



press release
Paris, October 30, 2014

“Never Alone” **Orange Business Services reconnects with image campaigns**

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For all of life’s major experiences, would you rather be by yourself or have company? This is the question that Orange Business Services (Orange’s B2B division) is asking all companies by way of an advertising campaign orchestrated by Havas Paris, and broadcast on TV and online starting November 2. Headlining its positioning as the “corporate partner for digital transformation,” the brand is reaching out again after eight years of silence, with image campaigns and promotional television-related activities.¹

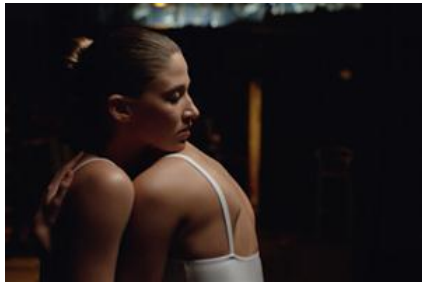
Companies are undergoing a period of profound transformation when it comes to technologies such as the cloud and new ways of working, customer behavior, or new business models brought about by social networks. Orange Business Services is the Orange entity that – thanks to its 20,000 employees around the world – supports some 2 million companies in France and 3,000 multinational enterprises, by offering IT and communication network solutions that combine the talents of a telecom services operator, a developer of innovative apps, and an integrator of IT solutions.

“We didn’t want to run a campaign to describe who we are, but rather to convey what we represent to our customers within this context of digital transformation,” explains Estelle Assaf, Director of Orange Business Services External Communication. “More than a traditional B2B relationship, companies today need to know that they can count on a partner who will build with them and support them in the long term, as well as being with them on a daily basis. That’s the kind of reliable partner that we wanted to embody.”

To back up this position of being a “trusted partner for digital transformation,” Orange Business Services is reconnecting with its customer base via a televised advertising campaign after eight years of silence. Directed by the promising young Giocchino Petronicce – under the creative direction of Christophe Coffre, Co-President of Havas Paris – the video “Never Alone” (30 and 60 seconds) deals with solid and lasting support with feeling and sensitivity.



¹ The last TV campaign dates back to 2006.



A young boy taught to ride a bicycle by his grandfather, a gymnast who trains under the watchful eye of her coach, a dancer who is encouraged before the curtain goes up, all punctuated by an off-screen voice that says, “For all our major milestones, it’s better to have good support.” The video is a succession of moments and feelings that are enhanced by the director and echo our own memories and most meaningful achievements.

“This film portrays the relational commitment and the values of having human support,” explains Christophe Coffre, President of the Havas Agency in Paris. “To make this message universal, we naturally used consumer-oriented storytelling methods in order to reach the largest number of people, beyond the target group consisting of entrepreneurs.”

Starting November 2 and running for a period of two weeks, the campaign will be broadcast on TV and online in France (TF1, France 2, France 3, France 5, LCI, I-télé, BFM TV, BFM Business, leexpress.fr, lentreprise.fr, lexpansion.fr, francetelevision.fr, bfmtv.fr, bfmbusiness.fr) and abroad (LinkedIn, Financial Times, etc.).

Orange Business Services is a long-term customer of the Havas Paris agency, which has been providing Orange with consulting services for more than eight years regarding strategy and advertising.

Discover the ad: “Never Alone”



About Orange Business Services:

Orange Business Services, the Orange branch dedicated to B2B services, is a leading global integrator of communications solutions for multinational corporations. With the world's largest, seamless network for voice and data, Orange Business Services is present in more than 160 countries. Offering a comprehensive package of communication services covering cloud computing, enterprise mobility, M2M, security, unified communications, videoconferencing, and broadband, Orange Business Services delivers a best in-class customer experience across a global landscape. Thousands of enterprise customers and 1.4 million mobile data users rely on an Orange Business Services international platform for communicating and conducting Business.

Orange Business Services was awarded four of the telecom industry's highest accolades at the annual World Communication Awards 2013, Best Global Operator, Best Cloud Service, Best Enterprise Service and Best Small Business Service. Orange Business Services is the only seven time winner of Best Global Operator. Learn more at www.orange-business.com or follow us on [LinkedIn](#), [Twitter](#) and our [blogs](#).

Orange is one of the world's leading telecommunications operators with annual sales of 41 billion euros in 2013 and has 159,000 employees worldwide at September 30, 2014. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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About Havas Paris:

Havas Paris (part of the Havas Worldwide network) is one of France's leading communication agencies. Led by CEO Agathe Bousquet and Co-President and Executive Creative Director Christophe Coffre, the agency oversees global, creative, digital, and international projects for all aspects of the brands and their respective audiences. With extensive experience in opinion, influence, and reputation management, the agency counts on a community of experts and talent to provide consulting, creative, and content-related services. At its heart, a group of about 100 creative staff and prolific writers of diverse content work together consistently on advertising projects, web design, social networks, events, publishing, audiovisual content, short-lived media, as well as other fields of communication.

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Nightshift, Post-Production
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