



franprix 🍏 noé

CHANGEZ DE FAÇON DE CONSOMMER

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Le Club des D.A

For this second semester, we have chosen to participate in the "Club des D.A"'s contest.

Created in September 1967, the Club des Directeurs Artistiques is an association under the law of 1901 that brings together professionals in the arts applied to communication.

Originally an advertising association, it is based on the 3 main pillars of communication: Advertising/Digital-Design-Production.

Its members - over 400 - are mainly art directors, copywriters, producers, designers and graphic designers.

It is the only independent French institution representing the creative professions dedicated to communication.

As an observatory of communication and of the changes in the sector's professions, it covers all of the following

- Advertising: film, press, poster, radio, digital, direct
- Design and graphic identity: typography, design, publishing, TV packaging
- Draft: writing, sound, film craft, clip, animation, photo, illustration, craft for events
- Production



The contest

Each year they organize a contest in various creative fields: film, poster, press, radio, design, sound... Each year they also propose a competition for students, which we decided to choose this year. This year's theme is: Less is more.

We could have imagined that with the awareness of the environmental emergency in which we are, the human being would have questioned more deeply his way of consuming. In a way, it has done so, we have never bought as much locally, bought second hand or bought organic as we do today. But if our supply strategies have changed, we still consume as much as before, even more. If we look at the long term and forget about the confinement which was a time of constrained consumption, the time shows no sign of a slowdown in our consumption volume.

The goal of the contest is therefore to help people put meaning back into their consumption without making them feel guilty or forcing them to do so in the name of a common ideal.

We've decided to choose to be associated with a brand, Franprix Noé, to create advertising and packagings for them.

We will therefore present both Franprix and Noé, which is a subsidiary, before showing our creations.

What is Franprix?

Franprix is a French supermarket chain created in 1958 by Jean Baud. It is a subsidiary of the Casino group since September 1973. The company, managed by Jean-Paul Mochet, had a turnover of 1.44 billion euros in 2021.



First Franprix store, 1958-2007

Franprix, making the ordinary extra!

The Franprix brand was created in 1958 by Jean Baud, son of grocers from Choisy-le-Roi. It is composed of stores of proximity of less than 500 m2 and is concentrated essentially in Paris and the small suburbs of Île-de-France: sector that the hypermarkets (often placed in peripheries of the cities) did not manage to satisfy completely. The Casino group entered the company's capital in 1997 and increased its stake year after year, until it held all the shares in 2007. It then takes the control of the operational management of Franprix.

At that time, the company had 641 stores. At the same time, it set up in other major French cities, the first store outside the Île-de-France having opened in 2004 in Lyon.

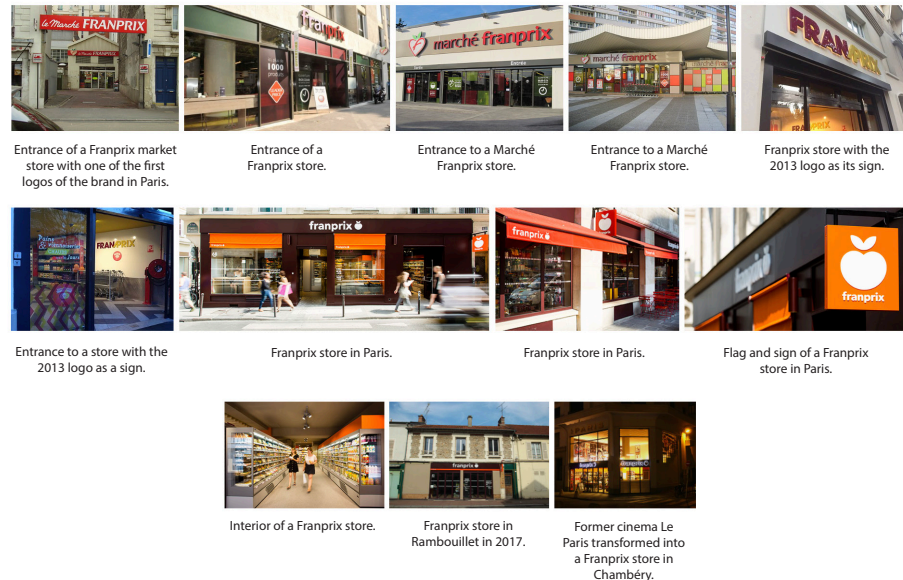
In 2012, Franprix entered into a partnership with logistics company XPO Logistics to deliver its 300 Parisian stores by river, according to the company, in order to avoid traffic jams in the streets of Paris.

In 2013, Franprix launched its first store on a freeway service area, its first loyalty program ("Ma Carte Franprix") as well as a charity operation, "L'Arrondi", which allows customers to round up their sales receipt to the nearest euro and donate the difference to associations.

In March 2015, after testing several formulas in its Parisian stores, Franprix changed its visual identity: a new logo in the shape of a mandarin orange was adopted.

In 2016, Franprix signed a partnership with the money transfer service Western Union, which installed transfer terminals in the company's stores. The interest for Franprix is that Western Union's customers who are often regulars, because half of them are immigrant workers who send part of their salary to their families in their home countries become customers of the store at the same time. Another partnership is signed with the social enterprise Phénix to collect and redistribute the unsold goods of short date to the neighborhood associations.

In July 2017, Franprix launched a new range of stores (Noé) specializing in organic, fair trade, or non-labeled products, but whose composition is deemed “irreproachable.” Compared to organic stores, the choice is wider due to a less restrictive ethical positioning, with comparable prices for these stores claiming a more upmarket approach than its former models. In 2021, the company achieved a turnover of 1.44 billion euros.



Franprix, an omnichannel brand!

Franprix makes no distinction between the “virtual” world of new technologies and the “real” world of its stores. In the spirit of Franprix, each world exists to complement and enrich the other. Above all, to offer a form of proximity appropriate to the convenience and availability of each. Thus, the franprix app and website are designed as spaces for relationships and services.

Franprix, product selector

As a product selector rather than a distributor, franprix asserts and assumes its position as a loyal intermediary between consumers and producers. With its partners, its vocation is to promote and democratize healthy, good and responsible products. This vocation has led franprix to renew the codes of physical commerce by abolishing the boundaries between distribution and catering.

Franprix Analysis

Before analyzing the graphic design part, we had to analyze the Franprix company, as well as its competition, its customers...



Franprix, an urban brand that cannot be ignored

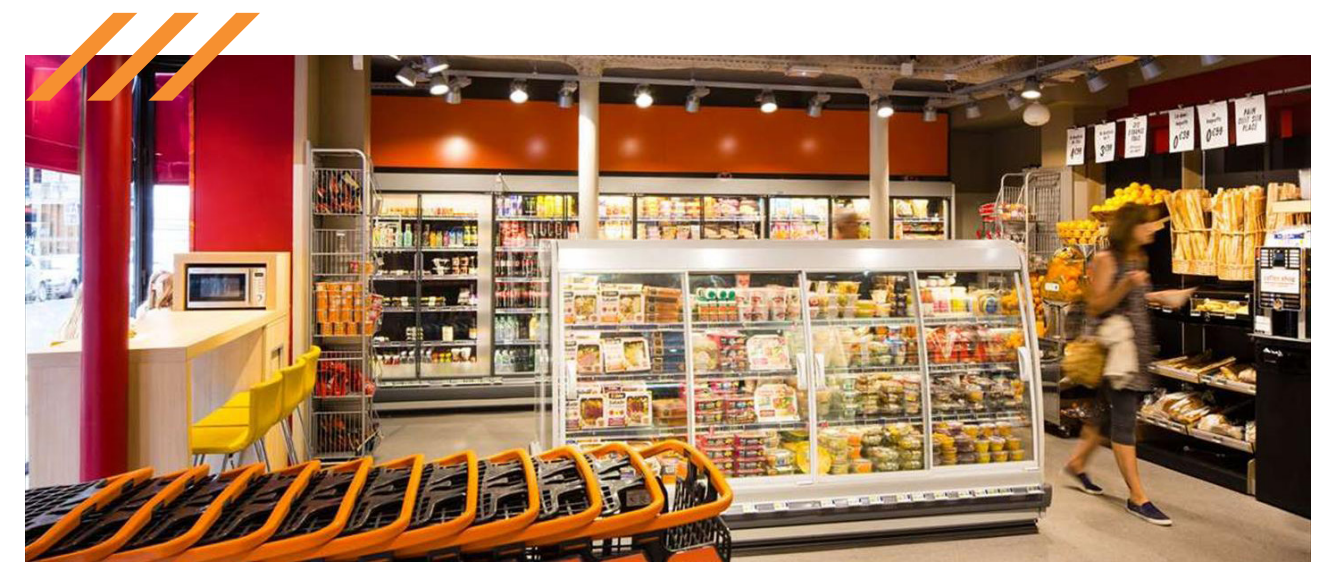
Franprix targets consumers living in large cities and neighborhoods. As a reminder, Franprix has more than 900 neighbourhood stores. Thanks to its close relationship with its customers, its responsible and sustainable commitments make it a unique and highly differentiated player in the world of distribution, both in France and internationally. Many elements make Franprix a store that thinks of all its customers:

- Organic product range
- Fair trade range
- Low-fat product range

In order to target all categories of customers, Franprix has decided to offer products for all origins:

- Halal products
- Portuguese products
- Italian products

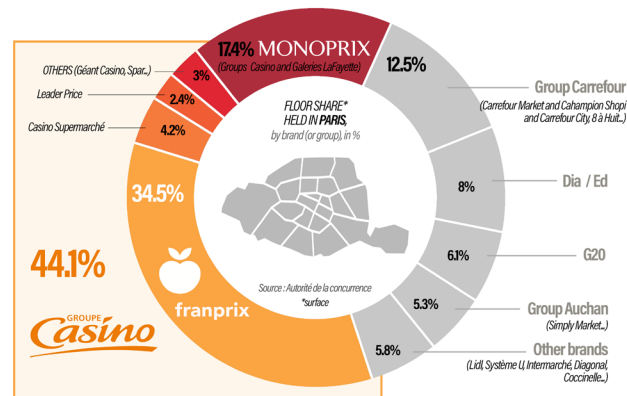
To make shopping easier, a home delivery service is also available to consumers in most Franprix stores.





Market analysis

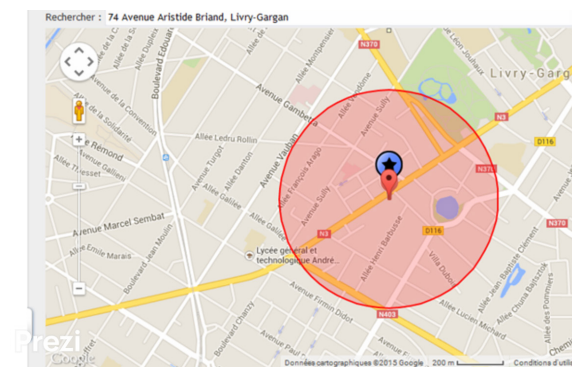
The market leader is Carrefour since 2009, closely followed by its biggest competitor Leclerc, followed by ITM Entreprise, Auchan, Casino France, Système U, Lidl... To determine the positioning of the Franprix offer as perceived by customers, we conducted a survey on the quality of products and their prices. This survey allowed us to create this perceptual map.



Analysis of the retail market

The Franprix action area

Franprix offers a complete range of food products that meet the daily needs of city dwellers, with a balanced mix of national and Leader Price own-brand products and Marché Franprix at very competitive prices. Franprix is a local urban store, and its products are mainly aimed at people living less than five minutes' walk from the store.



Catchment area around a Franprix

A consistent recruiter

Every year, the Casino Group welcomes more than 2,200 young people to its establishments (on internships or work-study programs)!

Franprix Analysis

Competitor analysis

Franprix has a good competitive position despite the financial crisis it is currently enduring. This may be due to a lack of oversight, a service problem, overly ambitious prices or too much competition.

The main competitors of franprix are : Carrefour city, Leclerc, Cora and grocery stores.

All of these companies are located in the catchment area of Franprix and are therefore direct competitors. In addition, they target the same customer base. The problem is that these companies lower their prices considerably, unlike Franprix.

Franprix is facing strong competitors such as Cora or Leclerc who are not the same size. This surely explains the lack of profitability.

Market positioning:



Franprix's SWOT

Strengths

- An ultraproximity trade which is present in all the Paris area
- Quality products
- An important presence on social networks
- Financial support from Casino

Weaknesses

- Lack of national presence
- Lack of profitability due to stiff competition.
- A target for thieves due to a lack of surveillance

Opportunities

- Entry of new customer needs
- Development of high-end products
- Development of the loyalty card in France

Threats

- Very competitive market
- Arrival of a new competitor in the catchment area
- Price increases that encourage theft



Complete identity redesign

Franprix stores have been completely redesigned to position themselves as "neighborhood grocery stores". The new "mandarin" concept marks a turning point for the brand: warmer color codes, typographical games, a more authentic brand tone... All of this helps to revitalize the image of this urban business on a human scale.

The Mandarin Project

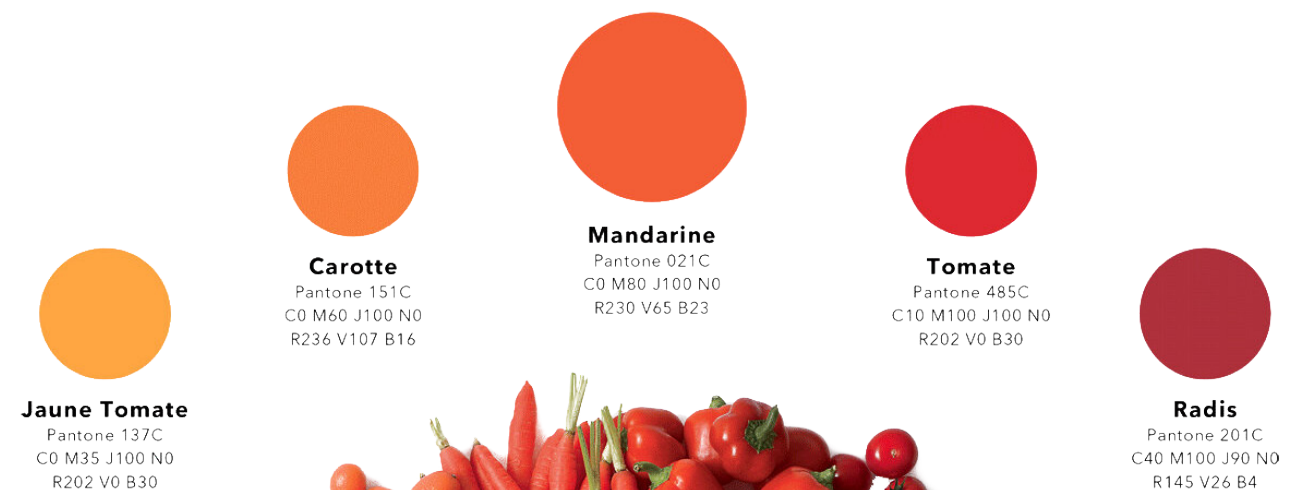
It was in 2015 that Franprix decided it was time to revamp its communication. The overhaul began with a redesign of the logo. Gone is the iconic Franprix heart, it becomes a tangerine. But why a tangerine?

The mandarin has a warmer shape and the colors chosen for the charter are brighter. The graphic and visual charter was designed to be more respectful of the architecture of the city center. The facades of Franprix have also changed during this handling of the charter. Plants have been installed in front of the entrances. Real plant walls have made their appearance on the facades of Franprix.

The Franprix store with its tangerine concept has become an essential part of the neighborhood.

We heard you

The Franprix concept has also changed: the customer is Franprix's main priority. The concept? To provide a pleasant and friendly experience. Security has also increased, with at least one security guard present all day to limit product theft.



Franprix's graphic charter

The graphic charter

franprix 

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The logo

No capitalization:
To give a less formal effect
less formal effect

Typography :
Name : Avenir
Weight : Bold

Mandarin :
Recalls the naturalness of
franprix, and its flagship
product

franprix 

The pictogram



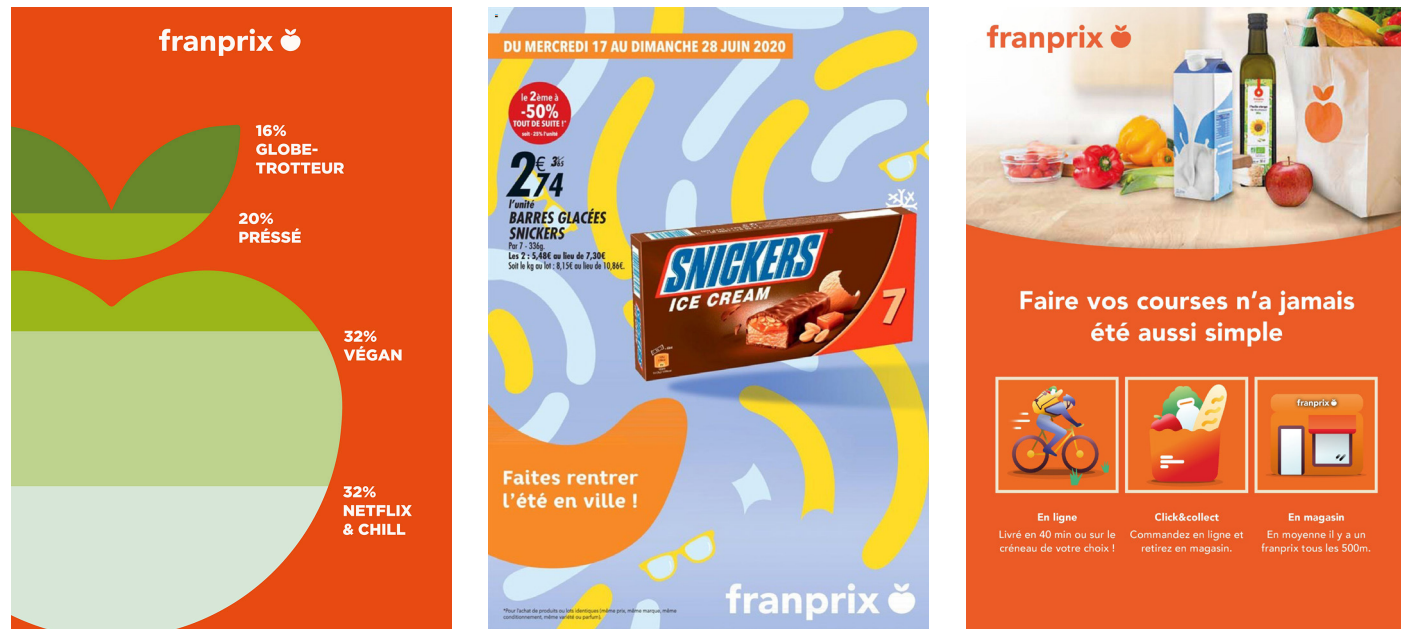
Pantone 021 C

Avenir Bold

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abcdefghijklmnopqrstuvwxyz
12345678910 !»#%&'()*+,-./:;<=>?@
àáâãäåæçèéêëìíîïðñòóôõöùúû

Types of visual posters (promotional and non-promotional)



During its redesign, the company was able to review its communication strategy, including posters. In order to avoid creating a jungle of information and advertisements, and thus avoid losing its customers, Franprix created 3 different styles of posters.

Here they are:

Pictorial poster

The pictographic posters aim to make the target feel emotions, but also to dress up a diagram or a statistic. Using a simple visual can convey emotions and cannot be confused with the informative poster which is more promotional.

Promotional poster

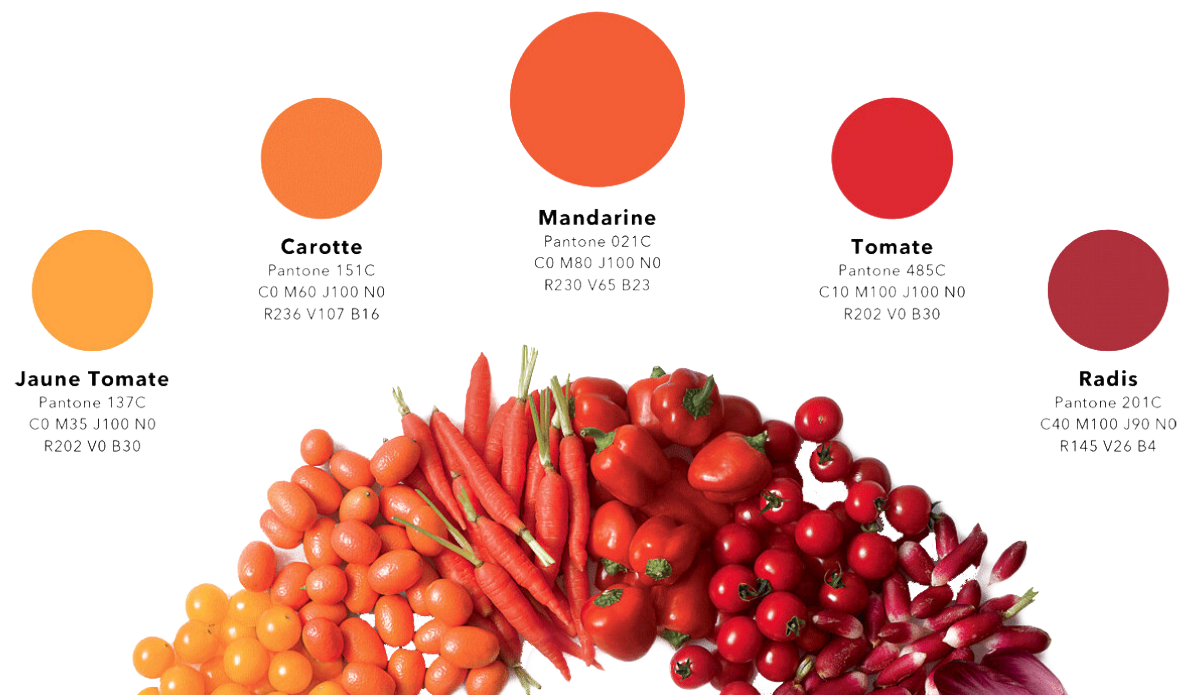
It is while doing the redesign, that Franprix realized the age of its customers (located between 25 and 35 years), and that it was therefore necessary to adopt fresher visuals, and more modern. The pastel colors blend perfectly with the orange of Franprix.

Informative poster

The purpose of these posters is to pass on important information. Like the launch of the application, a promotional code, an event... The use of pictograms and small visuals allows the public to understand the poster without having to stay hours in front of it.

See how these posters are conceptualized in totally different ways, yet coexist together.

Orange is used to capture the eye for important information, however using other colors such as pastel purple allows other equally important information to be conveyed.



Understanding the franprix packaging

Less is more, a project Made In Franprix

It is in 2021 that Franprix took this sudden decision to review all its packaging: Tin, Christmas cake, bottle of champagne ... Everything went through the redesign.

2017, announcement of BIO product range

The products were signed with a Franprix followed by the tangerine which served as a dot on the i of a green bio in larger characters.

Things seemed simple to be able to find one's way around the shelf. The organic products were green.

1 - Signature of the brand

2 - Belonging to the organic range

3 - Product name

4 - Tab describing the characteristics of the product "milk chocolate", "sweet", "with 3 cheeses..."

5 - Logos AB French organic agriculture and logo European organic agriculture.

2019, redesign of organic packaging

This packaging will not last. Indeed, in 2019, Franprix revises its copy and makes evolve the packaging of its organic range.

Gone is the dominant green color that is still found as font color. The organic mention is absent from the packaging, it is the French AB logo and the European Organic Agriculture logo that inform us about the production method.

franprix 
less is MORE



In conclusion

Franprix has succeeded in challenging its communication and its products. Basically: Less printing and simpler labels / packaging. A much more modern graphic charter and more vibrant colors. And finally concepts of posters to sort out the information and not to lose the public.

What is Franprix Noé?

Building on the experience and success of the Mandarin concept, Franprix recently launched “Noé”, an approach that is directly related to the brand’s structuring concept, but which is both more radical in terms of selection of the assortment, with a strong emphasis on organic products, and even more experiential for its customers.



First Franprix Noé store, 2017

Franprix Noé, organic revolutionary

“A gourmet and colorful point of sale”. Successful bet, indeed, as evidenced by the number of customers coming only to understand what this UFO sells. This UFO is Franprix Noé, the latest of the brand’s concepts that opened its doors on July 22, 2017. From the entrance of the store, located at 82, rue Mouffetard, in the heart of the Latin Quarter, a manifesto clarifies the bias of this unique store - a second, larger Noé opened in the 16th arrondissement of the capital.

A desire for change

What does not change at Noé is the proximity with its customers. The displays are the same as in a classic Franprix. However, the presentation of the products is different. The juice machine now distributes orange, lemon and grapefruit juice. Also don’t look for Coca Cola or Panzani, “Noé made the choice to put only more premium brands such as Michel & Augustin or Barilla... Noé is therefore subtle changes, but quite visible at the same time.



The Franprix Noé store currently has 2,900 items, but this number is expected to grow even more.

What is Franprix Noé ?

franprix  noé
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Franprix Noé Analysis

Before analyzing the graphic design, we had to analyze the Franprix Noé company, as well as its competition, its customers...



Franprix Noé, a revolutionary brand in organic food

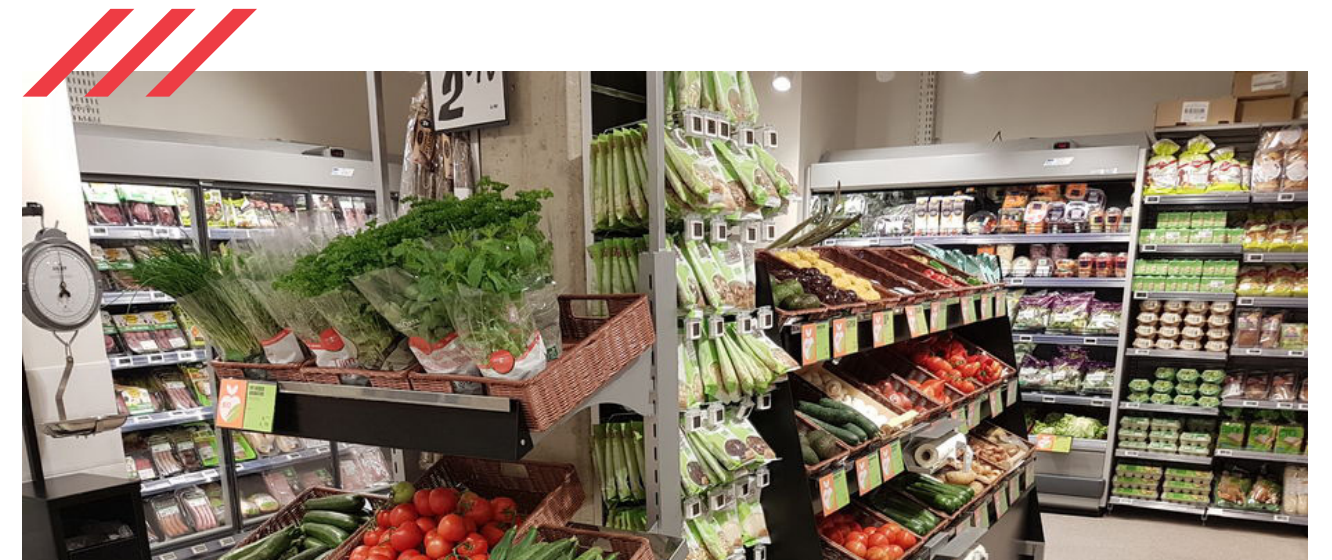
Franprix Noé targets consumers living in large cities with a rather high budget. The strong proximity they maintain with their customers and their responsible and sustainable commitments make them a unique and highly differentiated player in the world of distribution, both in France and internationally. Many elements make Franprix Noé a store that thinks of all its customers:

- No large group products
- Responsible range
- Mainly French products

In order to target all categories of customers, Franprix Noé has decided to offer products to appeal to a maximum number of people:

- 100% organic products
- Herbs to harvest yourself
- Revolutionary ecological initiatives.

To make shopping easier, a home delivery service is also called "le bon vivant".



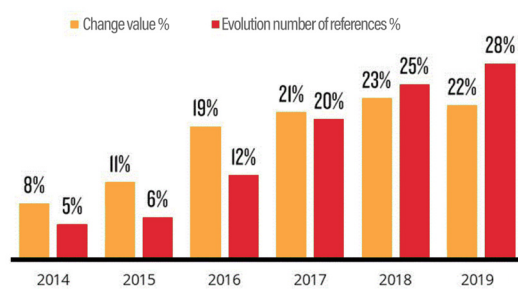
Market Analysis



The organic market, a gold mine

The French largely turned to buying organic products in 2020. According to the Agence Bio, the organic market has exceeded 13 billion euros in sales, growing by 10.4% (versus +13.5% in 2019). Home consumption represents 12.67 billion of purchases (+12.2%) while the RHF is at 505 million euros (-21%). Organic represents 6.5% of the food budget of French households (+0.4 point versus 2019), or an annual sum of 188 euros.

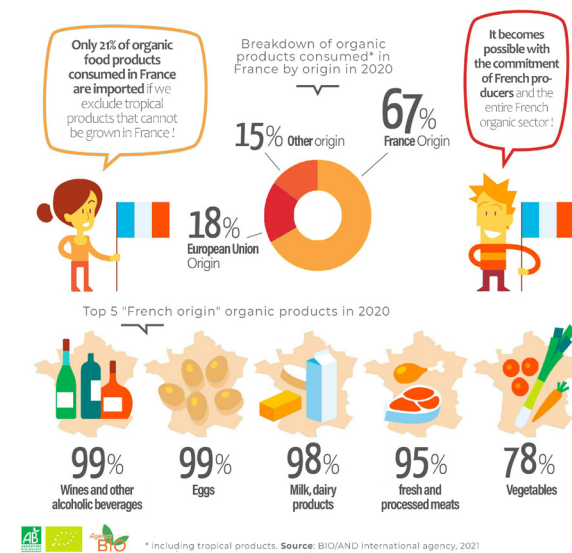
Promotion remains the engine of organic development
Evolution of turnover and number of organic references



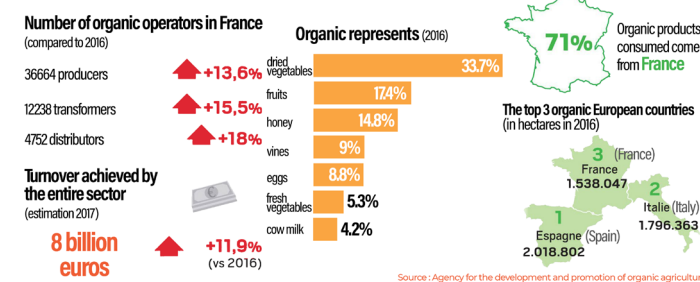
Analysis of the retail market

While the consumption of raw products remains strong, "processed" organic references are accelerating: sales of organic beers are up 33%, frozen foods up 30% and groceries up 17%. In terms of distribution, all channels have been dynamic. Supermarkets still dominate the sector with a market share of nearly 55%. As for organic specialists, sales in network stores increased by 16% while those of independent outlets decreased by 3.4%.

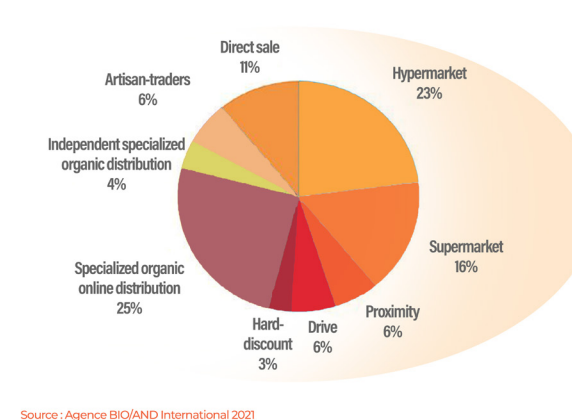
TWO-THIRDS OF ORGANIC PRODUCTS ARE OF FRENCH ORIGIN



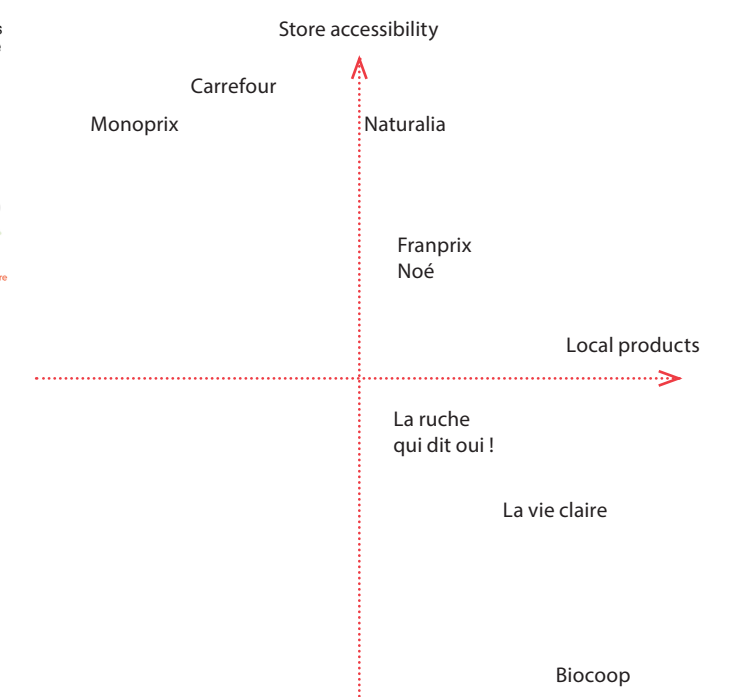
ORGANIC FIGURES IN FRANCE



Breakdown of the value of sales of organic products to households according to distribution channels in 2020



Market positioning



Franprix Noé's SWOT

Strengths

Performance of the fruit and vegetable department

- The fruit and vegetable department alone generates 15% of Franprix Noé's revenues.
- The sale of fruit and vegetable baskets at €15 is achieving satisfactory results.

Customers

- In the consumption of organic products, fruits and vegetables are the third most consumed product. Even if all the people interviewed do not come to our store, they are potential consumers. We estimate that 1600 customers are in the store.
- The socio-professional category of the store is well-to-do. It is therefore in line with the image that the Franprix Noé brand conveys.

Force de vente

- The sales team is smiling, pleasant and gives a warm welcome to every customer.
- The team members are committed to their work and do not hesitate to meet with customers who are lost or need advice.

Weaknesses

Customers

- 62% of those surveyed know Franprix Noé by name, but only 16% of them frequent the store.
- For the remaining 46%, price is a real barrier to consumption.
- Only a small part of the French population can consume Franprix Noé products, so there is a great loss of customers.

Sales force

- The fact that some team members are more comfortable in one department than another can be a disadvantage, because they prefer to work in the department they like the most, the potential of the team is not exploited to its maximum.

Opportunities

- Attractive geographical location: the area benefits from strong traffic thanks to the numerous surrounding commercial units, located in the same area.

- The organic consumption market is estimated at 4 billion euros in France for the year 2012, progressing on average by 5% per year.

- The driving forces behind organic food are: health, environment, ethics and the demand for local products. Food scandals and crises, particularly those concerning traceability and origin, are encouraging organic consumption.

- Organic consumers have the same tastes as conventional consumers. Indeed, the classification is the same: apple, orange, banana and pear. This implies that consumers of conventional fruits and vegetables will have no difficulty in finding their place in the organic fruits and vegetables shelves.

-Note: for a few years we have observed a strong interest of consumers in sustainable development, in ecological and local production.

Threats

- Highly competitive market: Growing importance of large food stores (GSA) in organic: they represent in 2012, 47%. The mass distribution extends its organic offer, in particular through its private labels: Ubio, AgirBIO...

- The higher price of organic products and the threats to purchasing power, notably inflation or wage pressures, will make the French make choices.

- The Biocoop chain, the leading organic store chain in France, with 300 stores throughout France, is the largest networked distributor, with its militant and cooperative model and a 10% growth in sales to 500 million euros in 2012.

-The narrowness of the national offer of organic fruits and vegetables, due to a lack of French producers requiring imported products.

- The poor control of production by organic producers who have few tools such as: inputs, heated shelters, fertilizers.



Packagings

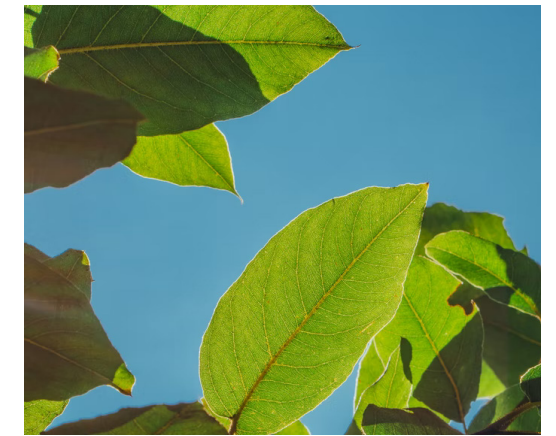
franprix noé

CHANGEZ DE FAÇON DE CONSOMMER



The idea

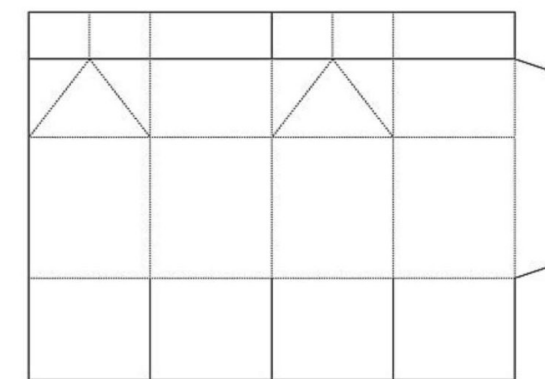
After reading the contest brief, we have all been thinking about how to revolutionize the way we consume. One of the deliverables proposed by the D.A. club was packaging. We then set out to create intelligent packaging, which uses mechanisms that are still under-exploited in the food industry. In the end, five ideas were deployed, and three were selected. We are going to present you these different concepts, with our research work in terms of mechanics and design.



The Milk Brick

In a constantly changing society, milk remains one of the most overconsumed products, it became urgent to review its packaging for more responsible consumption. According to a YouGov study made in 2022, 40% of French people throw away milk once a month.

A new product has then been conceptualized: an evolving milk carton. This brick changes as the expiration date approaches with an oxidizable ink system, which disappears little by little once the bottle has been opened. When the bottle is completely white, the milk is no longer consumable.



Brick pattern



oxidizable ink



The red warning appears gradually.
The obligatory information will be found on the sides, and the back.



After 1 week

After 3 weeks

After 1 month and a half

For the packaging of the milk carton we decided to use blue, the usual color of milk packaging, in order not to lose the consumers. This color symbolizes the freshness of our product, its purity. It also reminds us of the sky and the sea... two natural elements which are part of our daily life, and which are therefore in line with a relationship with nature and its preservation, an important aspect of our concept

The Coffee Machine

The law of July 15, 1975 has set the framework for waste recycling in France. Now in 2022, product recycling is an integrated business value.

So we thought of designing a coffee machine box strong enough to be transformed into a compost box later on. It would be designed using 100% natural materials. The goal would be to recycle the used coffee into compost, and then put your vegetable waste in it. We then did researches for the materials that we could use :



Cardboard composter



Option 1 : paper compose of potato skin



Option 2 : seaweed paper

Here's the researches for the packaging in itself:

RESEARCH 1



RESEARCH 2



FINAL SEARCHES





The coffee machine also comes with different types of coffee, with again 100% natural materials:

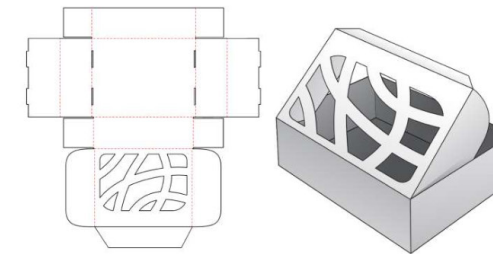


For the packaging of the coffee machine, we decided to keep familiar tones to this universe. The orange-cream color represents the unctuousness and generosity of the product. It is a benevolent, soft color. Moreover, it is close to the materials used for the manufacturing (seaweed paper, potato skin...).

Mushroom Box

Mushrooms, future materials and alternative? Three AUST students have conducted a study on a biodegradable composition from mushroom roots, polyurethane and collagen. A solution that could reduce waste. Mushroom may replace plastic.

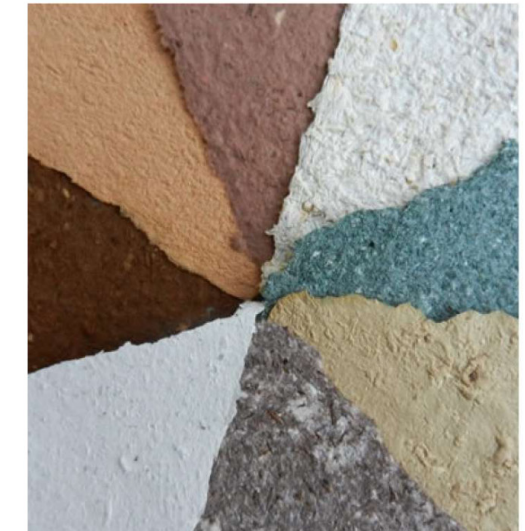
We then the idea to create a package that uses mycelium to eliminate all the plastic from the original vegetables packagings.



The pattern of the box



The original box



Mycelium paper





For the packaging of the mushroom box, we chose yellow. Synonymous with freshness, dynamism and softness, this color seemed interesting because of its similarity to the sun. Indeed, our box has a hole on the top, to let the light in and the link seemed obvious to us. Moreover there is a species of mycelium of yellow color:



The moodboards

For the packagings we did two moodboards, one for the graphics and visuals, and an onther for the typography :



CHARACTERS
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

JUST WANT TO ORIGINALS
 THE ORIGINALS
 OF ALL!

the asphalt

asphalt
 aa bb cc dd ee ff gg hh
 ii jj kk ll mm nn oo pp qq
 rr ss tt uu vv ww xx yy zz

Esther
 regular & vintage

Marinaio
 a handcrafted family of 8 | WEIGHTS

Daft Brush

Colby!
 HAND-DRAWN WORKHORSE

BOLD OR LIGHT

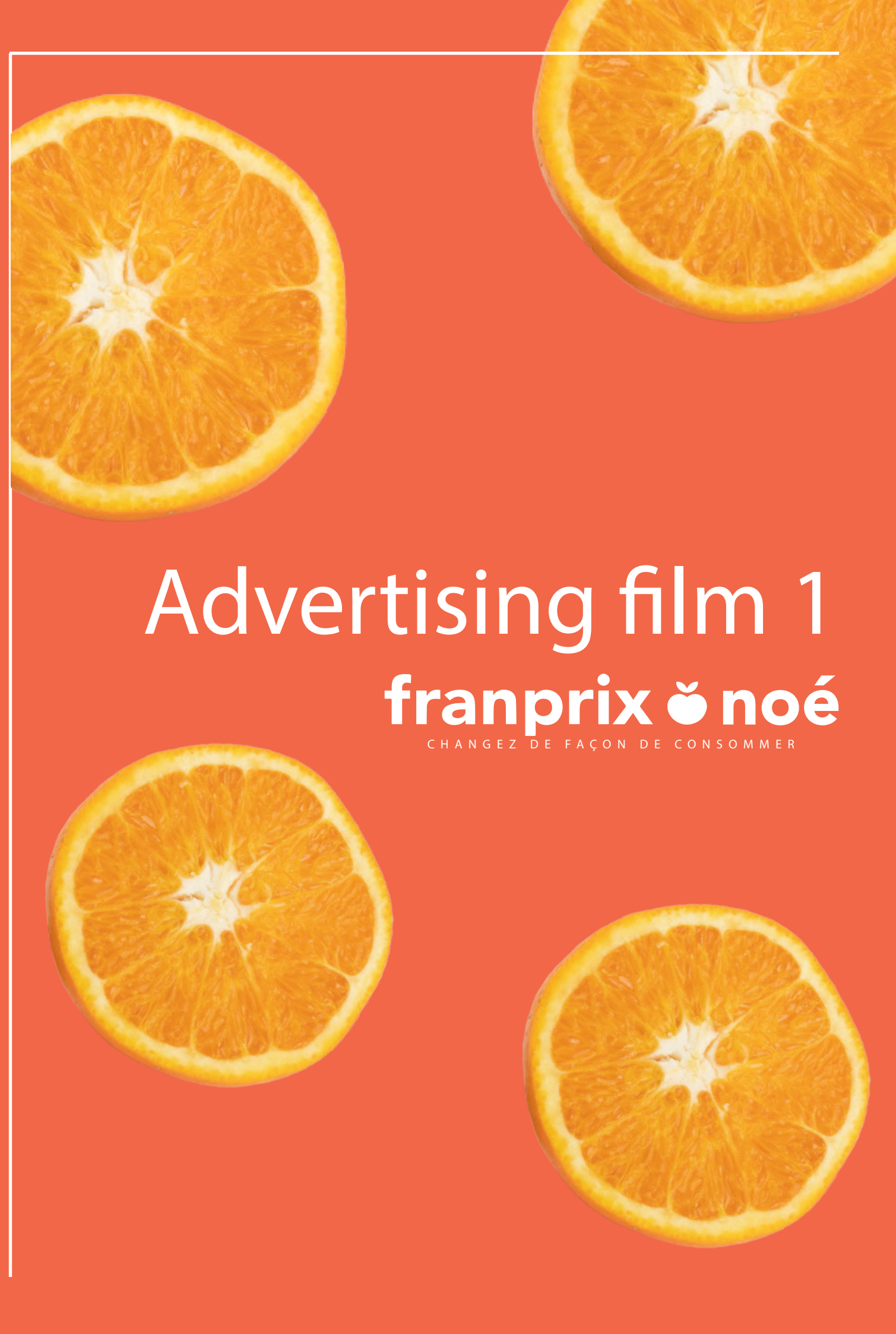
BRO-THER
 (TYPEFACE)


ROCKINSODA
 INTRODUCING TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
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 :;<=>?@A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0123456789
 !"#%&'()*+,-./
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ

Hand Drawn Shapes
 abcdefghijklm
 nopqrstuvwxyz



Advertising film 1
franprix  **noé**
 CHANGEZ DE FAÇON DE CONSOMMER

The Noé advertising brief



Context

Franprix Noé is in full expansion and is looking to reach new customers. To do this they contacted us, the creative department of Franprix to make an advertising film. Here are all the technical characteristics for the realization of the film.

Team organization

Before starting to produce any material (script, video test, voice...) we had to organize our team and dispatch it under several sub-teams.

Script Team

Victoire Gaillard
William Chen
Luca Sechi

Motion Design Team

Vincent Vezolles
Victoire Gaillard

Storyboard Team

Victoire Gaillard
Samuel Da Silva Ribeiro

Analysis Team

Luca Sechi
Samuel Da Silva Ribeiro

Production Settings Team

Samuel Da Silva Ribeiro
Luca Sechi

Visual Intelligence Team

Luca Sechi
Samuel Da Silva Ribeiro

Video Research Team

Vincent Vezolles

Voice Over Team

Victoire Gaillard
William Chen

Technical constraints

- Team of 6 creatives
- Referent : Jean-Charles
- Deadline : 3 weeks
- Duration: 1 minute MAX
- Available on Youtube.
- Target : 25-40 years old
- S.P. Category: Affluent

- Possible format:
1920 x 1080 / 1080 x 1080
1080 x 1920

- Uses of Stock images
or Stock videos (free of
and commercial use possible!

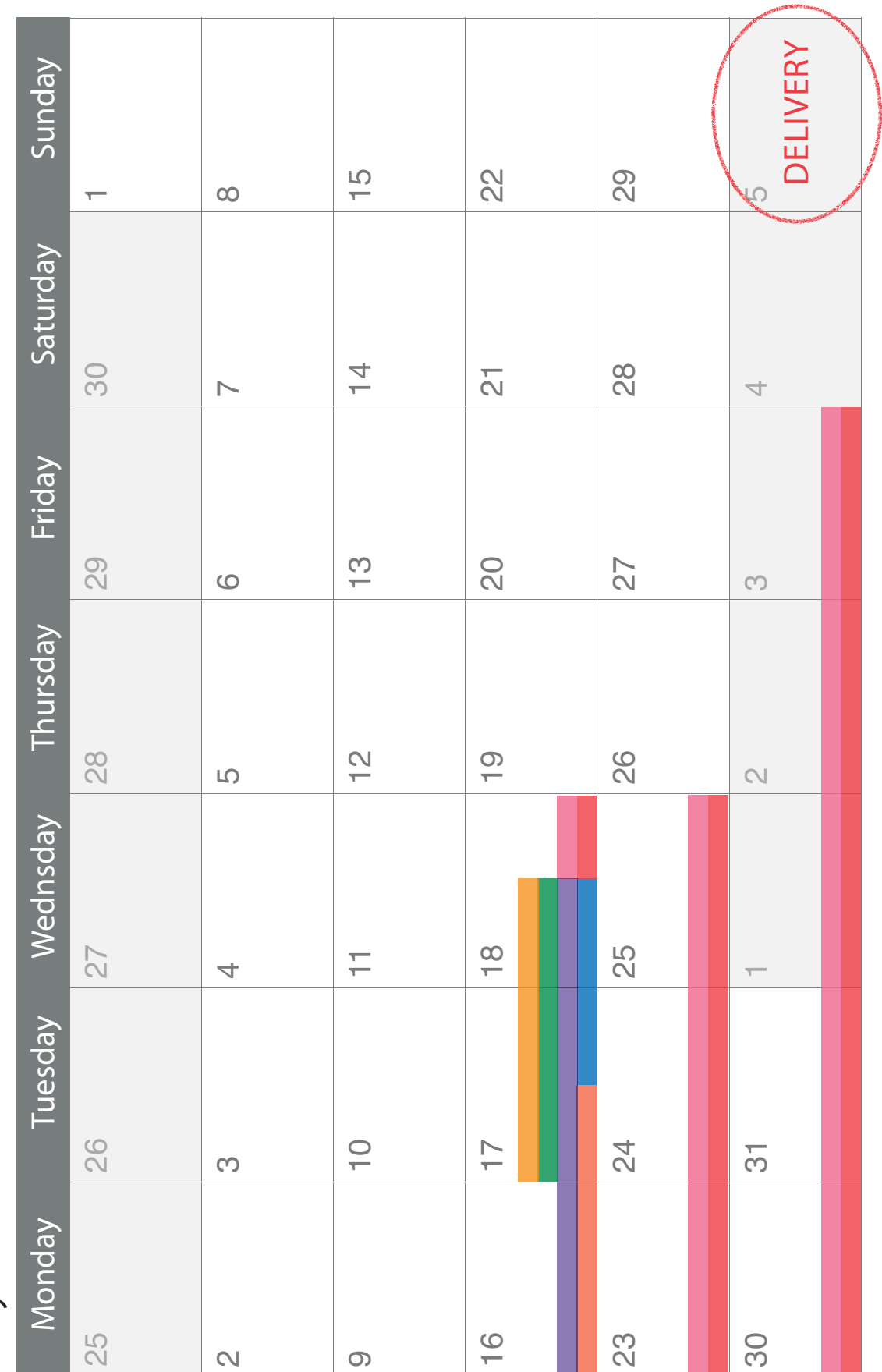
possible !)

- If using music

Thank you to stipulate the mention :
"Acquisition in progress" in the
production file



May 2022



Project planning and deadlines

Each project has its own schedule to follow, so here it is:

The Noé advertising brief



Noé's Visuals Advertising



The script

To write the script, we had to brainstorm to agree on the tone, the types of images we wanted to use. As well as the main message of the commercial. So here is what we came up with:

The tone

- Serenity - Fun
- Calm - Respectful
- Offbeat tone

The videos

- Green - Employees
- Customers - Producers
- Diversity - Inclusive

The message

With noé, change your way of consumption. More responsible more responsible, French products...

The Script Finale version

- Victoire : Eh, tu connais Noé chez Franprix ?
- William : Ah non ! C'est leur nouveau stagiaire ?
- Victoire : Mais non idiot... Je te parle de Noé ! C'est un magasin, qui vend des produits ECO-responsables, et français !
- William : Des produits français et écoresponsables ?
- Victoire : Oui, Franprix Noé c'est aussi une nouvelle façon de consommer des produits locaux et de meilleure qualité !
- William : Ah ouais ?
- Victoire : En plus, Noé t'accompagne pour consommer de façon responsable, en se faisant PLAISIR ! Pas mal, hein !
- William : Mais... y en a qu'à Paris non ?
- Victoire : C'est ça qui est incroyable, c'est qu'ils sont partout en France !
- William : Mais c'est trop bien ! Je vais y faire un tour.
- Victoire : "Avec franprix Noé, changez de façon de consommer."

The moodboard

In order to make a good storyboard, we first had to make a moodboard:



Storyboard

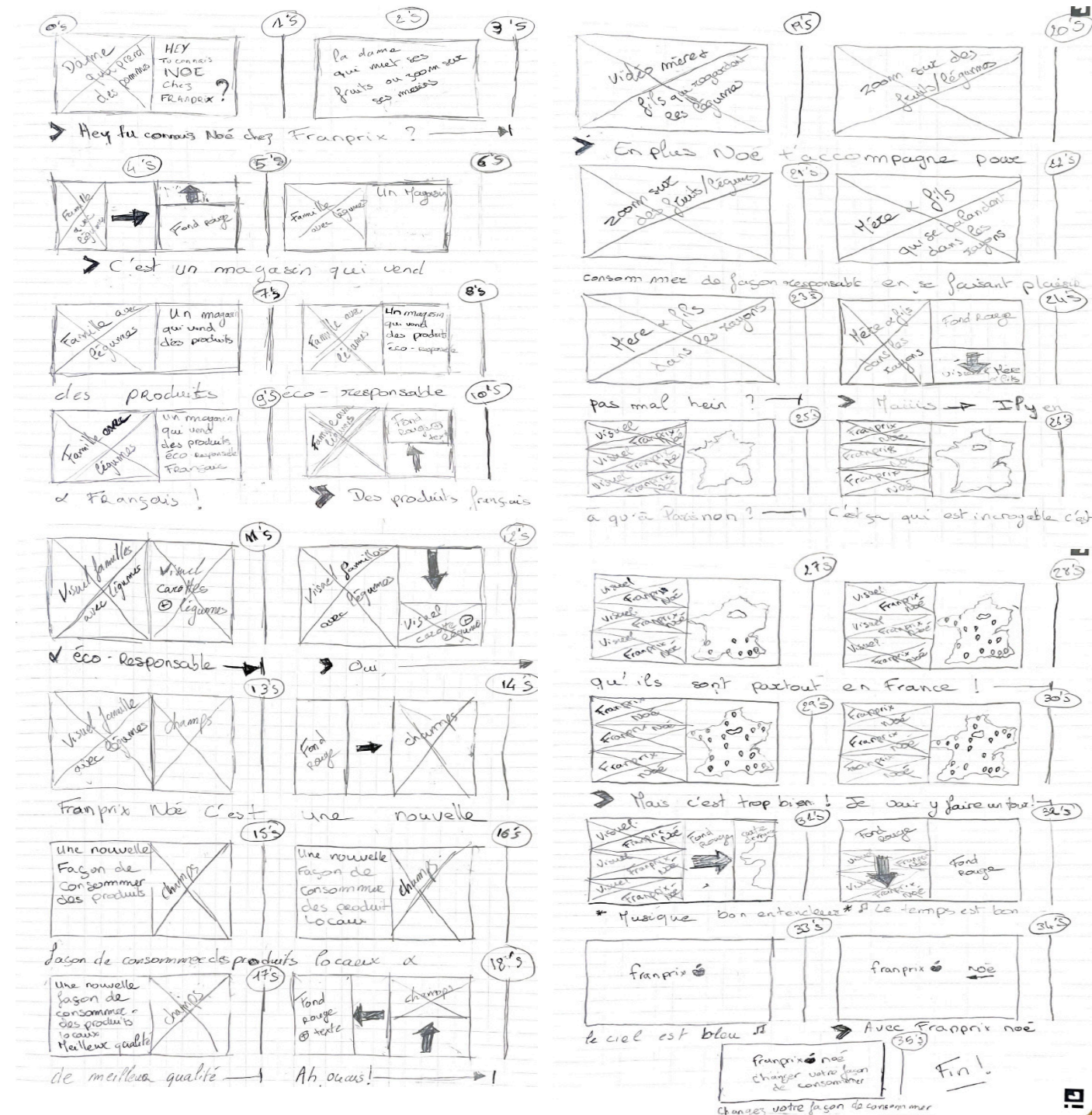


Credits

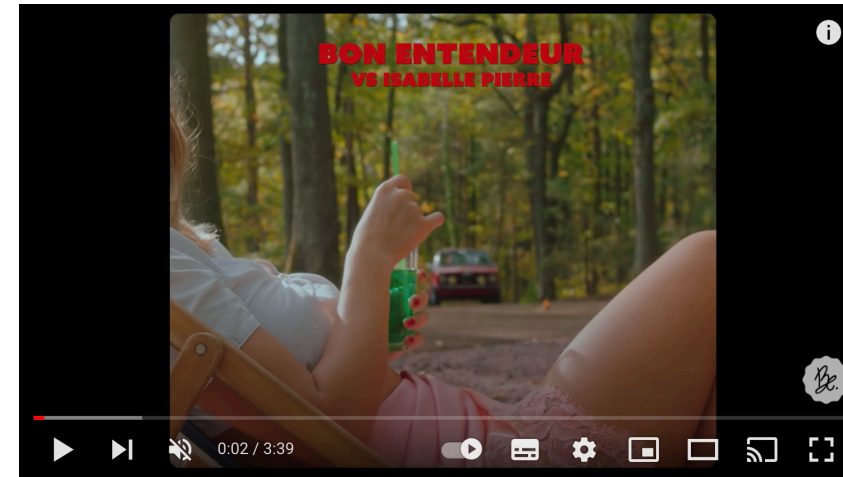


The storyboard

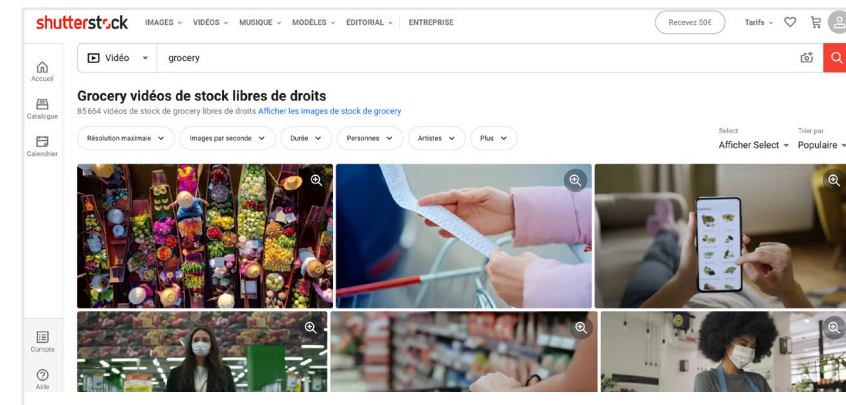
Here is the storyboard we created after the creation of the script (+recording), and the moodboard.



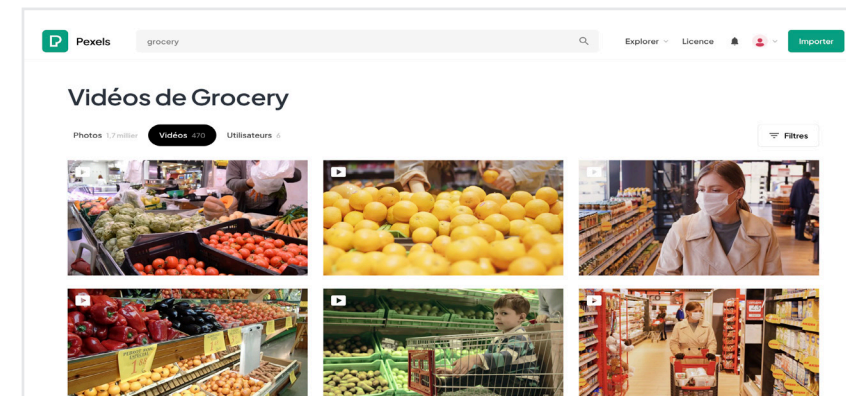
Credits, technical specifications, copyrights and sources



https://www.youtube.com/watch?v=RMWBriHwVrI&ab_channel=BonEntendeur
Background Music: Le Temps Est Bon par Bon Entendeur vs Isabelle Pierre.
(In process of acquisition)



All our videos come from shutterstock (and are royalty free).



Q1 pexels (royalty free too) whose creators will be credited in a line scrolling below the videos.



Advertising film 2

franprix  **noé**

CHANGEZ DE FAÇON DE CONSOMMER

The Noé advertising brief



Context

A new product has been conceptualized to highlight this subsidiary: an evolving milk carton. This brick changes as the expiration date approaches with an oxidizable ink system, which disappears little by little once the bottle has been opened. When the bottle is completely white, the milk is no longer consumable.

This video is made to promote this product and to showcase the particular feature that makes this bottle so special.

Team organization

This video was realised, produced and shot by Elias, we will therefore not detail the distribution of the teams.

Specifications

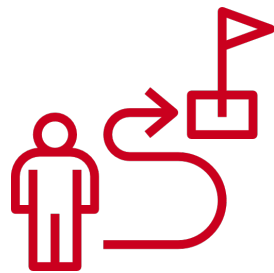
Technical constraints

- Referent : Miloud
- Deadline : 1 week
- Duration: between 30sec and 1min30
- Target : 30-50 years old
- S.P. Category: Affluent



Target

- Men and women, 30-50 years old, concerned about ecology/waste
- Young people in their 20s, primarily concerned with changing attitudes towards the planet



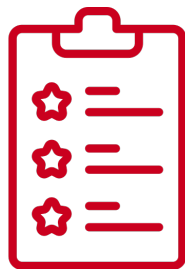
Objective

Promote an innovative product, show solution against waste, put the light on Franprix Noé



Promise

Reducing waste, introducing better management of milk consumption



Features

Oxidizable ink that disappears as you go along = various warnings about drinking milk



Tone

Demonstrative/Informative, given at the beginning to reinforce the impact of the product



Constraints

To familiarize the public with the concept of fading ink

- Brainstorming
- Script Writing
- Storyboard
- Motion design + editing
- Video Shooting

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
25	26	27	28	29	30	1	8
2	3	4	5	6	7	14	15
9	10	11	12	13	20	21	22
16	17	18	19	26	27	28	29
23	24	25	26	27	28	29	30
30	31	1	2	3	4	5	DELIVERY

The Noé advertising brief



Storyboard Storyboard



The script

The Script

Final version

Using the concept of fading ink, the ad starts on a totally blue screen. The latter gradually fades, and begins to reveal different messages: «Milk... we know, it goes fast... So fast that 40% of French people throw away milk once a month. If only there was a way to manage this waste...».

The camera zoomed out to reveal the milk carton, then zoomed in to show the different information on the bottle.

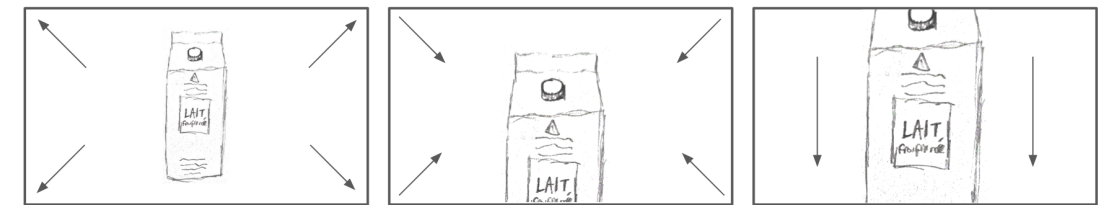
The crucial question then arises: where can we find and buy these milk cartons? It is then that we pass on a real view, with the camera which makes a sudden movement and shows a Franprix Noé store.

The logo is then displayed on a white background.

The storyboard



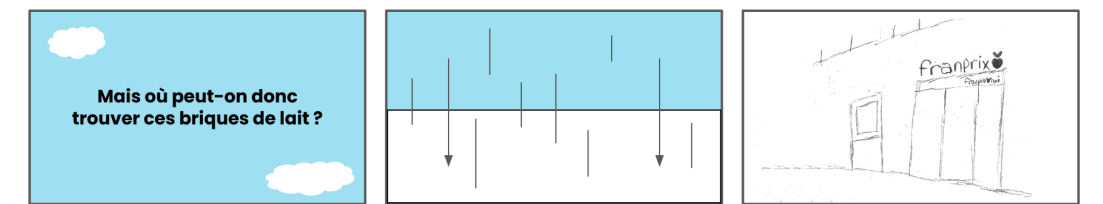
1. Blue screen, which disappears little by little and lets appear the information one by one. 10sec



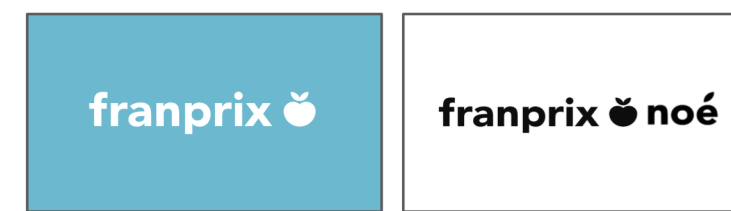
2. Unzoom from shot 1 to realize that we were in the milk carton from the beginning. Zoom on the brick to show its different information, with the camera going down to show the whole bottle. 8sec



2. The last text appears from behind the bottle, after the camera has finished descending. Fade to the next shot. 2sec



3. Fade from the blue of the chart to the blue of the sky, with the text remaining for a little while and then disappearing suddenly when the camera comes down sharply to show the Franprix Noé store in wide shot. 7sec

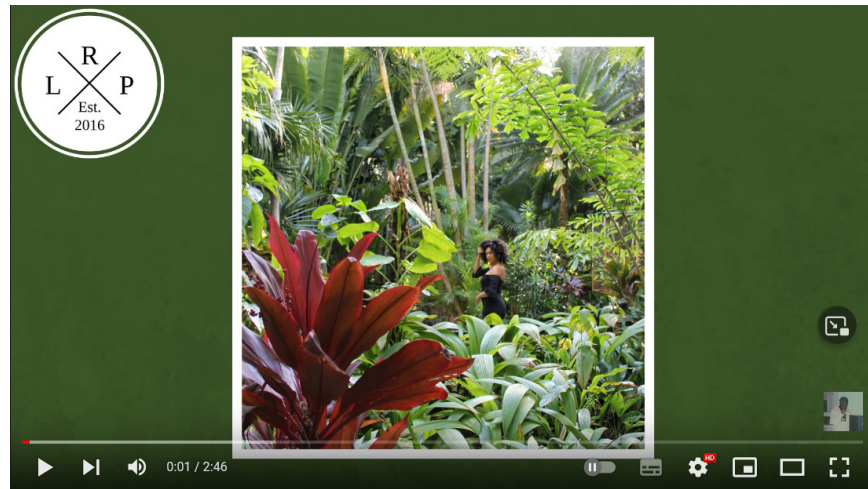


4. The logo of the sign comes out from the front of the store and appears centered on a blue background. Finally, the background changes to white and the word "noé" is added to the logo. 5sec

Credits Credits



Credits, technical specifications, copyrights and sources



<https://www.youtube.com/watch?v=etWlaI-b744>
Background Music : Ryan Little - Think About You (royalty free)

All the motion design was made by Elias, the Franprix shop was also shot by Elias in Paris, 67 Rue Saint-Dominique.

Thank you.

Victoire - Luca - Vincent
Weilian - Samuel - Elias

franprix  **noé**
CHANGEZ DE FAÇON DE CONSOMMER