



Please refrain from licking the bus shelter!

Côte d'Or, the chocolate specialist and creator of a range of bold and surprising flavours (Dégustation Noir Pistache 70%, Spécialité Figue/Amande, Dégustation Sésame Noir 70%, etc.), has booked an advertising campaign with JCDecaux Innovate that will make it stand out from its competitors. Côte d'Or will be the launch brand for Innovate's first ever "Food" campaign in France.

To illustrate the exceptional mouth-watering qualities of its chocolates and capture the attention of all Parisian gourmets, Côte d'Or asked Innovate to create giant, larger-than-life slabs of chocolate. Orange or strawberry... you are free to choose your favourite flavour on the 20 Parisian bus shelters in this exciting campaign.

Based on an original idea from BETC Euro RSCG 4D, the campaign can be experienced in Paris from February 6 – 12 as part of a media plan devised by Mindshare.

JCDecaux Innovate is the JCDecaux division that is dedicated to event-based outdoor advertising solutions that include dynamic audiovisual and interactive elements.



Neuilly, February 8, 2008

Choisissez d'être VU