

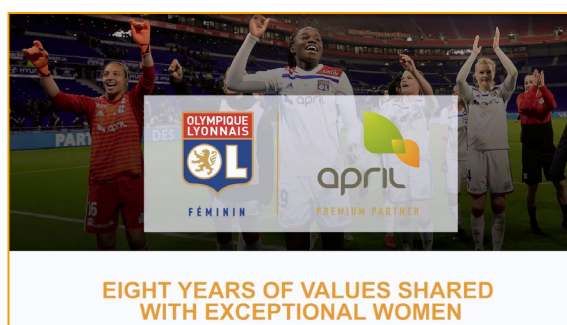
“Exceptional Women”: in which female employees of the APRIL Group and its broker partners talk about the values they share with the players of the Olympique Lyonnais women’s team

Just days before the start of the Women’s Football World Cup, which is already sparking strong enthusiasm in France and worldwide, the APRIL Group is showcasing its “Exceptional Women” video, in which Olympique Lyonnais players form first-time duos with employees or partner brokers. The objective? Highlight the values that bring them together. The video will be given exposure on social media and specialised websites from 3-14 June 2019.

Team spirit, performance and self-affirmation in what is typically perceived to be a male environment... The women soccer players of Olympique Lyonnais and the APRIL Group’s female employees and broker partners have more in common than first meets the eye. The “Exceptional Women” video also plays with a “mirror” effect where players, employees and brokers pass each other the ball to deliver a compelling, universal joint message.

STRONG MECHANICS TO ILLUSTRATE THE SIMILARITIES BETWEEN THESE WOMEN

The “Exceptional Women” video features five sequences in which these one-off contributors – all of them women! – talk about the values they share and live daily: contributing to team spirit, giving of their best; shaking things up; assisting and reassuring; and strengthening bonds. Each sequence blends a player’s perspective with that of an employee or a broker partner.



This is not the first time APRIL has spotlighted its sporting partner – back in 2016, the group was the first French advertiser to run a campaign with the women players of Olympique Lyonnais. After the 2018-2019 season, when they once again earned three pieces of silverware, APRIL wanted to powerfully reaffirm its long-standing commitment to the team.

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AN ALL-DIGITAL MEDIA PLAN

The “Exceptional Women” video will be carried online from 3-14 June: on YouTube, [on the group’s channel](#), and in a dedicated advertising package on other videos; in a LinkedIn campaign; and in articles on specialist soccer website sofoot.com.

“What could be more logical for an actor eager to anchor their values in solid foundations, than to see them shared with this team; a team for which simplicity, proximity, accessibility and the importance of relationships take on a particular meaning? For us, our partnership with the Olympique Lyonnais women’s team represents a partnership in shared values and ever-improved performance”, explains Maya Raimbaud-Cayon, Communications and Brand Identity Director of the APRIL Group.

Excerpted from the op-ed “As a partner of Olympique Lyonnais for the past 8 years, the APRIL Group didn’t wait for the World Cup to support Women’s Football!”. Read it on: [APRIL-Minds.com](#)

About APRIL

Founded in 1988, APRIL is an international insurance services group operating in 28 countries, whose primary goal is to offer its clients a simpler and more accessible insurance experience. Its 3,900 staff members design, distribute and manage specialised insurance solutions (Health & Personal Protection, Property & Casualty, Mobility and Legal Protection) and assistance services for its partners and customers, including private individuals, professionals and businesses. Listed on Euronext Paris (Compartment B), the group posted sales of €997.2m in 2018.

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