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f t i #Parisjetaime

## ParisYours: a digital campaign to support B2B activity

To mark Fashion Week and professional trade shows in the sector (Who's Next, Première Classe, Impact), Paris Convention and Visitors Bureau is launching an all-new digital campaign titled 'ParisYours\*', in France and Europe. Despite the sanitary context, the French capital is putting all its energy into supporting activity in the sector to conserve its preeminent role in fashion.



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### Supporting BtoB

Each year, business tourism accounts for 50% of tourism activity in the capital with 434 trade shows, 1,192 congresses and 100,000 corporate events. In 2019, Paris has maintained itself as the world capital of congresses, in the annual ranking of the International Congress and Convention Association (ICCA). Unfortunately, in this singular context, many events have been cancelled or postponed (Vivantech, Maison & Objet, FIAC, SIAL, Mondial de l'Automobile, etc.). Nevertheless, the destination has striven to maintain activity with adapted sanitary protocols. And today, some B2B trade shows and major events for the public are going ahead and attracting people who want to participate in the recovery: Art Paris, Omnivore, Congrès des Experts Comptables, Who's Next & Première Classe and Paris Fashion Week ...

Starting this autumn, to support the sector and relaunch B2B activity, Paris Convention and Visitors Bureau, together with its partners (the Comité Régional du Tourisme d'Île de France and Atout France) is focussing on digital communication to reach its domestic and European target groups.



At the same time as promoting the destination, the aim of this campaign is to show that it is possible to organize or take part in an event in the best conditions possible.

*'We have maintained the event at our community's request. Buyers and sellers, who now more than ever need this event to keep their businesses going.'* - Frédéric Maus, Managing Director of the Who's Next group.

*'Moving Fashion Week online last June, was extremely well received and represents a profound change in the way we show fashion. We have extended the experience for this Fashion Week by imagining a calendar associating physical locations and digital programming'* - Pascal Morand, Executive President of the Fédération Française de la Couture et de la Mode

#### **A micro-targeted campaign rooted in the current context**

The campaign's target audience focusses on four major segments (trade shows / congresses, micro-MICE, travel / groups, events) and affinity sector-specific micro-targeting. In terms of media, LinkedIn was chosen as the main media outlet to easily reach these diverse audiences. The campaign is also distributed on Facebook, Instagram, on display, and in the press.

In terms of visual creation, flexibility was called for in illustrating sanitary measures that change regularly. To provoke positive emotions, the decision was taken to insert identity masks on the visuals. They reproduce iconic aspects of Paris (famous monuments, gourmet delights, etc.) or convey slightly offbeat messages.

*'Heightening the status of the capital in terms of business is also the role played by the major Parisian trade shows and the fact that the Who's Next trade show is going ahead in Paris, from 2 to 4 October, is a strong sign enabling brands to present their collections to the entire market and maintain a vital link with the various players.'* - Corinne Menegaux, Managing Director of Paris Convention and Visitors Bureau



#### **Reassuring BtoC**

Starting this summer, variants of the concept 'Parisyours' were produced to tempt Europeans to enjoy visiting the French capital, around several themes: parisnature, parisiconic, paristerrace. To give reassurance about the sanitary measures put in place by all Parisian tourism professionals, the visual creation played with the idea of physical distancing. A local marketing campaign was also rolled out to encourage residents of the Greater Paris area to travel 'at home'; and to enable them to discover singular addresses, unexpected itineraries (by bike or on foot) and unusual activities (canoeing, stand up paddle on the Seine, etc.).

**About the Paris Convention and Visitors Bureau:** <https://en.parisinfo.com/>

The Paris Convention and Visitors Bureau was created in 1971 at the joint initiative of Paris City Council and the Paris Chamber of Commerce and Industry. Its role is to welcome and inform visitors, to promote the capital in France and abroad, but also to support Parisian tourism industry professionals. The Bureau's teams also work to strengthen the attractiveness of the destination by providing assistance to the organizers of major events in Paris.

(\*)Paris is Yours

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