



PRESS KIT

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le nouveau
Paris
Île-de-France

A change of image for Paris Ile-de-France



The tourist destination of Paris Ile-de-France has a new brand identity.

In creating its international brand, the destination hopes to reveal its true nature to the millions of French and overseas visitors: that of a destination that cherishes its rich history whilst continuously looking to reinvent itself.

Why develop a brand?

The destination of Paris Ile-de-France is the most popular choice for tourists the world over. As a result of this, its visitors view the destination in many different ways, many of which are contradictory: on the one hand it is steeped in tradition (heritage, gastronomy, romance, etc.) whilst on the other hand it has a resolutely modern feel (artistic creativity, fashion, design, etc.).

This delicate balance is, by nature, very unstable! This is a particular concern when viewed against the emergence of new destinations and the effort made by some of the world's other urban tourist destinations in terms of their own marketing and communications strategies.

Following the example of other major capitals (I love NY, Visit London, I Amsterdam), Paris Ile-de-France needed to develop a truly international brand which speaks loud and clear of the values of a destination that blends modernity and tradition, history and contemporary creativity, multiculturalism and conviviality.

Why now?

Since 2004, the Comité Régional du Tourisme Paris Ile-de-France has endeavoured to reinvigorate the general public's image of the destination by way of a number of initiatives that promote its cultural vitality and its events.

Set against a backdrop of a quickly developing travel industry, it was time to highlight that Paris Ile-de-France is a dynamic destination that is buzzing with a whole new tourist offer which can be experienced in a whole new destination.

Why "Le nouveau Paris Ile-de-France"?

The words

In order to maximise the impact and the ease with which the message can be understood by overseas visitors in particular, the CRT decided to make it simple and efficient.

An image could never have expressed everything that was needed, so how better to express this idea than by using the power of words.

- In the eyes of the visitor, Paris itself is incontestably the key factor that makes the whole region so attractive. This is true whether or not they choose to visit sites such as the Stade de France and the Chateau de Versailles.
- It was, therefore, essential to give the impression of the entire territory and to present an image of a Paris that is backed by and linked inextricably to its wider region. Hence the presence of the phrase Ile-de-France.
- The word "nouveau" reinforces the idea of a universe that is still to be discovered, or rediscovered. A different way of viewing the destination which is far removed from the common tourist clichés.



The Logo

Two different fonts that are fine and elegant, attractive colours that mix chocolate tones with raspberry pink (very “fashion”), a surprising and lively layout with an “i” on the form of an exclamation mark in order to give a dynamic feel to the word Paris. All of these elements are key factors of the new brand identity.

This is a real clarion call to visit – or revisit- with the promise of a young and astonishing destination that is bubbling over with surprises.

With who?

The designers

The creative vision of the two “Narrative Designers” Florence Deygas (trained at the école de l’image des Gobelins) and Olivier Kuntzel (graduate of the Olivier de Serres School of applied arts) immediately responded to the demands of the CRT.

These artists, that have worked together for 10 years, knew how to create a signature that would be globally recognisable thanks to their experiences working on a range of eclectic and striking projects: film credits for Steven Spielberg, magazine covers for Vogue and Elle, the visual identity of the Colette brand, the graphics for the Etam Lingerie “St Valentine’s” range and numerous other fashion and design projects.

The agency

From the outset of this collaboration between Florence Deygas, Olivier Kuntzel and the CRT, it was BDDP & Fils that coordinated the project.

BDDP & Fils is an advertising agency that was founded in 1998. In 2007 it co-founded, BDDP Unlimited, which is a new type of company that aims to create ideas, media and content, both on and off line.

The agency is part of the 3rd largest communications group in France, TBWA\France and it is supported internationally by the expertise and resources of TBWA\Worldwide, one of the world’s 5 biggest communications networks.

“Le Nouveau Paris Ile-de-France” therefore aims to become the destination’s emblem, present on all of the CRT’s communications, shared by its partners and emblazoned across its web site the world over.



An innovative web site

www.nouveau-paris-idf.com aims to be resolutely innovative in terms of both its look and its content.

Its editorial style, close to that of a travel magazine, suitably promotes all the richness and diversity of the tourist offer of Paris Ile-de-France and all of its events and cultural vitality.

Rolled out in 4 languages (French, English, Spanish and German) it speaks to both French and overseas visitors and, more generally, to all those who are curious about discovering and rediscovering the capital's region.

At the same time, it offers reliable information that is designed to meet the needs of the visitors, whether in terms of accommodation and leisure or regarding transportation and services.

It is particularly appropriate for visitors from the European markets that make up the core of the destination's repeat business. These are customers that are already very familiar with destination and are on the lookout for original ideas.

A new way to live the destination

The site showcases a selection of events that create an immediate desire to visit and revisit and that incite the visitor to arrange their trip straight away.

By prioritising events, the destination is given a truly dynamic image. One of a forward thinking and evolving destination where there is always something new unfolding.

To this end, www.nouveau-paris-idf.com includes:

- More than 200 pages of major exhibitions, not to be missed festivals and shows and the big annual events.
- 250 sites, some well known and others that are well kept secrets. There are details of cultural and original sites, boutiques, clubbing, daytime activities as well as nightlife, places to have a drink, to listen to music or to relax. Sites that make visitors feel like true Parisians.
- More than 20 detailed itineraries for walks in and around Paris that allow visitors to discover the gardens and towns, to stroll aimlessly, to visit sites and monuments or to take in some breathtaking views.
- 9 themed guides: "For the Family", "Shopping", "Nightlife", "Contemporary Art", "Modern Architecture", "Cultures of The World", "Fashion" "Sustainable Tourism", "Design" and "Nature". These will help everyone discover and enjoy some wonderful experiences, whatever their personal tastes may be.

New services

Newsletters, competitions, regular updates... So many interactive tools that allow the destination to create a link with visitors to the site

Convivial and useful, the site gives users the opportunity to build their own personal space with which they can make their selection of events, tools and visits which together make up a personalised mini travel guide.

A range of top tips, promotional offers and tourist products allow the visitor to fulfil the reservation and booking of various elements of their trip by connecting via direct hyperlinks with partner web sites.



“Rediscovering Paris, the latest Parisian Hotspots”, an original guide for “The New Paris Ile-de-France”



At last, a guide for people who know Paris Ile-de-France

A whole lot more than a classic Travel Guide, the “Rediscovering Paris, the latest Parisian Hotspots” guide has a content that is resolutely new and sometimes off-the-wall, permitting the visitor to discover and rediscover Paris Ile-de-France in a brand new light. It encourages visitors to have original experiences, to enjoy Paris just like the Parisians do and to return home with a different impression of Paris that is based on new encounters and relationships.

This guide, therefore, gives priority to the well kept secrets of the destination, the “insider tips” and ideas for going out that show off the strong identity of a destination that is festive, cosmopolitan and a hotbed of new trends.

This guide is directly aimed at “repeaters”. City Break aficionados that are already familiar with the destination thanks to past visits and that are interested in contemporary art and design, shopping, fashion and in experiencing the ambiance of a metropolis where there is always something new taking place.

The “Rediscovering Paris, the latest Parisian Hotspots” guide offers a dual approach:

- By theme, in order to give the reader some ideas for exploring the city relating to their own interests (contemporary art, bars, clubbing, the Paris of the fashion designers)
- By location, so that they may identify in advance “where it’s at” in Paris today. The guide goes beyond the limits of the “peripherique” and showcases areas such as Bastille, Nation, Montreuil as well as La Villette, Pantin and Bobigny. It is a guide to Greater Paris.

The guide is also dotted with interviews with personalities of the region such as Sakina M’sa (fashion designer), Renaud Barillet (co-director of La Bellevilloise), Meik Ohanian (contemporary artist), Elisa do Brasil (DJ) and Marta Gili (director of the Jeu de Paume museum). They explain their top tips and talk about the role that Paris plays in their own creative processes.

The guide, **produced by the CRT** in collaboration with **Lonely Planet**, has a print run of 35,000 (5,000 in French, 10,000 in Spanish and 20,000 in English) and will be distributed during promotional and communication events run by the CRT and its partners.

The “Rediscovering Paris, the latest Parisian Hotspots” guide will also be on sale in spring 2009.