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Feb. 14, 2013, 11:08 a.m. by BETC Paris

### PEUGEOT 'CATCH THE THRILL'

New campaign by BETC Paris and Wanda



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After the initial success of their RCZ car, Peugeot now launches a new version of the sports coupe.

For the launch BETC has developed a global campaign, the first part consisting of a film and a print campaign.



Philippe André at Wanda Production directed the film, a conscious choice as Philippe also directed BETC's TV ad "Toys" for Peugeot that won a Gold Lion in Cannes 2004.

The spot that is called "Catch the Thrill" focuses on the car's elegance and speed - so fast that it can't even be caught on film.

#### Credits

CLIENT: AUTOMOBILES PEUGEOT  
CLIENT MANAGEMENT: Guillaume COUZY, Olivier GANDOLFO, Nathalie Le MAITRE, Hervé POULOU  
AGENCY: BETC Paris  
AGENCY MANAGEMENT: Henri TRIPARD, Julien GRIMALDI, Thomas BOUTTE  
EXECUTIVE CREATIVE DIRECTOR: Rémi BABINET  
CREATIVE DIRECTOR: Vincent BEHAEGHEL  
CREATIVE TEAM: David ARONSON, Samuel MOORE, Juri ZAECH  
TV PRODUCER: Thibault BLACQUE-BELAIR  
SOUND PRODUCTION: Capitaine PLOUF  
PRODUCTION COMPANY: WANDA  
DIRECTOR: Philippe ANDRE  
STRATEGIC PLANNER: Clarisse LACARRAU, Maria GALLERIU

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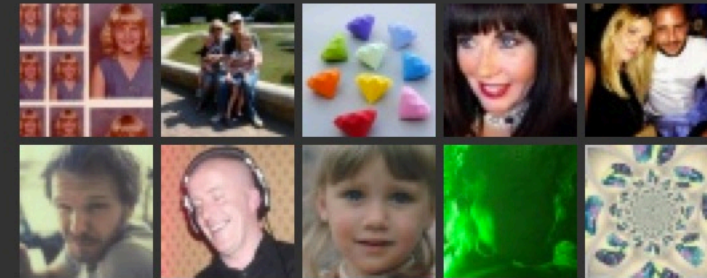
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