

*Our agency*

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# ESA

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# Satellites

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*Impact on our daily  
lives...*

*...but  
a lack of interest*

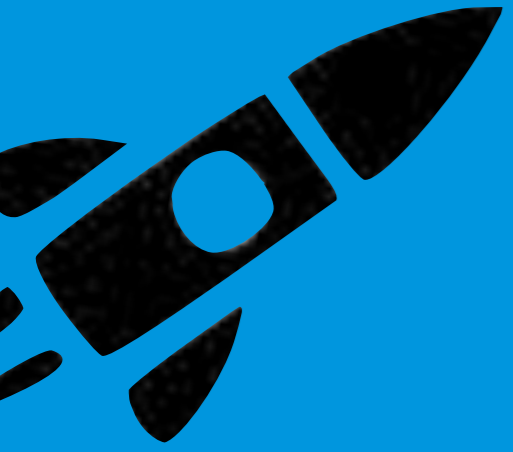


# *Consumer insight*

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The priority is always given to close topics.  
As satellites represent what is the furthest from us,  
they do not represent a major center of interest.

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# *Brand insight*

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Even though they are far away, satellites have a direct and measurable impact on our routine.

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# What we want to achieve



Create a  
**sense of closeness**  
between the target  
and the satellites

To **increase brand attachment** amongst the target audience by 40% in 6 months

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To **engage discussion** on the various digital platforms with 10% of the target audience over 6 months

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To **shift the target's perception** towards satellites from "*I don't really care what they are doing*" to "*I realize how important they are in my daily life*" by 50% over 6 months



# Targets

## ▶ GEN Y

▶ 20-34 years old of the 20 ESA member states at-ease with technologies

## ▶ STUDENTS

▶ 20-27 y.o. of the 20 ESA member states



## ▶ INFLUENCERS

▶ Press, businesses, lobbies



# *Challenge*

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How to create a **sense of closeness** between the target and satellites when the **priority is always given to the closest sphere?**

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« Bring space into your intimate world »

# *Concept*

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« How would you react  
if a **stranger** genuinely  
**took care of you?** »

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# Why are we legitimate?

Our daily lives are powered by satellite technology



Geo-localisation apps are one of the most used in Europe (GPS)



Access to hourly weather forecast



Access to updated and real-time information

«Stranger»

«Took care of you»

