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## PRESS RELEASE

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November 13, 2017

### **Saint-Gobain launches an advertising campaign in France to enhance its brand with its end customers**

**During its many years in business, Saint-Gobain has mainly developed its reputation among a public of professionals. In a context of a constantly changing market in which homeowners are the specifiers and decision-makers, the Group has decided to strengthen its brand positioning and increase its visibility among its end customers. In response to this new challenge, Saint-Gobain is launching an advertising campaign in France focused on promoting the brand's contribution to the comfort of each of us and the future of all.**

Comfort and well-being in living places are at the heart of consumers' expectations. Saint-Gobain, which has long been part of everyday life in France, has fully integrated these expectations in its growth strategy. As a result, the Group stands out for its ability to provide products and solutions that are increasingly sustainable and effective, and by developing services that improve the quality of life of each person in the home, at work or in transportation.

Today, the Group wants to get closer to the general public by highlighting its innovative solutions through an extensive advertising campaign in France. It thus wants to build a new rapport between its customers and the Saint-Gobain brand.

*"Our Group has leading commercial brands and names that are extremely well-known, such as, Placo, POINT.P, LAPEYRE, ISOVER, Weber, Sekurit and Norton. The Saint-Gobain brand is the cement in this decentralized organization. It brings together our 170,000 employees around a shared culture, values and commitments," explains Pierre-André de Chalendar, Chairman and Chief Executive Officer of Saint-Gobain. "We want to make Saint-Gobain's presence and its positive contribution to the daily life of each person more visible, by promoting our environmentally friendly solutions and emphasizing our expertise and culture of innovation. With this advertising campaign, we aim to strengthen our reputation and to build a strong emotional relationship with the general public."*

The campaign includes a video and press ads that address the topic of “living together.” It illustrates the brand’s contribution to the well-being of the French by showing the Group’s materials and solutions which provide thermal, acoustic and visual comfort, resistance and improved air quality.

This positioning is summed up in the campaign’s tagline: “Materials that power life.”

The campaign is backed by a two-month media plan encompassing television, the Internet and the press.

Reaching out to the end customer is not new at Saint-Gobain. Take for example the recent launch of *Envie de salle de bain*, the new Group brand offering a wide range of products and solutions for bathrooms, personalized assistance for bathroom design and a service that puts homeowners in contact with installation professionals. In summer 2016, the Group had also launched *Homly You*, a website that puts homeowners with a home renovation project into contact with professional contractors.

Watch the video here: <https://www.saint-gobain.com/en/the-campaign/advertisement>



## **ABOUT SAINT-GOBAIN**

Saint-Gobain designs, manufactures and distributes materials and solutions which are key ingredients in the wellbeing of each of us and the future of all. They can be found everywhere in our living places and our daily life: in buildings, transportation, infrastructure and in many industrial applications. They provide comfort, performance and safety while addressing the challenges of sustainable construction, resource efficiency and climate change.

**€39.1 billion in sales in 2016**

**Operates in 67 countries**

**More than 170,000 employees**

[www.saint-gobain.com](http://www.saint-gobain.com)

[@saintgobain](https://www.instagram.com/saintgobain)

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