



*dix sept*  
PARIS

**DIX SEPT PARIS**

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L'AGENCE  
BRAND CONTENT  
DE L'ANNÉE  
2022





WE THINK  
**BIG IDEAS**

THAT LIVES  
**360°**

Campaign  
Social & influencers activations



01

STRATÉGIE DE MARQUE /  
EDITORIALE /  
SOCIAL /  
DIRECTION CRÉATIVE

02

PRODUCTION TRANSPARENTE  
& RESPONSABLE

FONDATION  
GOODPLANET

03

TIKTOK CREATIVE SOLUTION

04

PARIS - SHANGAI

05

L'OEIL DE L'EXPERT.E





# TIKTOK CREATIVE SOLUTION

THE GENZ CREATIVE LAB  
FOR TOMORROW'S BRANDS

by *dix sept*  
PARIS

# BOSS

**STRATÉGIES**

**BOSS PARFUMS SÉLECTIONNE À  
NOUVEAU DIX SEPT PARIS**





# THE BRIEF

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Repositioning of the three BOSS franchises:

Boss Bottled  
The Scent  
Alive

# THE REQUEST

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This repositioning has three objectives:

- \_ A better consistency with the positioning operated by the fashion license.
- \_ Recruitment of a new and a younger consumer target (GenZ).
- \_ The definition of an even richer storytelling (BEYOUROWNBOSS)



# # Be Your Own Boss

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## OUR MANIFESTO :

Being one's own boss is an attitude to the world but mostly an attitude towards oneself. It takes energy and persistence to persuade yourself you deserve to be your own Boss, that you are capable to manage everything on your own and are fully responsible of what happens to you : failure as success.

Think this way but most important act like so requires principles of action, mantras. But mostly, it requires inner strenght and an inner dialogue with yourself that helps you stay the course

TV COMMERCIAL

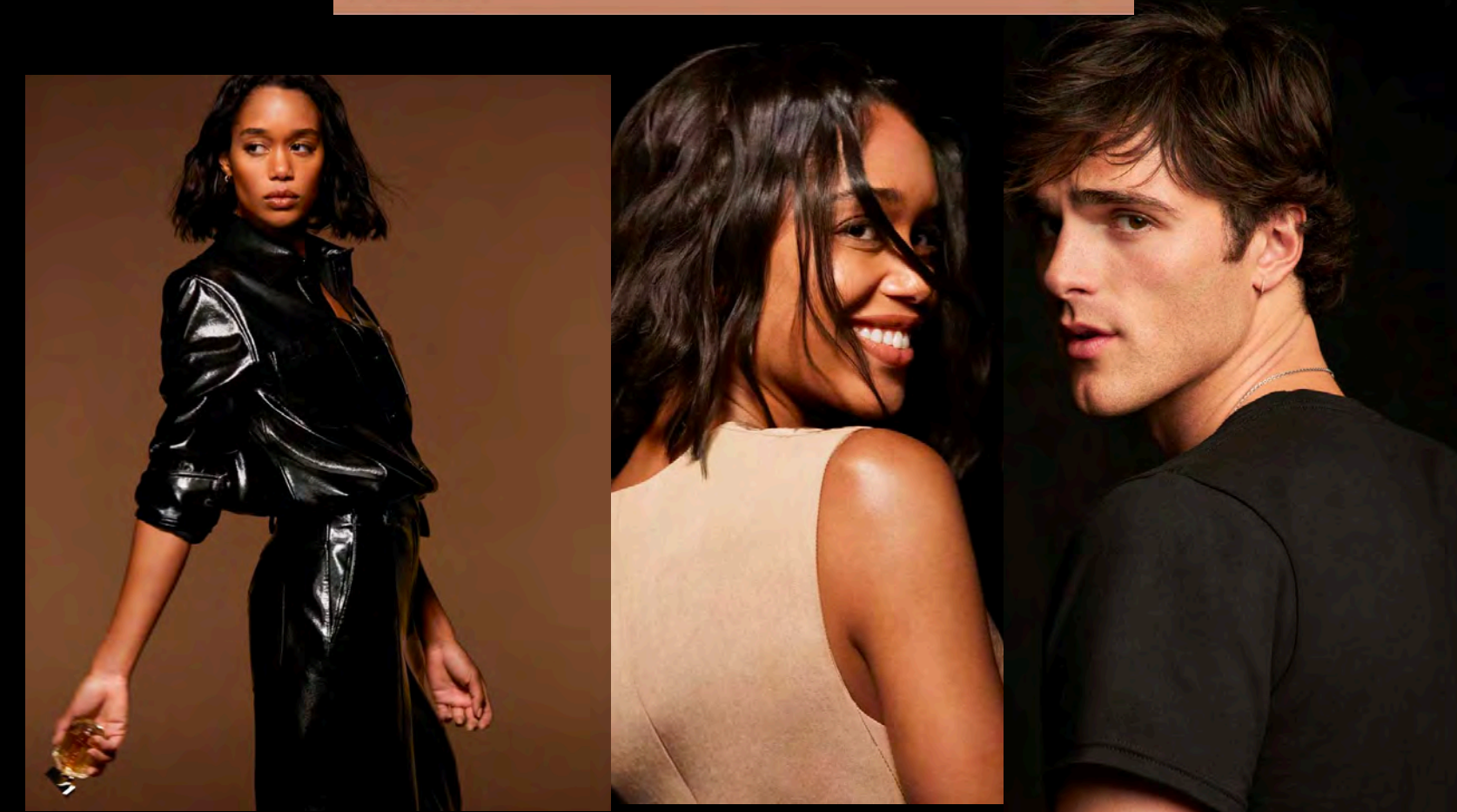
PRINT

PAID MEDIA, PR, SOCIAL



Acheter >

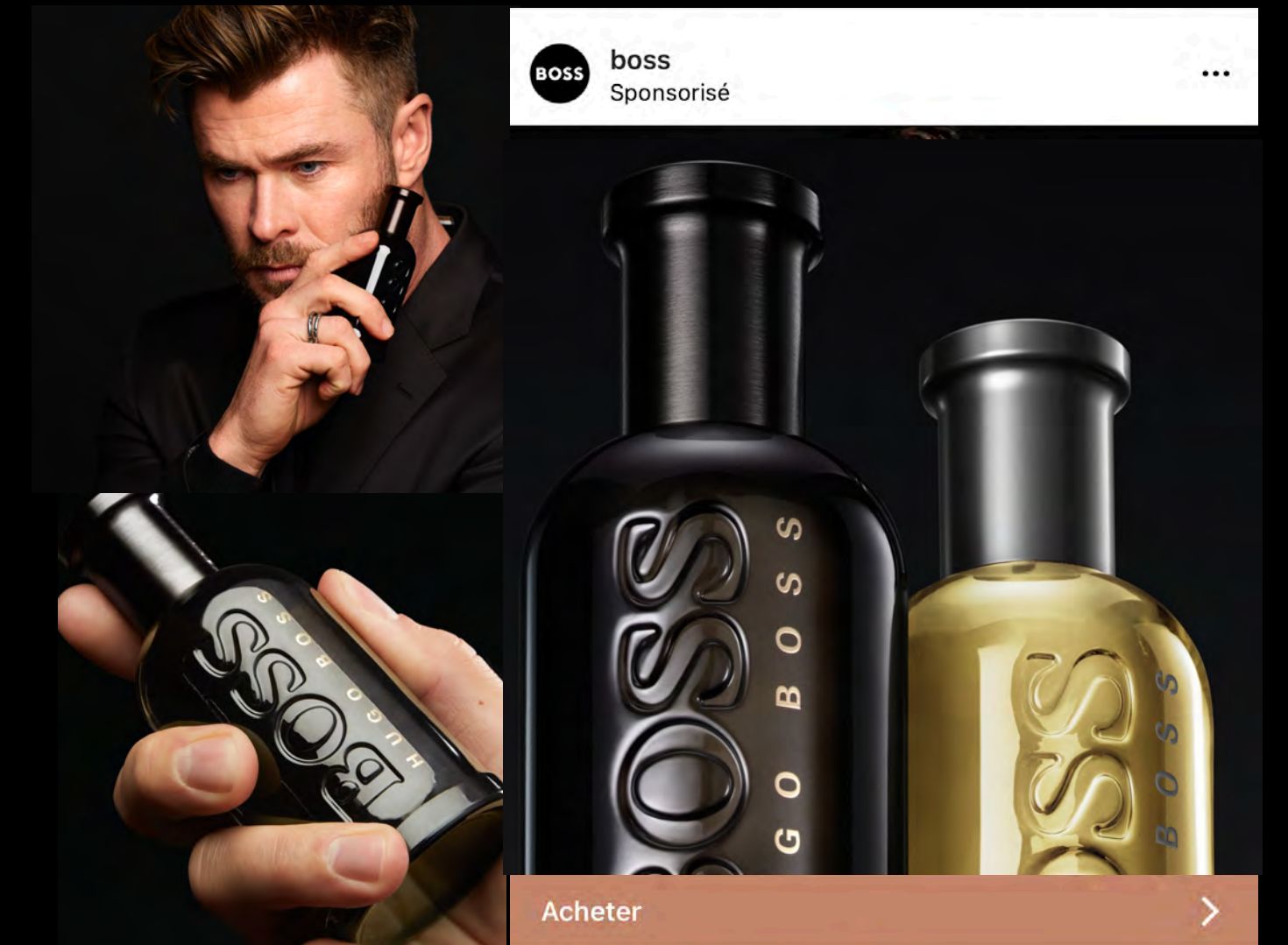
INTERVIEW



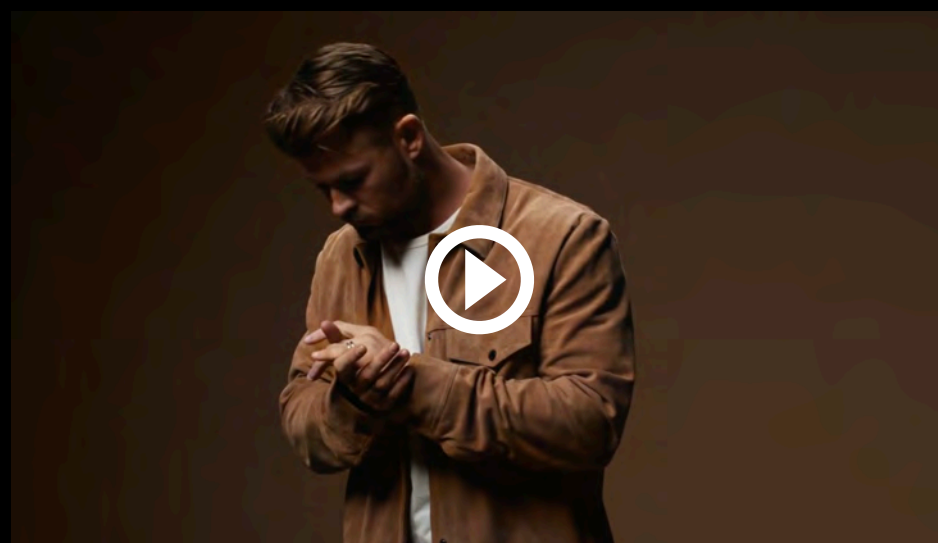
# TV COMMERCIAL

# PRINT

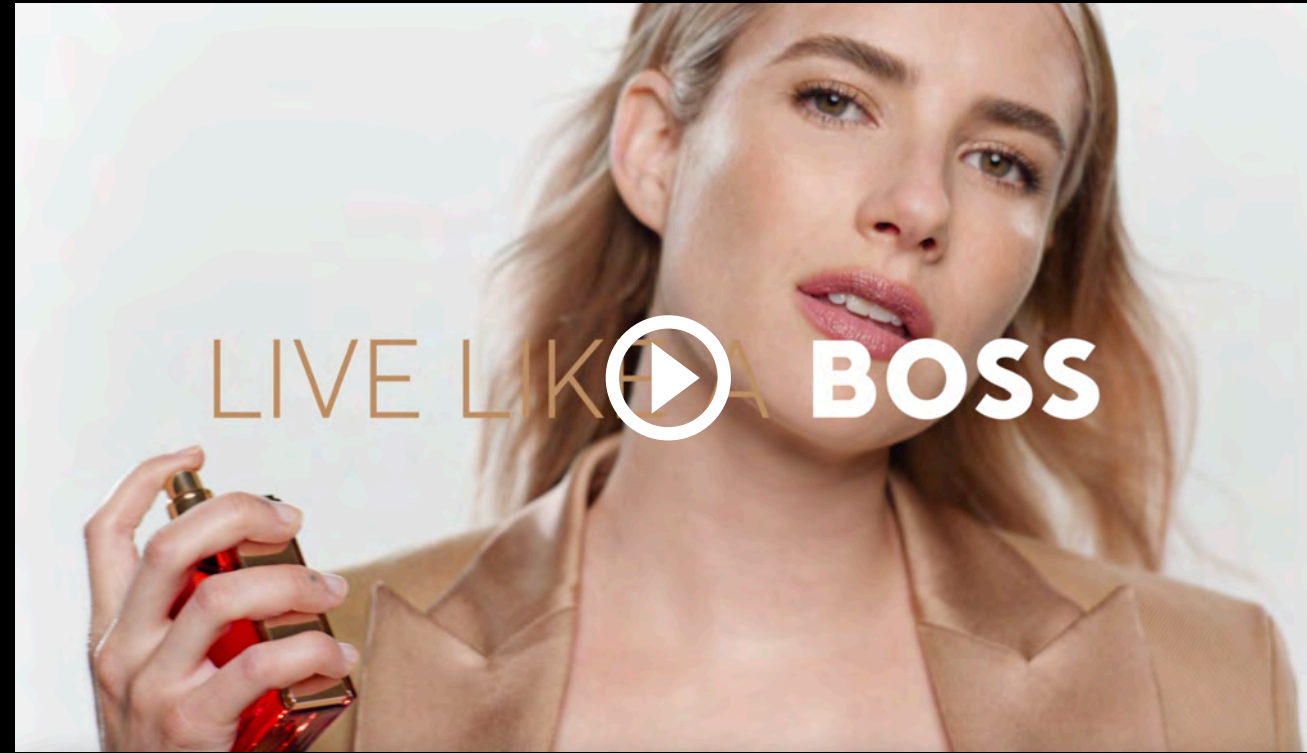
# PAID MEDIA, PR, SOCIAL



# INTERVIEW



TV COMMERCIAL



PRINT



PAID MEDIA, PR, SOCIAL



INTERVIEW



# KEY INFORMATIONS

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**+ 150 CONTENT** (Films, Pictures)

**WORLDWIDE** CAMPAIGN

**360°** (Tv, Digital, Pr, Ooh, Retail)

**75 TALENTS** coordinated (Agency, Production, Post-production)

MADE IN **LOS ANGELES AND PRAGUE**

NOS RÉFÉRENCES

L'ORÉAL  
PARIS

MIU MIU

YVES SAINT LAURENT

Dior

BOSS

LANCÔME  
PARIS



Chloé

EAU THERMALE  
Avène  
LABORATOIRE DERMATOLOGIQUE



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