

Boulogne – November 15, 2016

## TF1 GROUP A MULTIPLE WINNER AT THE SOCIAL MEDIA AWARDS



- **Best social TV campaign around a prime time programme: digital platform for the TF1/LCI French presidential primary debates.**
  - **Best social TV campaign for a non prime time programme: launch of the new “Quotidien” show.**
    - **Digital personality – 5-year special award for Nikos Aliagas.**
- **Special mention for TF1 Publicité’s digital campaign for Sephora, tied in to the drama series “Clem”.**

At the 5th annual French Social Media Awards on November 15, 2016 the TF1 group received 3 prizes and a special mention, a vindication of its 4-screen strategy and a reward for its use of innovative digital solutions to build a special relationship with the public.

### ABOUT THE WINNING DIGITAL CAMPAIGNS:

#### **BEST SOCIAL TV CAMPAIGN AROUND A PRIME TIME PROGRAMME: DIGITAL PLATFORM FOR THE TF1/LCI FRENCH PRESIDENTIAL PRIMARY DEBATES.**

On October 13, 2016, the first French presidential primary debates for candidates from the right and centre saw TF1 and LCI deploy an innovative 360° campaign, which proved a great success with up to 6.5 million viewers on TF1. Both channels streamed on **Facebook Live during the before and after coverage, reaching over 5.3 million people.** And for the first time ever in a French electoral campaign, a specific tool was deployed with Facebook: a touch screen was used to map social media buzz about the candidates and key election issues. Another feature was the first-ever 2.0 public opinion barometer, set up in conjunction with the start-up GOV. Finally, the editorial team used an application developed by the leading player in Civic Tech to enrich and enhance editorial content. The event was the **top trending topic** that evening, with **363,000 tweets.**

## BEST SOCIAL TV CAMPAIGN FOR A NON PRIME TIME PROGRAMME: LAUNCH OF THE NEW “QUOTIDIEN” SHOW

TMC marked the back-to-school period with the launch of “**Quotidien**”, a new talk show presented by Yann Barthès and his team. To engage with the presenter’s community and acclimatise viewers to the changes, TMC worked with the “Quotidien” team on a series of funny teaser videos that were carried on TMC, MYTF1 and social networks. The digital strategy kicked off during the Euro 2016 football tournament, when the “Yann Barthès has signed for a new club” teaser was shown at half-time in the France-Germany match. Over the rest of the summer around twenty more videos were posted, all featuring well-known faces from TMC. Since the launch, over **12 million videos of “Quotidien” have been watched on MYTF1**.

## NIKOS ALIAGAS, DIGITAL PERSONALITY, SPECIAL 5-YEAR AWARD

Nikos Aliagas was chosen as “Digital Personality”, a special prize to celebrate 5 years of the Social Media Awards. Already twice winner of awards for his social media influence, Nikos has built a close relationship with the public over many years. A social networking pioneer, Nikos shares his passion for photography, using his accounts to post portraits of celebrities and ordinary people. Many of his photos have featured in exhibitions that showcase his special talent for capturing the moment.

His Twitter account has over 1.5 million followers, and his Instagram account has 500,000 subscribers.

## SPECIAL MENTION FOR TF1 PUBLICITÉ’S DIGITAL CAMPAIGN FOR SEPHORA, RUN AS A TIE-IN TO THE DRAMA SERIES “CLEM”.

Cosmetics and beauty retailer Sephora was looking to generate traffic on and raise the profile of its “Generation Sephora” site, a web community aimed at 14-17 year-olds.

TF1 Publicité partnered with KR Média to develop an [endorsement campaign involving the heroine of the drama series “Clem”](#). Sephora was able to ride the strong brand identity of the TF1 series and its great popularity with a core target of young female viewers.

In March 2016, Clem revealed her beauty tips in video tutorials produced by TF1 Production and carried on MYTF1, the Generation Sephora website, and Clem’s official Facebook profile.

The endorsement campaign proved a hit with the public, with nearly 2.7 million videos watched and over 190,000 interactions around the videos. In one month, over 12,000 teenage girls signed up to the Generation Sephora site, 4 times more than the usual monthly rate.

### TF1 GROUP

**CORPORATE COMMUNICATIONS DIVISION** – Virginie Duval - [vduval@tf1.fr](mailto:vduval@tf1.fr) – +33 (0)1 41 41 29 59  
**DIGITAL & INNOVATION PRESS CONTACT** – Lucile Baudrier – [lbaudrier@tf1.fr](mailto:lbaudrier@tf1.fr) - +33 (0)1 41 41 24 94  
@GroupeTF1

