

## SAINT-GOBAIN LAUNCHES MIA, THE AI AVATAR THAT DECODES SUSTAINABLE CONSTRUCTION



**28 million  
views**

**75,000  
engagements**

Saint-Gobain is innovating in its communications by launching its AI (Artificial Intelligence) avatar, MIA, created using artificial intelligence. Since September, MIA has been the face and voice of a digital series titled *Voice of the Future*, dedicated to exploring today's and tomorrow's solutions for building a more sustainable future in construction.

True to its status of worldwide leader in light and sustainable construction, Saint-Gobain offers, through this series, an immersive experience where each episode, presented by MIA, highlights a country (Australia, India, China, South Africa, Brazil, etc.) and its solutions for addressing key issues in sustainable construction (accessibility, resilience, digitalization, etc.), mirroring the destinations visited by the "[360 years young](#)" campaign celebrating the Group's 360<sup>th</sup> anniversary.

The MIA campaign is part of an innovative communication strategy on social networks and offers content that is both fun and educational, designed to capture the attention of new audiences, continuing the momentum of previous campaign "[Saint-Gob\[AI\]n: 7 visions of the future](#)".

To date, the campaign has generated over **28 million views** and nearly **75,000 engagements**.

All episodes are hosted on [YouTube](#) and can also be found on [TikTok](#), [Instagram](#), [Facebook](#), and soon on [LinkedIn](#) and [X](#).

This identity was developed with [Sparkle Agency \(Jaws group\)](#), which supported Saint-Gobain in the design, avatar creation, and video production. From exploring archetypes to the final choice, every detail was carefully crafted: style, gestures, voice, personality, and tone.

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**SPARKLE**  
by jaws

# PRESS RELEASE

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## About Saint-Gobain

Worldwide leader in light and sustainable construction, Saint-Gobain designs, manufactures and distributes materials and services for the construction and industrial markets. Its integrated solutions for the renovation of public and private buildings, light construction and the decarbonization of construction and industry are developed through a continuous innovation process and provide sustainability and performance. The Group, celebrating its 360<sup>th</sup> anniversary in 2025, remains more committed than ever to its purpose “MAKING THE WORLD A BETTER HOME”.

**€46.6 billion in sales in 2024**

**More than 161,000 employees, locations in 80 countries**

**Committed to achieving net zero carbon emissions by 2050**

For more information about Saint-Gobain, visit [www.saint-gobain.com](http://www.saint-gobain.com) and follow us on X [@saintgobain](https://twitter.com/saintgobain)

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