

[22.09.20] **PRESS RELEASE**

THE TF1 GROUP 5 TIMES REWARDED AT «GRAND PRIX STRATEGIES DE L'INNOVATION MEDIA 2020 »

The third edition of the "Grand Prix Stratégies de l'Innovation Média", awarded the TF1 Group five times for its capacity to innovate, its creativity in content, formats and communication strategy.

The TF1 Group is proud to have been distinguished in the "Grand Prix Stratégies de l'Innovation Média 2020", announced on Monday 21 September by a jury of professionals in media, advertising agencies, and advertisers:

- **Gold Award** for "**Burger Quiz**"; "Best Event, Special Operation",
- **Gold Award** for 2019 Rugby World Cup' visual by the Jesus and Gabriel Agency; "Best Advertising Campaign" category,
- **Silver award for "TF1 & Vous"** : "Best distribution strategy, customer relations"
- **Silver award** for "The Bonfire of Destiny"; Best TV or SVOD programme
- **Bronze award** for "**SOS Villages** : "Best programme or multi-screen support"

These distinctions recognise the work of the TF1 Group's teams who invested these ambitious goals.

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