

[06.04.20] **PRESS RELEASE**
UNIFY BRANDS MOBILISE TO SUPPORT THE PEOPLE OF FRANCE



To help everyone through these difficult times, Unify is using its media brands to offer even more support to its community of over 48 million users. Ever since the crisis began, our brands have been mobilising to set up real-time information tools and create new spaces to share positive vibes.

Whether it's cooking with **Marmiton**, health and wellness with **Doctissimo**, or entertainment and lifestyle at **Aufeminin**, every day our editorial teams are creating and posting a wide range of content for all our consumer universes on the web, apps or social media.

Marmiton launches the #ensembleencuisine campaign

During the lockdown, **Marmiton** is encouraging everyone to share their favourite recipes, an initiative wholly consistent with the brand's DNA. **Marmiton** has launched **#EnsembleEnCuisine** with a dedicated lockdown space where – since 16 March – users can find dishes that fit the moment, like store-cupboard recipes and meals for cooking with kids.

And to get people into the kitchen, **Marmiton** is also offering daily Facebook Live feeds featuring both professional and amateur chefs, and challenging its community to share their culinary achievements.

Doctissimo: chatbot and Facebook Live sessions with Dr Gérald Kierzek

The editorial team at **Doctissimo** have got together with their colleagues at **LCI.fr** to put a virtual assistant online, to provide real-time answers to questions about coronavirus free of charge 24/7.

Drawing on the expertise of A&E doctor and **TF1/LCI** health expert **Gérald Kierzek** and French start-up Clustaar, the chatbot has a database of nearly 25,000 questions on issues relating to health, work, lockdown, etc. This information service is complemented by Facebook Live posts on the Doctissimo page featuring Dr Kierzek.

Aufeminin launches its new “Simple Pleasures” short story competition

On 25 March, **Aufeminin** launched a short story competition for amateur writers.

The topic? Simple pleasures...

Share the simple pleasures of home life with your secret diary. It could be the sunbeam dancing on the carpet to announce that spring is here... or baking cookies with your kids, bringing back memories of your grandparents... or raising a glass online with a friend you haven't seen for months.

During the competition, **Aufeminin** is also offering weekly coaching with **Matthieu Parcaroli**, who as a self-taught writer shares his tips for overcoming writer's block. The short stories are being posted online at <https://www.aufeminin.com/sp/concours-ecriture/petits-bonheurs.html>.

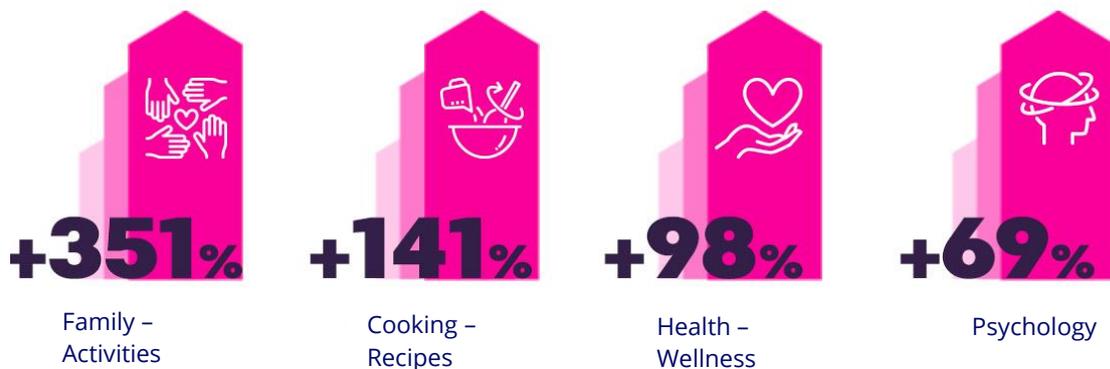
Unify is backing good causes

In solidarity with France's hospitals and charities, **Unify** (at a time of heavy internet use by its users) is offering some of its advertising space free of charge to those who are on the front line against the pandemic. All the Unify brands are carrying daily awareness messages and fund-raising appeals for charities and other bodies such as the Paris Hospitals foundation; the Ministry of Health, and Public Health France; the Solidarités International NGO, the Agir Contre l'Exclusion foundation; and the “protège ton soignant” (“protect your carer”) collective.

TF1's digital division is also doing more than ever to prevent violence against women alongside **La Maison des femmes**, which **Unify** has partnered since February 2020. **The MyLittleParis, Aufeminin and Doctissimo brands continue to actively promote the prevention and fund-raising campaign #Besoin de savoir.**

Online activity sharply higher

French people may be stuck at home, but they are still ultra-connected. **Unify** is seeing very strong growth for its assets, with a surge in online consumption in special-interest areas.



About Unify

Operating in France and internationally, Unify brings together the TF1 group's expanding digital operations. Unify is home to around fifteen media brands and services, and its ad sales arm Unify Advertising is a one-stop shop for advertisers to resolve all their digital advertising challenges. Brands and advertisers can access a range of brands and services through Unify Advertising, which intervenes at every stage of the consumer journey - from branding to performance, and from scale to ultra-targeting.

A client-oriented approach streamlines access to the entire offer: a single point of contact centralizes and co-ordinates relations with the client, and brings Unify Advertising's brands and expertise into play in six core practice areas: Insight, Creation, Influence, Data, Adtech, and Programmatic.

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