Saint-Gobain is launching its new global brand campaign, "New World", which aims to establish the Group's vision as the worldwide leader in light and sustainable construction.

This campaign, produced with Publicis Conseil and mediated by Publicis Média Connect, is based on the concept of "Everything can be transformed" to demonstrate how Saint-Gobain’s materials and solutions are transforming the construction sector to make it more sustainable, resource-efficient, circular, less carbon-intensive, more efficient and more competitive.

"Saint-Gobain's offers for building renovation and new and light construction provides a complete set of solutions to meet the three major challenges facing our world: drastically reducing the 40% of CO₂ emissions linked to the construction sector, preserving natural resources and addressing the challenges of rapid urbanization in emerging countries, which require fast and efficient construction. This new brand campaign is designed to enhance the value of this offer, to consolidate the Group's position as the worldwide leader in light and sustainable construction and to demonstrate its ability to transform the entire sector," says Laurence Pernot, Vice-President, Communications, Saint-Gobain.

"We wanted to embody the brand with this pioneering spirit in a disruptive, intuitive and creative way to make it audible, inspiring and accessible to all of the group's audiences: the general public, opinion leaders and all stakeholders," adds Marco Venturelli, Chief Creative Officer, Publicis Conseil.

Directed by Réalité, this new film features young people to embody the optimistic and forward-looking message of Saint-Gobain.
We follow the adventures of two children who challenge each other to a game of soccer in the streets of an imaginary city, a symbol of all the Group's construction markets, and transform it as they go along until a brand new city appears. A city, more beautiful, more comfortable, more affordable, transformed by Saint-Gobain.
The campaign will be rolled out in print and digital medias around the world in the coming weeks. It will be brought to life through an influencer campaign as well as a rich and educational content ecosystem to explain sustainable construction.

The film can be found: https://www.youtube.com/watch?v=Yc9XK_Uv4Hc
Read more about it: https://www.saint-gobain.com/en/construction-to-last

About Saint-Gobain
Worldwide leader in light and sustainable construction, Saint-Gobain designs, manufactures and distributes materials and solutions for the construction, mobility and industrial markets. Developed through a continuous innovation process, its integrated solutions provide sustainability and performance in daily life, addressing the renovation of public and private buildings, light construction and the decarbonization of construction and industry. The Group’s commitment is guided by its purpose “MAKING THE WORLD A BETTER HOME”.

€44.2 billion in revenues in 2021
166,000 employees, locations in 75 countries
Committed to achieving Carbon Neutrality by 2050

For more information on Saint-Gobain, Visit www.saint-gobain.com and follow us on Twitter @saintgobain

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Crédits:

Advertiser - Saint-Gobain

Agency - Publicis Conseil
CEO of Publicis France: Agathe Bousquet
President of Publicis Conseil : Marco Venturelli
Creative Director: Nicolas Thiboutot
Copywriter: Julien Colas
Art Director: Kamel Makhloufi
Creative Assistants: Natalia Medina
Account Managers : Anne Dauve, Anne Cantrel, Priscilla Vaudevire, Joelle Lebreton, Manon Rafflin
Agency Producer: Sarah Bouadjera
Strategic Planning: Eva Chapiteau
Process Manager : Nathalie Bousquet
Business Affairs : Paul Hazera, Amandine Yvon
Art buyer: Flore Silberfeld

Média Agency – Publicis Media
Managing Director : Nicolas Carigliano
Executive Managing Director : Sanja vlaisavljevic
Business Consultants : Anna Maksymova, Manon Techine

Production Company film - Big
Directors : Réalité
Producer: Katarzyna Staniaaszek, Raphael Carassic
Line Producer: Christine Fauconnot  
Director of Photography: Matias Boucard  
1er assistant: Tony Texera  
Stylist: Alex Price  
Deco: Niels Windfeldt  

**Post-production Company Film – Firm Studio**  
Post Producers Big: Clémence cuvilier and Natacha Dolard  
Line producer Prodigious: Sophie Garrel  
Vfx Producer Firm/ Faubourg: Olivier Dechartres  
Lead Flame Artist: Mathieu Caulet  
Flame Artist: François Theron, Jean-Matthieu Senecca  
3D Lead: Benoit Revilold  
3D tracking: Pierre Pillard  
3D artist: Manu Mouillet, Mathieu Bernardat, Bob Urbanczyk, Bruno Leguern, Arnaud Joli, Nayel Bounouar  
2D After: Patrick Bennar, Olivier Stephant  
2D Nuke: Lenaïc FAVARD  
Rotoscopie ROTOMAKER  
Matte Painter: Frédéric Gaudin  
Editing: Eric Jacquemin  
Color Grading: Arthur Paux  

**Sound production Company Film – Prodigious**  
Sound Producer: Esmeralda Leo  
Sound designer: Emmanuel Rebaudengo – Thomas Baudin  
Ingénieur du son: Alexandre Firlat  
Voix OFF: VA: Bibi Jacob, VF: Fanny Valette  

**Music:**  
Track/Work/Recording: “Keep your head up (featuring Pell)”  
Author(s)/Composer(s)/ Other(s): Jared Thomas Pellerin, Benjamin Jaffé  
Performer(s): Preservation Hall Jazz Band  

**Photography print**  
Photographer: Cédric Delsaux  
Agent: Laurence Boué  
Stylist: Isabelle Baudry  

**Production Company print - Asile**  
Chairman: Christophe Huet  
Project manager: Lucie Julliard