



29.04.24 / PRESS RELEASE

## **Orange Business unveils its new campaign: «It Works Better When It Works Together», created by Havas Paris.**

- **The films take a bold and playful direction -- not common in B2B communications**
- **Broadcast digitally around the world, the brand campaign illustrates the importance of a network and digital integrator in a complex digital ecosystem**

With a fresh strategic outlook, a streamlined name, and a bold new positioning as a leading network and digital integrator, Orange Business has launched an innovative new campaign, anchoring its key role in the global digital ecosystem.

Companies are grappling with a multitude of interconnected components in a digital landscape that is more complex than ever before. Orange Business recognizes this challenge and steps in as the guide to help decision-makers navigate complexity and boost performance. The campaign addresses the Total Experience for companies and highlights Orange Business' main areas of expertise – AI, IoT, Connectivity, Cloud, Data, and Cybersecurity. Above all, it integrates them through one very simple, yet all-encompassing statement: **It works better when it works together.**

### **Orange Business launches humorous campaign to showcase the power of integration**

Who said B2B campaigns have to be dry? Conceived by Orange and Havas in collaboration with film directors Big Red Button, the films take a comedic view of what can go wrong when connectivity and digital services are poorly integrated. Through four amusing scenarios, the films illustrate the inherent importance of the role of an integrator.



Jean-Bernard Orsoni, Director of Communication, Orange Business, commented: «The new global campaign highlights the important role Orange Business plays to help our customers overcome the challenges they face within increasingly complex digital ecosystems. We've used comedy to bring these challenges to life because we know it's the best way to get people's attention, and in B2B this is certainly a differentiator. We wanted to convey the important role of an integrator in a memorable way by showing what could go wrong when you don't work with the right digital partner. We want people to think 'Maybe they should have asked Orange Business!'».

"We're thrilled to have worked on this new campaign with Orange Business. At a time where humor has been proven to significantly enhance brand recall, many B2B brands shy away from embracing its potential, opting instead for a safer, more conventional tone. Orange Business defies this trend and is not afraid to leverage creativity. With the previous Orange Cyberdefense campaign and Orange Business's Claude film last year, we're really starting to create a tone that's unique to Orange's B2B brands and that sets it apart from its competitors." commented Valérie Planchez Vice-President of Havas Paris. »

The campaign is set to launch worldwide on digital and social platforms end-April 2024.

Watch the films here:

<https://youtu.be/fB5Ha8SPbaY?si=gCrvcOYt8SKv19qi>  
<https://youtu.be/ww32AHLmYRs?si=sqF-5jmfHuthVkeY>  
<https://youtu.be/zgaaJxOOLHA?si=j-aFWwWG6t7TQ2OR>  
<https://youtu.be/k7uoA95IOIO?si=DN-9FWKqzhNLU8YA>

## CREDITS

### Production De Gaulle

Directed by: Big Red Button  
Producer: Mathilde Nanot-Lachkar  
Production Manager: Gabriel Chaussende

### Havas Paris Agency

Creative Director: Guillaume Blanc  
Art Director: Catherine Labro  
Copywriter: Florent Roux  
TV Producer: Julie Malet  
VP: Valérie Planchez  
Partner: Beryl de Fayet  
Account Director: Clarisse Artoré  
Head of creative planning: Romain Roux

### Post-production by HRCLS (Prose on Pixels)

Head of Post Production: Rodrigo Pomarico  
Sound Producer: Wilfried Jourdan  
Editor: Philippe Roch

### About Orange Business

Orange Business, the enterprise division of the Orange Group, is a leading network and digital integrator, supporting customers to create positive impact and digital business. The combined strength of its next-generation connectivity, cloud, and cybersecurity expertise, platforms, and partners provides the foundation for enterprises around the world. With 30,000 employees across 65 countries, Orange Business enables its customers' transformations by orchestrating end-to-end secured digital infrastructure and focusing on the employee, customer, and operational experience. More than 30,000 B-to-B customers put their trust in Orange Business globally.

Orange is one of the world's leading telecommunications operators with revenues of 39.7 billion euros in 2023 and 282 million customers worldwide at 31 March 2024. In February 2023, the Group presented its strategic plan «Lead the Future», built on a new business model and guided by responsibility and efficiency. «Lead the Future» capitalizes on network excellence to reinforce Orange's leadership in service quality.

Orange is listed on the Euronext Paris (ORA) and on the New York Stock Exchange (ORAN). For more information: [www.orange-business.com](http://www.orange-business.com) or follow us on LinkedIn and on X: @orangebusiness

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