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‘Together. Free your energies’

Capgemini adopts a highly original approach for its new advertising campaign

Paris, 25 October 2007 – Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, will be launching its new advertising campaign and signature ‘Together. Free your energies’ in early November. The global campaign managed by Publicis, introduces the new brand positioning through a shift towards a highly creative approach.

The new advertising campaign focuses on Capgemini’s desire to collaborate with its clients to help them to transform and improve their performance, while developing their freedom to act and be innovative. To this end, Capgemini enriches the *Collaborative Business Experience* - a unique way of working with clients and the true ‘trademark’ on which the Group’s brand positioning has been established for several years - by linking it with the benefit brought to clients : encouraging their freedom and their energies.

The international campaign will be launched from the beginning of November in France, the United States, Canada and India via the press, billboards and the Internet. In the United Kingdom, Germany and the Netherlands, the campaign will initially be launched through the Internet and subsequently in the press and on billboards from mid-January 2008.

The campaign’s originality reveals itself in two ways: the ‘buzz’ marketing tool used through the internet before the launch, then the campaign’s creative work itself.

In the pre-launch phase Capgemini has introduced a ‘buzz’ campaign by creating the fictitious company Highlet. A winner of the *Status Quo Business Awards*, rewarding 25 years of stasis during which processes, logistical methods and IT equipment did not evolve within the company, Highlet is the perfect example of an immobile company incapable of moving forward. For the others, there’s Capgemini where the focus is on helping companies transform.

This ‘buzz’ tool uses the www.highlet.com website and a multitude of communication channels (forums, blogs, social networks and the creation of a New Wave music group, the Eyeleters) in six countries (India, France, the United Kingdom, the United States, the Netherlands and Germany).

The advertising campaign uses illustrations created in exclusivity for Capgemini by the cartoonist Ted Benoît who combines the graphic language of the Clear Line movement pioneered by Hergé in *The Adventures of Tintin*, characterized by meticulous attention to detail and the use of a number of flat colors, with a marked taste for 1930s/1950s America. By using these visual tools to emphasize short and easily remembered messages, Capgemini can create a strong graphic identity which stands out from the usual creative conventions used by advertising companies in this field. By customizing the messages to suit each discipline and sector, one of campaign’s many aims is to adapt itself to all its target audiences.

“The aim of this new communication campaign, which focuses on the theme of transformation and gambles on the use of a retro style, is to strengthen our leadership and improve our profile, depending on the country concerned, by emphasizing what makes us different: our ‘win-win’ way of working with our clients based on sharing knowledge, expertise, risks and results”, underlines Philippe Grangeon, Director of Communication and Marketing for the Capgemini Group. “This campaign’s new signature, ‘Together. Free your energies’, combined with the illustrations allow us to demonstrate the benefits of our way of working (the Collaborative Business Experience) in the different services we offer”.



About Capgemini

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, which it calls the Collaborative Business Experience. Capgemini reported 2006 global revenues of EUR 7.7 billion and employs more than 80,000 people worldwide.

More information is available at www.capgemini.com.

About Publicis Dialog

Publicis Dialog is the Marketing services agency of the Publicis Group.

Main clients : Capgemini, Club Med, Fidelity, HP, Lucien Barrière, McDonald's, Marionnaud, Renault, Sanofi Aventis.

Publicis Modem and Publicis Dialog Worldwide are two networks placed under the same management to create a Digital Marketing WW network, chaired by Martin Reidy. Together, it's more than 3000 people in 40 countries.

About Publicis Conseil

Publicis Conseil was founded in 1926. It is part of Publicis InternationalNetwork, 4th worldwide group in Communication, present in more than 100 countries all over the world. Chaired by Arthur Sadoun, the agency hold many prestigious national and international brands: Renault, Nestlé, L'Oréal, Orange, BNP-Paribas, DIM, Brasseries Heineken, Europe 1, PMU, Groupe SEB, Sanofi-Aventis.

COMPLEMENTARY INFORMATION

Capgemini :

Director of Communication and Marketing for the Capgemini Group: Philippe Grangeon

Branding and Advertising Manager: Thierry Velut

Publicis Dialog & Publicis Modem : Highlet

General Director: Charles Georges-Picot

Creative Director: Michel Duval

AD: Alexandre Very

Copywriter: Christophe Peyraque

Account Managers: Alberto Scorticati / Thierry Marques / Xavier Tetrel

Account Executives: Fabrice Kobik / Mathieu Genelle

Publicis Conseil : Campaign

CEO: Arthur Sadoun

Planners: Valérie Henaff/ Christel Engelvin

Creative Directors: Hervé Riffault/ Steve O'Leary

Copywriter: John Whelan

Account Manager: Yann Nouchy

Account Executive: Sébastien Hueber

BIOGRAPHY OF TED BENOIT

Ted Benoît, an unusual and engaging cartoonist, can be described simply as a combination of extravagance, meticulousness and intelligence.

There are two incontestable bedrocks to his work: an affiliation with the Clear Line graphic style, meticulously and harmoniously marrying simple lines and flat colors, and a special interest in 1930s and 1950s America. He combines these two references in a subtle parody where the near future and recent past merge and become one.

A brilliant enthusiast of the Clear Line movement, this illustrator introduced the magical adventures of his hero, Ray Banana, in *Berceuse Electrique* and *Cité Lumière*. He was also involved in the Blake & Mortimer series, working on the celebrated Francis Blake Affair and The Strange Encounter stories.

For over 30 years Ted Benoît has been creating work of surprisingly powerful simplicity, from the *Vers la Ligne Claire* collection in 1979 to the *Un Nouveau Monde* collection published in 2006.