

Wildlife Takes Center Stage for Water Brand Vittel in Its Pledge to Support Biodiversity

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Presenting itself as a “natural source of vitality,” French water brand Vittel has unveiled a new brand identity that centers on its connection with nature via the medium of cute animal characters.

Created by Ogilvy Paris, the new campaign comprises three short 30-second videos showing a squirrel slam-dunking nuts into a nest, two bees “boxing” a flower to get nectar, and a ladybug having a dance-off.

Ogilvy Paris said the work, a “hymn to nature and life” was a new direction for Vittel, and the first time it had linked its advertising to its commitment to maintaining biodiversity in France’s Vosges mountains, where the water comes from.

The new campaign kicked off July 6 in France and Switzerland and will begin on July 15 in Germany. It will roll out on TV, digital and print.

“It is important for us to explain and reveal what we have been doing at our level on our territory for more than 30 years,” said Philippe Gallard, Vittel’s international business unit director. “All the actions that Vittel has carried out have certainly preserved the quality of mineral water, but they have also been a formidable driving force in preserving

biodiversity.”

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