

Boulogne-Billancourt – 20 June 2019

Michelin announces the choice of its new strategic agency: BETC

Following a bidding process, Michelin has chosen BETC as its new strategic agency. The final choice was between BETC and Ogilvy.

Regularly ranked among the 10 most powerful global brands, MICHELIN is also one of the most loved brands. It is committed to working alongside consumers and companies to help them to reconcile mobility and sustainability.

“At the beginning of June, at Movin'On, the annual World Summit on Sustainable Mobility, we presented a prototype tire that is airless, puncture-proof and of unprecedented durability. It clearly illustrates Michelin's technological leadership. But beyond our core business as tire manufacturer, we have the know-how in terms of services and also the corporate commitment to be a true partner on a daily basis for our customers, both individuals and companies. We are very pleased that BETC is supporting us in this new phase,” says Adeline Challon-Kemoun, EVP, Engagement and Brands and a Member of the Group Executive Committee.

“Working for one of the world's leading French companies is an extraordinary opportunity. Michelin is the brand of constant innovation, not only in technology but also in communication, with a unique inventiveness ahead of its time: its guides, maps and events are among the best on the market. We are very proud to be serving Michelin, one of the most famous brands in the world thanks to the Michelin Man.” says Rémi Babinet Founding President of BETC.

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About Michelin :

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 125,000 employees and operates 67 tire production facilities which together produced around 190 million tires in 2018. (www.michelin.com)

About BETC :

BETC, the leading French advertising agency systematically ranked among the most creative agencies in the world, renews the relationship between brands and creation. Through desire, curiosity and commitment, BETC creates new synergies and produces its own content in the fields of music, film, publishing and design. Betc.com

