

## "Our only instruction to voters, is to vote"

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Paris, 13 March 2012 – The French Association of Communications Agencies has launched a public campaign to encourage citizens to vote: 'Join the fight against abstention in the elections!' The initiative is based on the desire to demonstrate that communication & creativity have a fundamental role to play in France, a role on the one hand economic, but at the same time focused on human & societal issues.

The AACC is therefore launching the first ever collaborative campaign created by its member agencies, for l'Association Démocratie et Communication.

Created after the presidential elections of 2002, l'Association Démocratie & Communication aims to modernise French political communication, in particular by questioning, during the periods preceding electoral ballots, the negative impact of the Law of 1990 on voting.

This unique campaign, made up of 9 original creative treatments using different media channels will run between 25 March & 9 April 2012.

It is the work of the following agencies:

Action d'éclat :	"Une Goutte d'Eau"
Ailleurs exactement :	"L'Abstention n'aura pas ma voix"
Being :	"Le Bulletin"
Herezie :	"Trop Jeune"
JWT :	"L'Appli Moi Président"
Lowe Stratéus :	"Le Compteur"
TBWA\Paris :	"5 ou 10g / Le Slam"
TBWA\Corporate :	"Vote Zapping"
Wunderman :	"L'Entretien d'Embauche"

These campaigns will be run with the support of the media – in all, more than 40 media platforms, which wanted to affirm both their belief in high-quality creative advertising and their willingness to get behind a public cause: the fight against voting abstention!

The creative campaigns can be seen and shared on a special site set up by the AACC:

[www.aaccvote2012.fr](http://www.aaccvote2012.fr)

### **About the AACC**

*Formed in 1972, the French Association of Communications Agencies (AACC), is a professional body within the law of 21 March 1884. Representing over 80% of the commercial communications profession, the AACC brings together 200 businesses which today employ almost 10,000 staff.*

*The AACC is also an Association of the professions which cover the broad spectrum of disciplines within the commercial communications sector: advertising, marketing services, interactive communication, corporate communication, health communication, advertising production, event communication et editorial communication. Membership of the AACC requires, among other obligations, adherence to the strict professional regulations which the AACC stands for.*

[www.aacc.fr](http://www.aacc.fr)

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