



EVIAN

Single _____ THE BABY BARE NECESSITIES

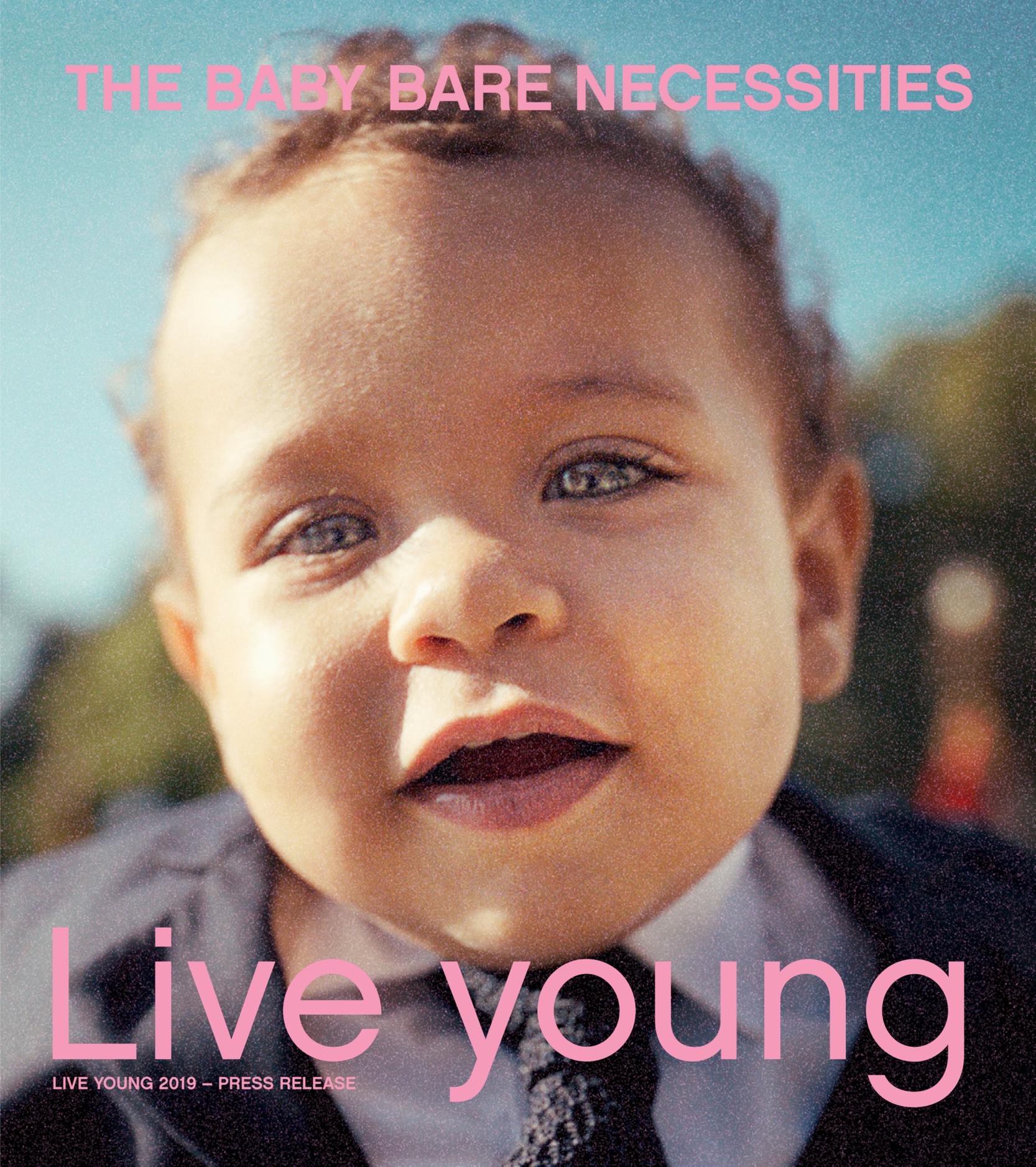
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EVIAN



THE BABY BARE NECESSITIES



Live young

LIVE YOUNG 2019 – PRESS RELEASE

THE EVIAN® BABIES ARE BACK TO CELEBRATE A NEW WAY OF LIVING YOUNG

LIVE YOUNG 2019 – PRESS RELEASE



THE BABY BARE NECESSITIES



Baby singer

June 11th, 2019: Today, evian[®] unveils its latest campaign, The Baby Bare Necessities, a joyful anthem that sees the brand's iconic babies return to outline a new ethos for “living young”.



A NEW WAY OF LIVING YOUNG

PRESS RELEASE



Baby vogueur

In an increasingly fast-paced world with ceaseless swiping and constant notifications, the campaign suggests trusting that little voice inside all of us, that inner baby that reminds us that living young is about making conscious living choices, focusing on the things that really matter.



Baby singer

At the heart of the global campaign is a commercial, created by BETC, metaphor of positive life choices. It features the babies dancing, riding and singing their way through a hip-hop rendition of one of the great odes to a purposeful, natural life: The Bare Necessities from The Jungle Book.



Baby singer

The campaign marks a shift in tone, style and attitude for evian®, as this time, the babies voice a message. *“We’ve been using babies for more than a decade as a metaphor of youth and today we wanted to give the babies a voice,”* said evian® Global Brand VP Patricia Oliva. *“Because today living young is living with a sense of purpose, speaking up, advocating for a life that’s conscious and optimistic.”*

Of the film, BETC Founding Chairman and Havas Global CCO Remi Babinet said, *“We tried to capture all the wisdom and swagger of Balloo [the bear from the Jungle Book] in a way that still felt modern and celebratory.”*

FEAT. FRIENDS



Baby Garbine Muguruza

Produced by Iconoclast, the film features a cameo from former world #1 ranked tennis player Garbiñe Muguruza, and music from rising rap star Jay Prince, who is set to release a full-length version of the track, as well as a remix, both available on music streaming platforms.



ALL YOU GOTTA KNOW IS...

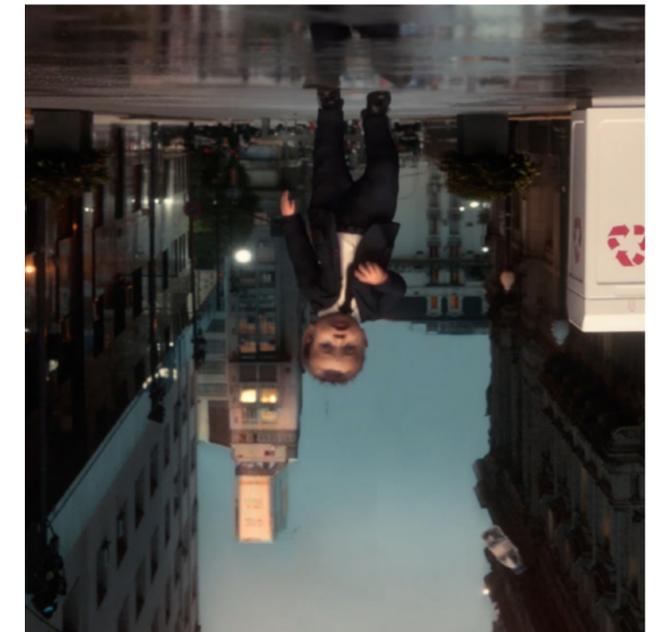


These assets are accompanied by print, digital out of home and on-pack activations that feature three baby 'gangs'. They embody the new "Live young" ethos across 3 different mentalities: baby vogueurs, baby tennis players and baby bikers, all determined to live their life in a fresh, committed and optimistic way.

It is the first time evian® has tied up its "Live young" campaign to its commitment to becoming a circular brand by 2025 making all its bottles from 100% recycled plastic (rPET). To highlight the importance of everyone doing their part to keep the planet young, the film depicts a baby recycling a bottle, a nod to



Baby biker 'gang'



Baby singer

the recent "Flip It For Good" global initiative launched by evian® to engage all of us around recycling by bringing fun and purpose to this simple yet impactful gesture.

LIVE YOUNG AIR TIME

The 45 second spot will air in France, UK, Switzerland, Belgium and Germany from the 12th of June and will see a slew of hip-hop merch-themed gear (records, shirts) launched on Instagram and available on evian® global website.



Baby biker



Baby biker

#Liveyoung



Baby biker

***Download the toolkit:**
<https://betc.box.com/v/liveyoung2019>

***For more information:**
www.evian.com

***Youtube:**
<https://youtu.be/9AJ8gHNgQMY>

NOTE TO EDITORS

LIVE YOUNG 2019 – PRESS RELEASE



About evian®

evian® natural mineral water comes from the heart of the French Alps, a unique geological site in the world. For more than 15 years, it travels through the rocks, where it is enriched with essential minerals. The brand has been working for over 25 years to preserve the source's natural surroundings in an effort to preserve evian® natural mineral water's exceptional quality for generations to come. Naturally pure and uniquely balanced, evian® natural mineral water is a healthy choice throughout the day.

evian®, a Danone brand, embraces the company's "One Planet. One Health" vision that the health of the people and the health of the planet are interconnected and therefore seeks to protect and nourish both.

About evian® circularity commitment

In January 2018, evian® announced it will make all of its 100% recyclable plastic bottles from 100% recycled plastic by 2025, a move that will see the natural mineral water brand adopt a 'circular approach' to its plastic usage, where plastic is kept within the economy and out of nature. evian® aims to achieve its 2025 commitment to becoming a circular brand through pioneering partnerships and collaborations, redesigning packaging, accelerating recycling initiatives and recovering plastic waste from nature.

For more information:

<https://circular.evian.eco/>

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**BABY
ADVISORY
EXQUISITE CONTENT**

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