

CANAL▶PLAY

IN ASSOCIATION WITH BUZZMAN, CANALPLAY CREATES A COFFEE TO HELP PEOPLE TO WATCH MOVIES AND SERIES DAY AND NIGHT.

CANALPLAY is the subscription VOD offer from the **CANAL+** group. Pay once a month and have access to unlimited movies and series. So many programs that one life is not enough to watch everything.

Solution : to launch "Insomny Coffee". A new coffee brand on the market made for those who love too much movies and TV series to sleep. On December 3rd 2013, more than 10 000 coffee packs will be on sale on **insomnycoffee.canalplay.com** but also in French coffeehouse chain and in Carrefour supermarkets in Paris. Insomny Coffee is made for real coffee lovers and available in three different ways: Nespresso® capsules, ground coffee or coffee beans.

And on every pack you get a code for a free 2 months **CANALPLAY** subscription.

CANALPLAY and **BUZZMAN** have worked with the French coffee roaster "Terres de Café" to create a high quality and exclusive product, with a unique taste. A blend of beans from Burundi, India and Brazil, to obtain a delicious but strong enough coffee to keep you awake.

So from now on, if you love good coffee, films and TV series prepare yourself to keep your eyes open all night long.

To find all the campaign elements: rp.buzzman.tv/insomny/en



CREDITS

Client :

CANALPLAY

- CANAL + distribution's president : Alice Holzman
- CANAL + distribution's marketing director: Coralie Piton
- CANALPLAY range director: Patrick Holzman
- Head of CANALPLAY communication: Claire Ferrant-Maillard
- Brand executive: Brigitte Barré
- Brand manager : Ariane Esfandi

ABOUT

CANALPLAY

CANALPLAY is the unlimited VOD subscription of CANAL + group. With a furnished film catalogue coming from the most important french and international studios (WARNER, GAUMONT, UNIVERSAL, DISNEY, M6, SND, PATHE, BBC, etc), TV series (SPARTACUS, ESPRITS CRIMINELS, GOSSIP GIRL, BREAKING BAD, HOMELAND, etc.) and also lots of kids programs (DORA L'EXPLORATRICE, TINTIN, SPONGEBOB, THE MOST IMPORTANT DISNEY/PIXAR FILMS). CANALPLAY represents the most important french unlimited VOD subscription. More than 5000 titles on streaming, at once and without obligations available on all devices, starting from 6.99 euros par month.

www.twitter.com/canalplay

Agency :

BUZZMAN

- CEO and Creative director : Georges Mohammed-Chérif
- General Manager : Thomas Granger
- Associate Director : Julien Levilain
- Head of accounts : Maïte Orcasberro
- Account managers : Olivier Lopez, Laura Seror

- Copywriters : Mickael Krikorian, Victor Sidoroff
- Art Directors : Mickael Krikorian, Victor Sidoroff,
- Illustration, Design : Aurélie Femenias
- Strategic Planning : Alexandre Ribichesu
- TV Producer et Achat d'art : Vanessa Barbel, Pauline Couten
- Music : Romain Vissol LABAM éditions
- Digital Producers : Laurent Marcus, François Cavalin

BUZZMAN

Buzzman, voted Best International Small Agency of the Year award in 2011, is an independant advertising agency creating innovative concepts that go beyond traditional advertising. Winning for several consecutive years at Cannes, Buzzman is recognized as one of the most creative agencies in Europe, with clients such as SFR, Unilever (Axe), Bic (Tipp-Ex), MTV Mobile Europe, Durex and Mondelez (Milka, Mikado, Carte Noire)...

www.twitter.com/buzzman_time

CONTACT

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