

## **Capgemini launches its new advertising campaign in France**

**Paris, September 11 , 2006 - Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing Services, is launching its new advertising campaign in France. The campaign, produced by Euro RSCG C&O, centers around the Group's "Collaborative Business Experience" approach.**

This global campaign has been translated into seven languages and broadcast in around ten countries in which the Group is present. It was launched on June 1<sup>st</sup> in the United States and Canada, then in India, where Capgemini has become the leading European advertiser in its industry, in August. It will be rolled out in nine countries in Europe between September and December of this year: France, the United Kingdom, Germany, the Netherlands, the Czech Republic, Poland, Hungary, Switzerland and Austria.

Appearing in France as of September 11 for a period of three months, the campaign will feature in print (press), outdoor (billboards) and online advertising. As a leader on the national market, Capgemini France is pursuing three objectives: to reinforce brand awareness, support the growth of the Group and strengthen the unique positioning of the "Collaborative Business Experience". *"In today's growingly complex environments, CBE offers a sort of services relationship with the client based on openness, sharing and trust. More than ever, the 'how' is taking on the same importance as the 'what' for our clients"*, underlines Philippe Donche-Gay, Chief Executive Officer of Capgemini France.

Such an institutional communication is the logical next step following the global advertising campaign launched in April 2004 to reveal the new positioning and new identity of Capgemini. After having illustrated its method, through the concept of the expert coach whose role is to contribute behind the scenes to the success of his client, Capgemini is now highlighting the results that this approach can provide.



According to Philippe Grangeon, Group Communications Director, *"This communications campaign confirms what is our differentiator and our strength: a unique experience of working together based on total collaboration with our clients. 'Together' is what best qualifies our relationship with our clients and the spirit that prevails amongst Capgemini's employees, whatever the role they have in the Group."*

The campaign consists of three visuals which portray landscapes - shot by the American photographer Stephen Wilkes - showing the "business" alone, in the foreground, and, in the background, the "Collaborative Business Experience", much stronger and more durable, thereby illustrating the



difference between “business as usual” and the “Collaborative Business Experience” approach that Capgemini proposes to its clients. This approach can be summarized in one word : « **Together** », which makes all the difference in the relationship between the company and its clients. The “Collaborative Business Experience” is a way of working based on full collaboration between Capgemini’s teams and the clients’ teams to together ensure the success of the client’s transformation projects. It implies a common definition of the objectives, the execution of simple and more efficient processes, risk-sharing, as well as the sharing of perspectives, and the formation of joint teams.

**Visuals :**





 **ENSEMBLE. Quand un mot fait la différence.**  
www.fr.capgemini.com 



 **ENSEMBLE. Quand un mot fait la différence.**  
www.fr.capgemini.com 



 **ENSEMBLE. Quand un mot fait la différence.**  
www.fr.capgemini.com 



**ENSEMBLE. Quand un mot fait la différence.**  
Réussir un projet de transformation, petit ou grand, n'est pas chose facile. Quand **ensemble** nous fixons les objectifs et le calendrier, quand **ensemble** nous constituons les équipes, et surtout quand **ensemble** nous anticipons les risques, la transformation s'annonce bien. Quand nous y ajoutons au quotidien la motivation, l'engagement, le partage des expériences et des connaissances, la réussite n'est pas loin. Avec des résultats tangibles qui rendent plus forts, plus longtemps. **Ensemble**, ce mot explique et résume la différence d'approche, de style et de valeurs entre business et Collaborative Business Experience. C'est la marque de fabrique de Capgemini.  
**Ensemble, vivons la Collaborative Business Experience.**

Collaborative Business Experience. L'expérience d'une véritable coopération.

www.fr.capgemini.com

  
CONSULTING. TECHNOLOGY. OUTSOURCING

**Campaign calendar in France:**

- **Press** : from September 11 to November 25

Around fifteen publications : national dailies, regional, weekly and informatic newspapers and magazines

- **Internet** : from September 1 to December 31

B2B sites, community homespages, search engines

- **Billboards** : from September 1 to November 16

Notably CNIT at La Défense, Roissy Charles de Gaulle international airport, train stations and airports in several large French towns)

**About the Capgemini Group**

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, which it calls the Collaborative Business Experience. Through commitment to mutual success and the achievement of tangible value, Capgemini helps businesses implement growth strategies, leverage technology, and thrive through the power of collaboration. Capgemini employs approximately 61,000 people worldwide and reported 2005 global revenues of 6,954 million euros.

More information about individual service lines, offices and research is available at [www.capgemini.com](http://www.capgemini.com)

***Press contacts :***

***Capgemini Group***

*Christel Lerouge*

*Tél. : +33 (1) 47 54 50 76*

*[christel.lerouge@capgemini.com](mailto:christel.lerouge@capgemini.com)*

***Capgemini France***

*Stéphane Roques*

*Tél. : + 33 (1) 49 67 39 23*

*[stephane.roques@capgemini.com](mailto:stephane.roques@capgemini.com)*