



This site uses cookies. By continuing to browse the site you are agreeing to our use of cookies. Find out more.

13 FEBRUARY 2013 - 3:15PM | POSTED BY GILLIAN WEST | 0 COMMENTS

Peugeot unveils global RCZ campaign 'Feel the Thrill' with BETC

J'aime 0 Tweet 4 +1 0 Share 1



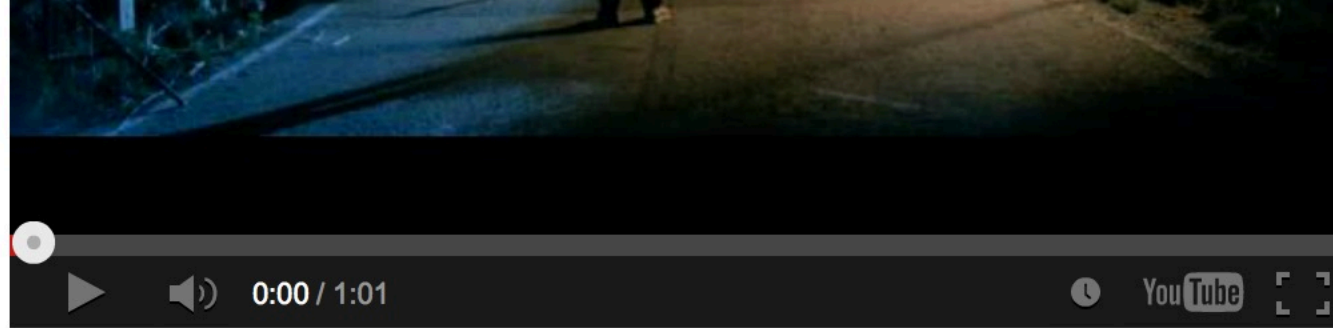
FEATURE Why Birmingham's vibrant digital media and marketing scene presents a wealth of job opportunities



KNOWLEDGE BANK Industry immersion. The all or nothing world of

Adobe advertisement: HALF YOUR AD SPEND IS WASTED. THAT'S RIDICULOUS. watch video

- Latest Public Relations jobs in UK
Account Manager - Oxfordshire - temp to perm
Account Manager - Events
PR Account Manager - Senior Account Manager



Peugeot has unveiled a new version of its sports coupe following the initial success of its RCZ model.

BETC has been employed to deliver the global campaign for the launch, with the first part of activity including a film and a print campaign.

The film, directed by Wanda Productions Philippe André, is entitled 'Catch the Thrill' and focuses on the car's elegance and speed – so fast it can't even be caught on film.

The second part of the campaign from BETC will comprise of an interactive experience and will be launched toward the end of the month (February).



**CATEGORY** ADVERTISING MARKETING PUBLIC RELATIONS

**LOCATION** UK

**SECTOR** AUTO

**TAGS** PEUGEOT RCZ

The all or nothing world of B2B communications

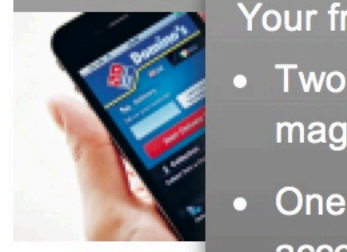
OPINION

Google searches for BT war and Apple gets hacked off



FEATURE

Mobile advertising: what are the biggest challenges of advertising on a small screen? M&C Saatchi Mobile, Mojiva, LBi Equator and discuss



North West - England

[PR Account Manager - Senior Account Manager](#)

North West - England

[PR Account Exec - B2B](#)

North West - England

**Most Popular**

VIEWED COMMENTED SHARED EMAILED

16/02/2013 [Chief Superintendent's arrest stirs new fears over journalist sources](#)

15/02/2013 [The Sun's front cover reporting Reeva Steenkamp shooting prompts angry response](#)

16/02/2013 [Facebook targeted by hackers in 'sophisticated' attack](#)

15/02/2013 [Nike's unfortunate Oscar Pistorius ad illustrates the perils of sponsoring sportsmen](#)

**Try The Drum free**

Your free trial gets you:

- Two copies of The Drum magazine
- One month unlimited access to online subscriber content
- Access to reports, research and case studies

**SIGN UP NOW**