

[27.02.20] **PRESS RELEASE**

# TF1 GROUP TAKES GOLD AWARD AT 2020 TOP/COM GRANDS PRIX

**At the Corporate and B2B Communication Congress held from 24 to 27 February 2020, the TF1 group carried off the Gold Award in the 2020 TOP/COM GRANDS PRIX Corporate Business awards, in the Design section and the Audio Identity category.**

We are very proud of this award, which is the culmination of a strategy initiated 7 years ago through a long-term collaboration between the TF1 group and the Start-Rec agency. Especially because we're the first French broadcaster to develop a signature audio identity.

Back in 2013, we began the process of refreshing the TF1 channel's visual and audio identity. We called in Start-Rec to help us develop an audio identity that went beyond sound design. Nothing less, in fact, than creating an identifiable theme for the TF1 brand that reflects our core values and our positioning around the tagline *Partageons des ondes positives* ("Sharing positive vibes").

In 2017, we ordered further versions of the theme around the core TF1 brand. So a TF1 Studio audio identity was developed that embedded movie-related aural cues.

The same year, Start-Rec launched a public attitude survey to measure how well the TF1 audio identity mapped onto our brand positioning. **The results showed that our audio identity is spot-on: 87% of respondents reported spontaneous brand recognition on first hearing.**

Habits change, and so do soundscapes. So over the next few months we are looking to cascade our theme out into other audio spaces (such as call hold and live events), while continuing to evolve our audio identity by building on our identified brand values:

- . **Openness**
- . **Responsibility / Independence**
- . **Generosity / Optimism**
- . **Innovation**

The Corporate & B2B Communication Congress showcases emerging trends in communication techniques for promoting corporate image to every type of audience, and for promoting brands and products to professionals. Two days of the Congress are devoted to the TOP/COM GRANDS PRIX Corporate Business awards, handed out to the year's best communication campaigns in around thirty categories. The juries are drawn from industry professionals working in marketing, communication and HR, and independent experts.

## **ABOUT THE TF1 GROUP**

The TF1 group is a **global player in the production, publication and distribution of content.**

Our ambition is to use our content to **positively inspire society.**

Our operations are structured into four complementary divisions:

. **Broadcast** with 5 free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI), 4 theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club), 3 on-demand content platforms (MYTF1, MYTF1VOD, TFOU MAX), and the TF1 PUB advertising airtime sales house.

. **Production** via Newen, home to 9 studios in France and around the world.

. **Digital** via Unify, home to our web natives activities and to high-powered digital communities including Aufeminin, Marmiton, Doctissimo and My Little Paris.

. **Music** via Muzeek One, home to our music and live shows business.

The TF1 group has operations in 10 countries and nearly 3,200 employees, and generated revenue of €2,337.3 million in 2019 (Euronext Paris : ISIN FR0000054900).

#### **ABOUT START-REC**

**We are sound consultants and creators.** Since 2002, our team of multi-disciplinary experts has been providing brands with solutions that use their sound spaces to reinforce their identity.

**We work in six fields:** global brand strategy and musical supervision; audio identity; advertising; sound design; brand content and podcasts; and live events.

**Our credo:** listening and sharing so we can deliver tailored solutions.

**Our obsession:** creating value for the brands we support.

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