

. Media release .
SEPTEMBER 2023

Club Med
unveils
its new advertising campaign



Club Med

is emphasizing its lifestyle appeal and making escapism a destination with its new advertising campaign:

That's l'Esprit Libre.

Following a brand revamp in March 2023, Club Med is coming back to screens in September 2023 with a new global campaign produced by the agency 180 Amsterdam.

The campaign refreshes Club Med's image and showcases its modern visual identity.

An invitation to escapism

Reflecting its heritage, French expertise and international positioning, Club Med is replacing its tagline with **That's l'Esprit Libre**.

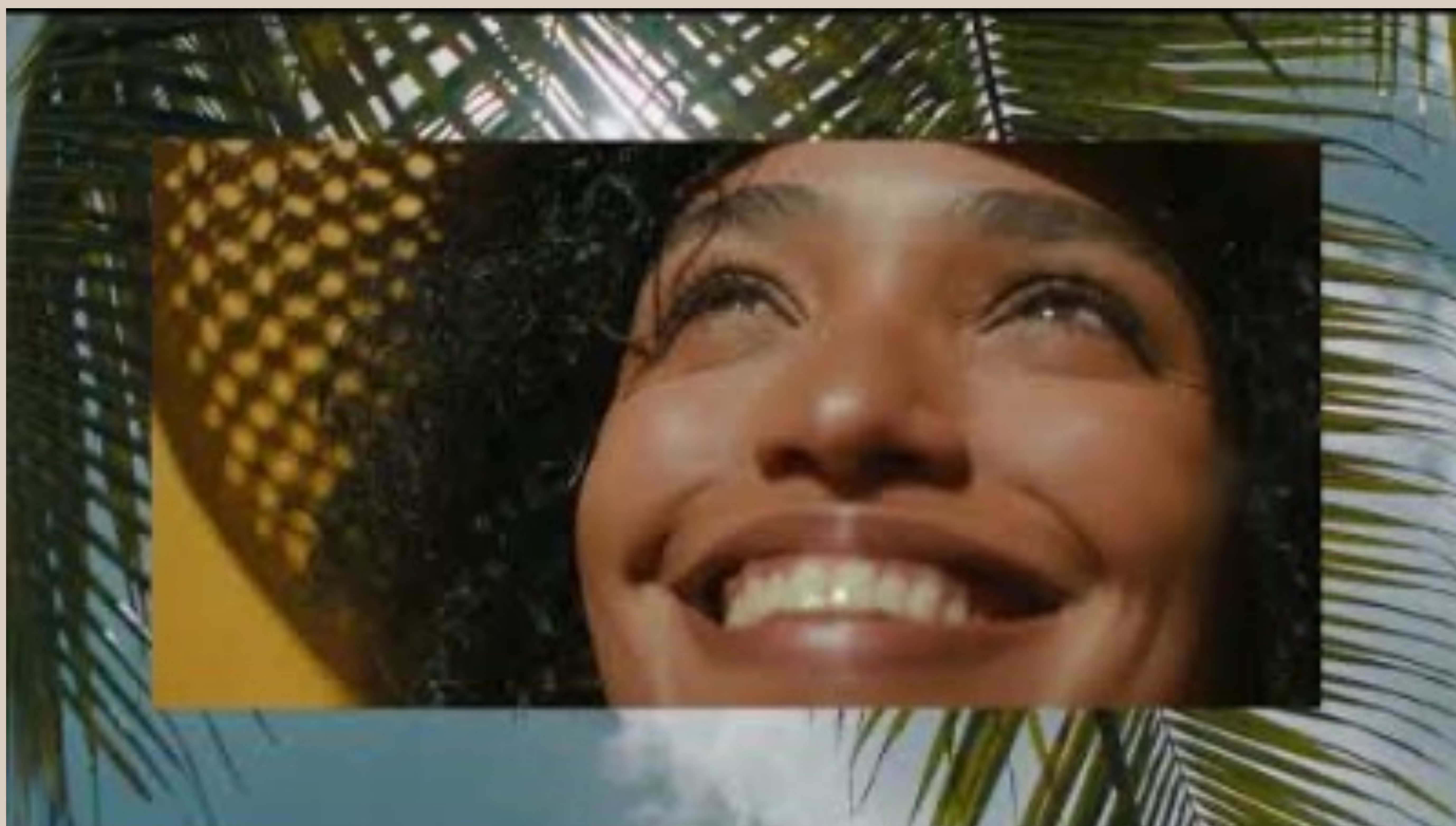
Club Med is breaking boundaries with a new story-led campaign. Voiceover, playful wording... the tone is stylish, lighthearted and emotive.

The campaign's modern esthetic has fun with vacation clichés whilst addressing the social impacts of travel (need for wellness and relaxation, demand for more responsible tourism and personal interactions, all hassle-free with zero compromise). It renews and reaffirms the joie de vivre and optimism associated with the brand's reputation.

THAT'S L'ESPRIT LIBRE

*“With our complete creative overhaul,
Club Med is entering a new era aligned
with our premium and lifestyle
positioning.”*

Quentin Briard, CEO Marketing, Digital & Technologies



That's l'Esprit Libre

highlights all those times when we finally feel on vacation, letting go of our everyday stresses and strains to reconnect with what really matters.

Reembracing the simple joy of small things and relearning to be happy in the moment.

That's l'Esprit Libre means enjoying peace of mind and experiencing a different lifestyle that elevates and enhances the everyday.



180 agency: Stéphane LECOQ, Laurent FRANCOIS, Michael WINEK, May-Lin LEE, Pamela VILLAFLORES, Benjamin DODWELL

Soldats agency : Pierre CAZENAVE-KAUFMAN, Jules RENAULT, Ronan GALLAGHER

Club Med: Quentin BRIARD, Armelle VIMONT-LAURENT, Manon ANSQUER, Lucile SARTHOU, Marie PERRIN, Todd JULIE, Clémence BENTEUX, Géraldine HAMMER, Kevin ARMSTRONG

“It’s anything but a typical commercial. It’s meant to be like a celebration – playful and fun. There’s irony and attitude in the voiceover’s narration, addressing an audience that’s not gone on vacation yet.”

Jules Renault, director



An integrated 360° campaign

In France, the campaign's global media plan (produced with the Mediakeys agency) will cover television, cinema, the written press, advertising boards in airports and rail stations, in the provinces and in the streets of Paris, but also digitally with impactful and innovative formats as well as on social media. To complete the launch, the platform of metro line 3's Opéra station will be fully decorated in Club Med colors for two weeks from September 20 to October 3.

Club Med is back with a major media investment of pre-pandemic proportions. **That's l'Esprit Libre** campaign is also being rolled out across all international markets (Europe, Africa, the Americas, Asia).



*Mock-ups 3D - Opéra station (Paris)
From September 20th to October 3rd*

Club Med

Founded in 1950 by Gérard Blitz, later joined by Gilbert Trigano, Club Med pioneered the all-inclusive vacation concept, adding children's entertainment with the launch of the Mini Club in 1967. Present in 40 countries around the world, and with 67 Premium and Exclusive Collection Resorts, Club Med provides escapism in exceptional destinations. Thanks to the support of its shareholder Fosun Tourism Group and the successful implementation of its repositioning strategy, Club Med is now the world leader in all-inclusive luxury and experience-led vacations for active families and couples. Club Med employs nearly 25,000 Gentils Organisateurs (G.O) and Gentils Employés (G.E), representing 110 nationalities.




Contacts

Thierry Orsoni

Director of Communications

thierry.orsoni@clubmed.com

+33 (0)153 353129

 @Th_Orsoni

Louba Doroshina

*Coordination and International
Communications Manager*

liubov.doroshina@clubmed.com

+33 (0)153 353508

Camille Fily

Communications Officer
camille.fily@clubmed.com

+33 (0)153 353062

 @Camille_Fily

Follow us on social media:

