


Boulogne-Billancourt, April 10th 2014

New TF1 brand campaign

How about taking a different view?



 [CLICK HERE TO WATCH THE SPOT](#)

The new campaign kicks off on TF1 at 1 pm (CET) on Sunday 13 April, in cinemas from Wednesday 16 April and on digital media from Monday 21 April.

[#partageonsdesondespositives](#)

Fact sheet for "The French" commercial
Based on an original idea by Agence Gabriel
Directed by Bjorn Tagemose
Produced by Jérémie Morichon / Marcassin
Music by French Garden
Composed by Olivier Le Solliec

GROUPE TF1 - DIRECTION DE LA COMMUNICATION CORPORATE
TF1 GROUP - CORPORATE COMMUNICATIONS DIVISION

Virginie Duval - vduval@tf1.fr

Toute l'actualité du Groupe TF1
sur <http://www.groupe-tf1.fr/>

More information about TF1 Group
on <http://www.groupe-tf1.fr/en/>