within smaller spaces, to full scale site-specific clubhouse builds.



Smaller spaces

The clubhouse can be brought to life even in the smallest of places, leveraging some of the animation touchpoints we propose. For example a waterbar, or the ice plunge animation.

Example: booth at US Open grounds / AFH



Site specific full builds

The mountain of youth clubhouse can be a full site-specific build, creating a fully immersive experience leveraging all of our animation touchpoint recommendations.

Example: Paris Hoxton takeover, Wimbledon Suite

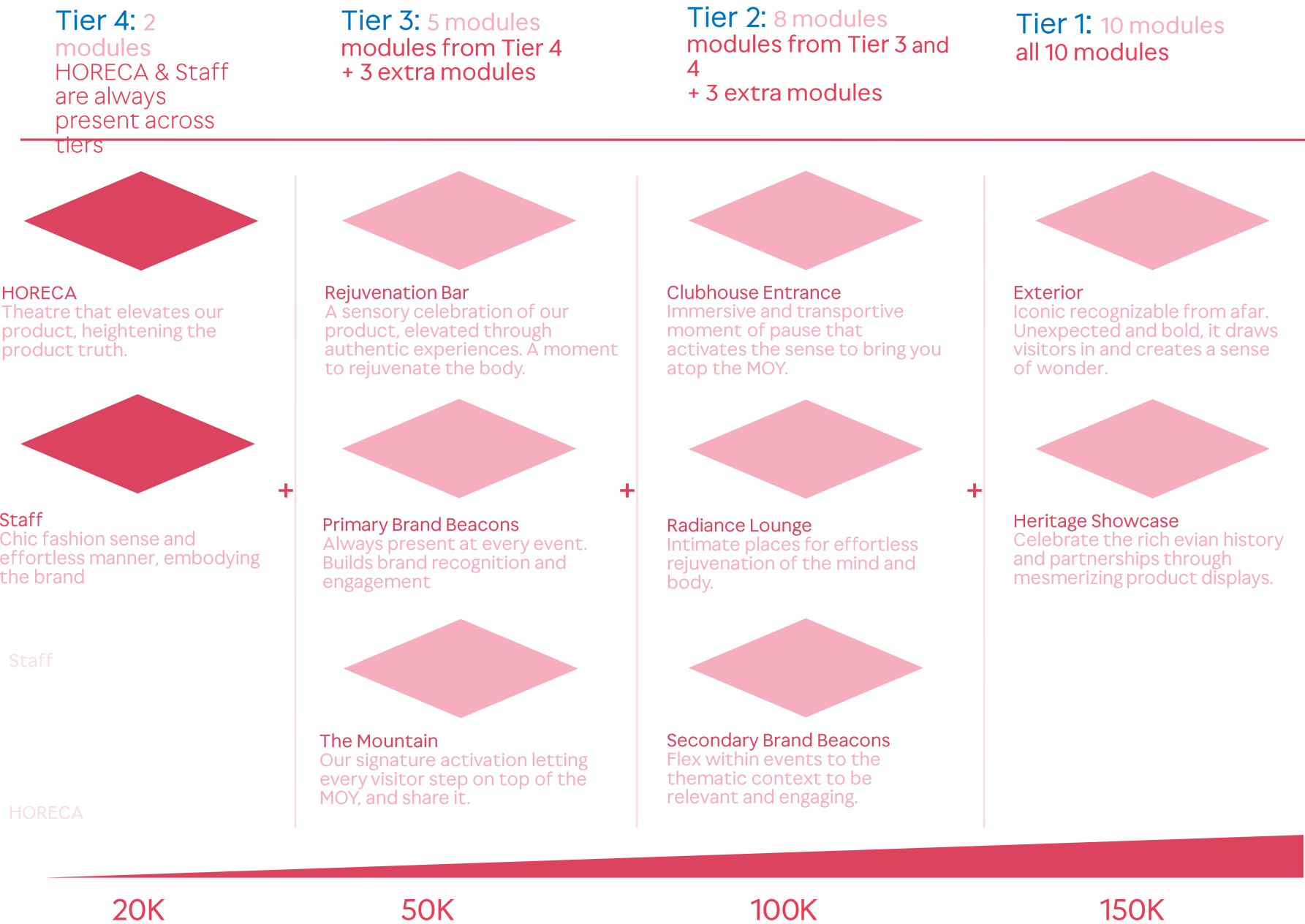


A Tiering Approach

Each market has key events where evian already has a presence. We should consider how to bring the MOY to life within these events, using the power of experiential and the MOY platform to drive attention.

We use the tiering system to effectively activate the MOY clubhouse concept for each event scale and requirement.

Please note that beyond just the production budget, markets will need to ensure proper amplification budget for things like talent, content capture, and PR agency fees.



Defining key design principles

Evian graphic assets are used with a considered and refined approach within events.

The wordmark and peaks should be bold, clearly visible and used sparingly.

Secondary assets show up throughout the space distributed evenly and never overpowering.

We use the color proportions shown to be distinct and recognizable.

WORDMARK

evian®

COLOUR



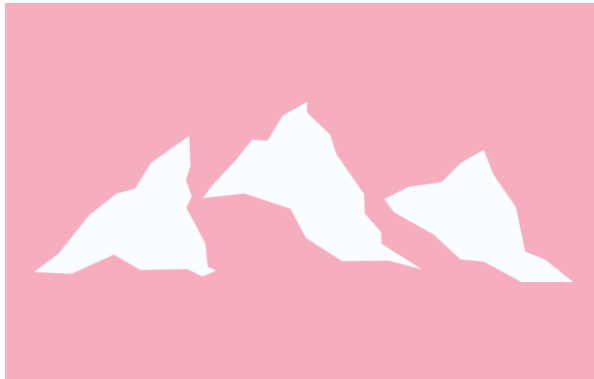
PATTERN



GRADIENT PEAKS



FLAT PEAKS



TYPOGRAPHY

BUVEZ
ÉVIAN-
CACHAT
PASSEZ L'ÉTÉ
À ÉVIAN

Defining key design principles

The Mountain of Youth assets play a key role when activating the Clubhouse.

They should always be created in a crafted and premium way, integrated within the space to create impact.

CAMPAIGN PHOTOGRAPHY



MINERAL IMAGERY



WELCOME MESSAGE



MOUNTAIN IMAGERY



AMBASSADOR PHOTOGRAPHY



Design



Every exterior should include:

Our iconic evian wordmark in a bold and visible location.

‘Welcome to the Mountain of Youth Clubhouse’ message.

Earned Considerations:

To showcase the new design of the clubhouse, this is an opportunity for social content to utilize a tour which could also be used in earned.

The new design will also provide an additional asset capture moment for earned with the impactful welcome wordmark.

INSPIRATION



MATERIALS

Premium



3D metal letters for word-mark.

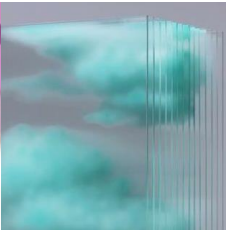


Cast resin triangles for entrance panel

Minimum



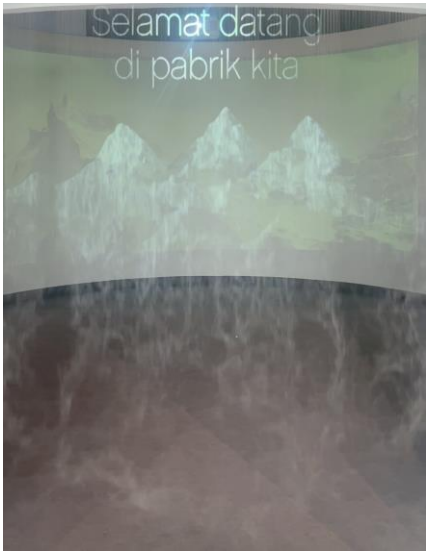
3D timber painted letters



Layered acrylic panels

SENSORIAL

Mountain Mist
Create a mist like effect at the entrance using dry ice or smoke machine.



Refracting Light
To mimic light through minerals or water



Design



Hero installation that lets guests stand atop the MOY. Interactive and iconic.

'Welcome to the Mountain of Youth' graphic.

Earned Considerations:

This space will create another perfect step & repeat moment for photo opportunities. These photo spaces will work great for talent & KOL images for PR, but also a social-friendly photo moment for consumers.

INSPIRATION



MATERIALS

Premium



Timber construction



Stone veneer sheet



Backlit gradient colour



Full gloss reflective mirror

Minimum



Plastichiet recycled plastic



Full gloss reflective mirror

SENSORIAL

Dry ice

Hire dry ice machine to create a cloud like effect around the mountain

Sonos Speakers

Playing looping breeze sounds

Lighting

Integrated strip lighting can change to create a rejuvenating effect



Design

Radiance Lounge

In the radiance lounge, visitors feel like they are at the top of the mountain of youth.

Digital windows show a living mountain environment.

MOY campaign imagery is integrated within the perimeter walls.

Earned Considerations:

Showcase the spa treatments that are available at the evian spa and bring them to the clubhouse on a smaller scale.

To elevate the clubhouse experience, create an in-house spa within the Radiance Lounge and partner with high-end beauticians to provide low lift treatments to guests.

INSPIRATION



Design



In the radiance lounge, visitors feel like they are at the top of the mountain of youth.

Digital windows show a living mountain environment.

MOY campaign imagery is integrated within the perimeter walls.

Earned Considerations:

CBUs could work with locally relevant designers to create bespoke furniture or accessories to further drive media interest.

CBUs could propose activations with influencers or talent in this space, such as meditation, yoga or masterclasses, resulting in further awareness and earned media appeal.

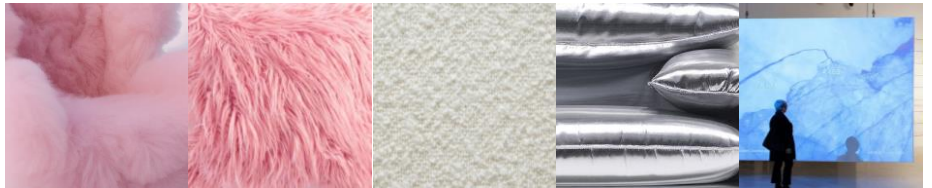
MATERIALS

Minimum



Frosted glass or acrylic Polished stainless steel Glass with gradient vinyl Powdercoated metal Warm white tile floor. Large format

Premium



Signature Fluffy pink fabric to mimic clouds Faux pink fur fabric Large texture fabric to mimic mountains Reflective iridescent fabric Digital Screen

FURNITURE



DETAILS

3 peak sculpture



Cushions



MOY campaign display



Mountain digital screen



SENSORIAL

Evian playlist
Signature playlist evoking the relaxed atmosphere of the mountain

Clubhouse signature scent
Refreshing and subtle scent, activating the senses



Design

Rejuvenation Bar

The bar is at the heart of every space, celebrating our product and drinking experience.

MOY campaign imagery flanks either side of the bar as a celebration backdrop.

Essential accessories:
Paper coasters and branded ice cubes

Premium HORECA accessories:
Glass branded coasters and custom glassware and ice bucket.

Earned Considerations:

Enhancing the product experience with MOY influenced brand elements as part of the bar offering., such as branded ice cube and mixer stick/garnish to help further MOY storytelling, whilst acting as a supporting organic content capture moment.

INSPIRATION



Design



The bar is at the heart of every space, celebrating our product.

MOY campaign imagery flanks either side of the bar as a celebration backdrop.

INSPIRATION



Essential

Premium



Essential

Premium

MATERIALS

Premium



Steel frame construction

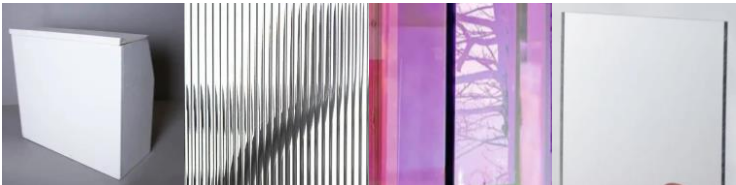
Reeded glass front

Vinyl film
Pink to white gradient

Mirror top

Frosted acrylic front

Essential



Existing Bar Structure

Reeded glass front

Vinyl film
Pink to white gradient

Silver mirror acrylic top

SENSORIAL

Ice Treats

Branded light refreshments using evian water bring hydration, especially on hot days.

Signature Cocktail

We create a signature cocktail with a base of evian water and sparkling.



Design

Brand Beacons

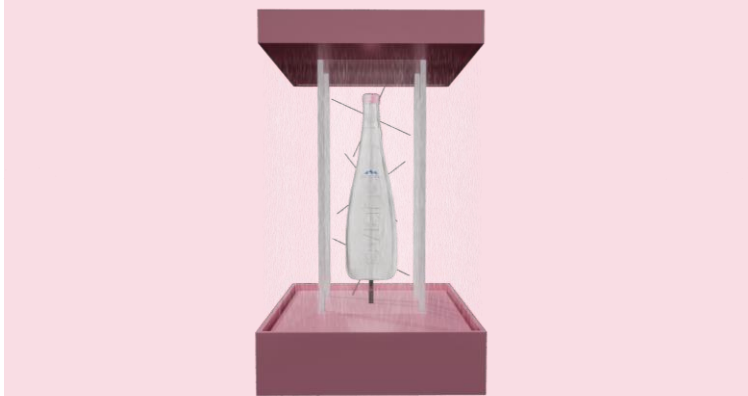
Brand beacon installations are product inspired and enforce the reasons to believe.

Installations convey the idea of 'Mountain made minerals from alpine glacial rocks' in an interactive, joyful and shareable way.

Earned Considerations:

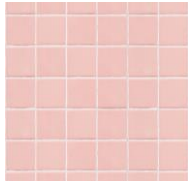
This brand beacon could act as a further talent photo opportunity, creating an authentic touchpoint for both consumer and talent photo moments.

INSPIRATION

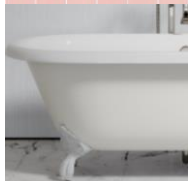


MATERIALS

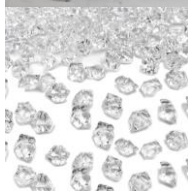
Plunge Bath



Pink Tile



Ceramic bath



Faux ice cubes

Rain Installation



Hologram Fan

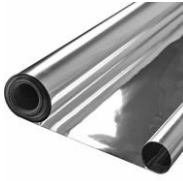


Wide water dispenser



Metal powder-coated build

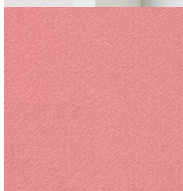
Water Reflection Room



Mylar sheet



Painted timber frame



Pink fabric

SENSORIAL

Rain installation



Water reflection room



Design

Brand Beacons

When an event is happening linked to a sporting occasion, we create sport themed brand beacons to amplify the occasion and partnership.

INSPIRATION



MATERIALS

Mini Golf



Existing mini golf structure

Durasein surface or similar to create snow like mountains

DETAIL

Ping Pong table net



Ping Pong table paddles



Design

Staff

Staff uniforms are an opportunity to express a chic effortless style.

Essential items:
A pink polo is the iconic base of our uniform.

Elevated items:
Custom accessories like the peaks pin badge, handkerchief or scarf.

Earned Considerations:

We could look to label hosting staff as 'mountaineers' or 'evianians' to elevate the experience and dial up the mystical feel of the Mountain of Youth.

To leverage our eco credentials, partner with an eco-conscious designer to create a staff uniform in evian pink



Essential

Premium



merchandising to kol
a gift from

The Mountain of Youth



premium gifting.

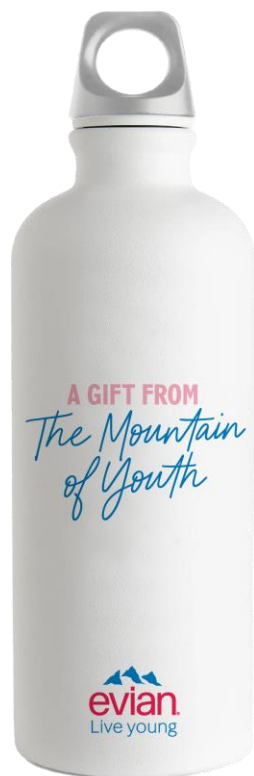
“a gift from the mountain of youth”

we propose creating an earned-first activation that helps tell the story of the mountain of youth through premium gifting.

this gifting can be used as a premium gift to media, retailers, internal gifting, social media giveaway, gifting during any events etc to help further drive UGC and visibility.

Merchandise

Limited edition SIGG bottle



Pink Tote Bag



Glass coasters



Misty morning scent glacial rock candle

Merchandise



Sports Item



Pink Tennis Ball



SIGG Bottle



Wimbledon x evian tennis racket



Wimbledon x evian sweater

Merchandise

Water bottle: SIGG



Pink golf ball



Bucket hat

Evian golf sweater



4. the mountain of youth
influencer guidelines.

reminder influencer guidelines.

**evian brand influencer
guideline:**

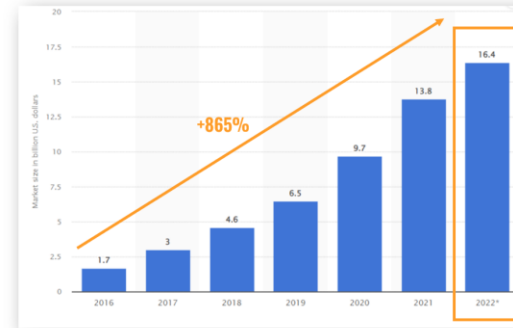
reminder on strategy &
methodology for evian:

LINKED [HERE](#)

the impact of Influencer marketing

the importance of
influencer marketing is
stronger more than
ever, and has the
power to increase
mental availability, and
drive purchase intent.

INFLUENCE MARKETING, A GROWING INDUSTRY



16,4 BILLION

The global influencer marketing market in U.S. dollars as of 2022.

+35%

22,2 BILLION

The influencer marketing worldwide is expecting to reach in U.S. Dollars by 2025.

DANONE ONE PLANET. ONE HEALTH

WITH SIGNIFICANT BENEFITS

Reach a wider
audience



Increase brand
recall and brand
recognition



Build trust though
consistency



Balance short-term
results with long-
term growth



DANONE ONE PLANET. ONE HEALTH

CREATOR OF VALUE FOR THE BRANDS

61%

TRUST INFLUENCER
RECOMMENDATIONS VS 38% TRUST
BRANDED SOCIAL MEDIA CONTENT

[INFLUENCER MARKETING HUB](#)



DANONE ONE PLANET. ONE HEALTH

10 TRENDS TO BE AWARE OF



Filtered is out,
real is in



Search goes social



Long format videos
are gaining popularity



Growth of livestreams and
collaboration content



Influencers becoming
entrepreneurs



Union of affiliate and
influencer marketing



Explore WEB3 and
Metaverse



Gamification and experiences
for consumers



Instagram on top



TikTok's strength

DANONE ONE PLANET. ONE HEALTH

defining our playground

leverage the platforms where evian's audience is most connected and where our territory should be emphasized

please refer to the social playbook the content team are developping



The platforms on which evian is / will be present to ensure maximized attention & engagement metrics amongst Urban Elite.

The dedicated global paid media strategy will define the priority platforms on which global will support with paid budget, also considering key global brand momentums.

add paid media

set aside a media budget to boost the content on the influencers' own channel to extend the reach and deliver on engagement.

corporate & regulatory guidelines

In the wider deck, you will find the global corporate and regulatory guidelines, but if in doubt, please check with your local regulatory teams as well.

legal framework



PRINCIPLE: Influencers should be signed via our network of agencies.
(for evian, we recommend to leverage the PR agency)

Your agency is accountable to ensure the legal framework with the influencer.
It requires to ensure beforehand that you have a signed contract with your agency (framework contract) as well as proper brief and scope of work.

leveraging data



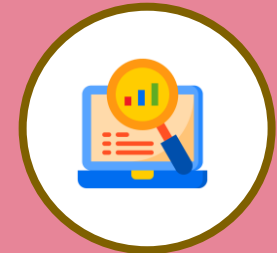
**PROMOTE DATA
QUALITY OVER
QUANTITY**



**SECURE
INFLUENCERS'
PARTNERSHIPS**



**ENHANCE
TRANSPARENCY**



**MONITOR
YOUR KPIS**

influencer overview for mountain of youth.

influencer filter

criteria for selecting
influencers to partner
with that are aligned to
moy attitudes and
narrative

influencer creatives

thought-starters for
influencer content in line
with moy visuals and
messaging

influencer filter.

to ensure success and impact, it is important to work with the right influencers who reflect evian's values and speak and brand personality, to the Mountain of Youth. We have outlined the key criteria to consider when selecting influencers to work with.

PROFILE

**live young
mindset**

youthfulness,
wellness,
rejuvenation and
joy.

**healthy
lifestyle**

they must
promote health,
relationships,
experiences and
spirit as the new
luxury

aestheticism

not overly or
enhanced or
retouched

**culturally
cool**

relevant to our
target audience,
and making a
dent in culture

diverse

we celebrate
people from all
backgrounds and
it is important to
show it

engagement

high levels of
engagement to
ensure content
is successful

CONTENT

positive

the content on their
channels should be
joyful and uplifting,
pioneering a positive
future

**effortlessly
chic**

content should be
elegant in a
contemporary,
uncomplicated way

natural

their content should
not be overly
retouched and
generally natural in look

**unconvent-
ional**

their content should
bring a twist in a
charming and
entertaining way

Influencer content guidelines.

when selecting influencers to work with, authenticity paired with your influencer filter should be a top priority. Working with influencers who embody an authentic tone of style and content, we can effectively deliver our messaging to their audience. It's important to ensure that the content is shot in an authentic style, which will resonate with their followers and ultimately drive engagement.

product placement

product should be cleverly positioned within content ensuring a clear link to the brand without feeling too ad heavy, and linked to a healthy occasion – sports, wellness, rejuvenation etc.

attitude

content should be playful & lighthearted but keeping in line with our iconic high end, premium style which the brand is known for the content should also be aligned with evian's look & feel (staying away from dark colours such as black or grey) to keep that light & fresh attitude

messaging & captions

champion the key themes which the moy highlights through your captions and messaging; health & hydration, joy, rejuvenation, wellness and revitalization of body & mind
be sure to leverage the appropriate tags such as #LiveYoung, and @evianwater

influencer content measurement

leverage Klear, our global end-to-end solution for influence marketing – from identification to reporting to ensure you optimise your campaign from start to finish



FIND

Discover influencers to work with by searching niche industries, keywords, skill sets, or locations. Create ambassador programs that invite influencers to apply



VET

Get to know influencers to ensure they align with your brand and campaign goals by analyzing their profiles, reach, engagement, content and demographics



MEASURE

Report on the performance of your influencer campaign across total posts, reach, engagements, EMV, link clicks and sales data to determine campaign ROI

Report on ROI & data

influencer content creative brief #1

theme:

vox pop style content asking the public how they live young

concept:

the influencer, known for vox pop format content, to take to the bustling city streets to ask the public a variety of questions such as how they 'live young' and 'where is the Mountain of Youth'?

if possible, the influencer is to be dressed in an outfit inspired by the tvc, standing out in the crowd.

the interactions need to be cheerful, light-hearted and youthful. the content will be playful and upbeat in tone to help reflect the moy messaging

product integration:

during the conversation, the influencer will hand out bottles of evian, encouraging people to stay hydrated and feel youthful

reference: [here](#)



influencer content potential influencers to work with

- ✓ youthful content, live young mindset
- ✓ culturally cool
- ✓ known for vox pop content



Emmaxwinder
78.6K on IG
UK based



Lena Mahfouf
4.5M on IG
FR based



Emma Chamberlain
15.3M on IG
US based

influencer content creative brief #1 secondary option – wellness or ambassador focus

theme:

wellness focused tips to Live Young

concept:

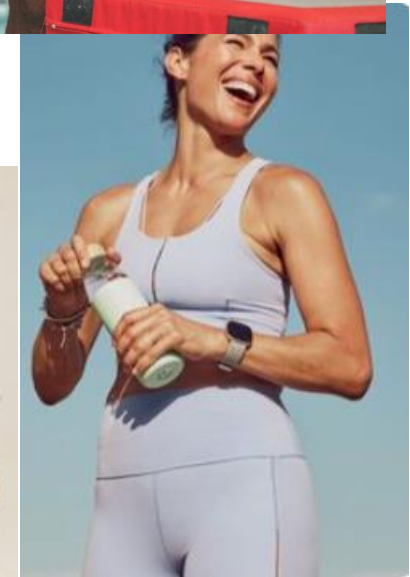
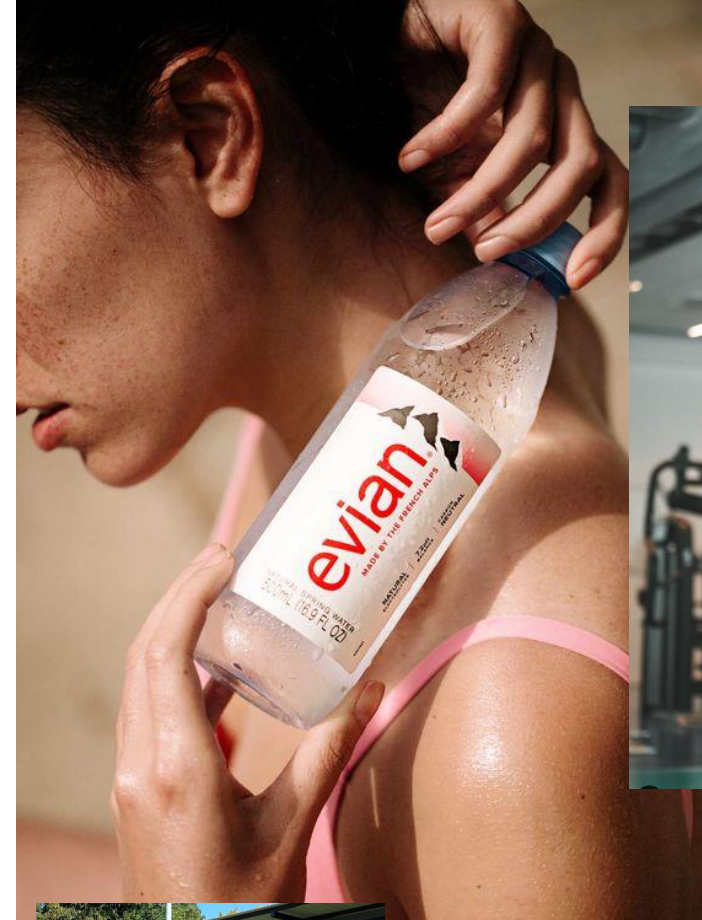
working with wellness influencers, we will ask them to share their tips to Live Young, and how evian can help them revitalize body & mind.

sharing healthy habits, positive mantras, and ways that they rejuvenate body and mind to inspire their community.

product integration:

during the content, the influencers should reinforce the importance of hydration in their overall healthy habits.

reference: [here](#)



influencer content potential influencers to work with

- ✓ youthful content, live young mindset
 - ✓ culturally cool
- ✓ Known for health & wellbeing while still embracing lifestyle & fashion content



Hannah Bronfman
1M on IG
US based



Melissa Wood
1.2M on IG
US based



Melanie Huyn
176K on IG
FR based

influencer content creative brief #2

theme:

fashion influencers show their audiences how to dress like a “Mountain of Youth” native in a “get the look” style piece of content

concept:

outfits inspired by the evianians from the tvc.

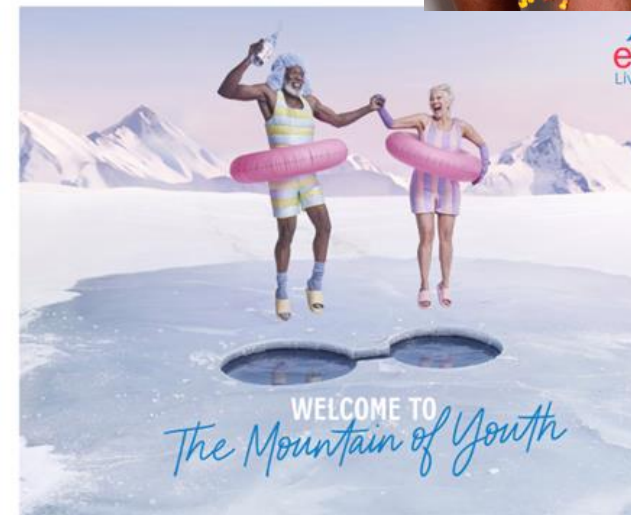
this will play on the “dopamine dressing” trend, which is all about expressing yourself and finding joy in the things you choose to wear

the idea is to work with influencers of all ages to highlight that living young is not about literal youth, but the fact that it’s a mindset.

product integration:

to bring the evian bottle into the content, a drink in hand

reference: [here](#)

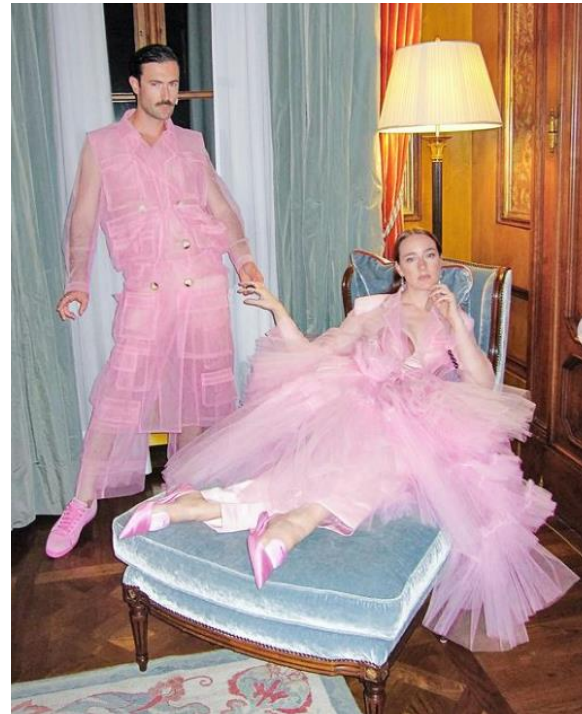


influencer content potential influencers to work with

- ✓ youthful content, live young mindset
- ✓ culturally relevant
- ✓ across all ages



Jaadiee
2.4M on IG
DE



Young Emperors
484K on IG
US / FR



Ndjolijean
120K on IG
FR



Phillipine Beaulieu
685K on IG
FR

actions for each market.

register interest if
you are interested
in clubhouse or
merchandising
ideas

need to know by
end of March

register interest
with global team in
interviews with
ambassadors at
the time of the
launch

need to know by
end of March

share any plans for
exclusives and
what assets would
be needed

need to know by
end of March

draft media lists
and sell in plans

april, ahead of
launch

compile list of
potential
influencers and
share with global
team

april, ahead of
launch



#3

CONTACT INFORMATION



Contact information

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