



**ARTEFACT3000**

## PRESS RELEASE

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### "Extra&Ordinary", Groupe ADP' new advertising film

**Groupe ADP will unveil its new advertising and corporate film named "Extra&Ordinary". Created by the Artefact 3,000 French agency, this 2-minute film conceived in the spirit of a super film production, pays tribute to the men and women, employees of the group who make it possible for planes and passengers to fly but who do not fly themselves. For each of these often-unsuspected skills makes possible what has become ordinary over time, but which remains extraordinary: flying.**

In its new advertising film "Extra&Ordinary", Groupe ADP highlights the remarkable contribution of its employees, at every stage of the journey, to keeping millions of passengers flying. But it also highlights the transformation underway in the airline sector to meet the demands of the energy and environmental transition.

To do this, Artefact 3,000 has worked with Groupe ADP to create **a film that takes us into the little-known daily lives of the dozens of professions that workday and night at the airport** to ensure the safety and quality of the passenger experience. It is a father who tells his daughter what he does every day, without really realising how exceptional it is: architects, engineers, security agents, IT specialists, firefighters, platform agents, runway electricians, housekeepers, hospitality agents... **All these professions are embodied on screen by some fifty Group employees:** the film is as close as possible to the extraordinary reality of an airport's activity, made possible by heroes who make it possible for people to fly, but who don't fly themselves. The film is directed by the Original Kids - a duo of filmmakers from the Paris region - and is accompanied by music by Gaspard Augé - a big name on the French electro scene. Artefact 3,000 and the ADP Group have relied on French talent to make this film.

"Extra&Ordinaire" is a polyphonic portrait of a French industrial and service flagship, which in Paris is the gateway to France for tens of millions of travellers. Through this film, Groupe ADP wishes to highlight the commitment of its 22,269 employees working in 28 airports worldwide. **The film will be broadcast from the evening of April 10<sup>th</sup>**, on French TV, digital and cinema, in different formats: 2 minutes, 30, 20 and 15 seconds.

*"This film is a whirlwind, a celebration of the know-how of Groupe ADP' employees. It is also a commitment to show how the airport is a driving force in the transformation of the airline industry. This is why we wanted a film with an epic tone, a fast pace, a simple narrative, and a cast featuring real employees of the group. It is an invitation to take a fresh look at our activities to those who often fly but sometimes forget how exceptional it is. It is a message to those who still look at things through the eyes of children, but who expect us to make strong commitments to decarbonise our activities. Because Groupe ADP is an industrial flagship with exceptional know-how, it was time for us to honour those who keep the dream of flying alive while remaining on the ground,"* said **Bertrand Sirven, Groupe ADP's Chief Communication officer.**

*"Groupe ADP is a French industrial flagship whose technical and human prowess is unknown and underestimated by the general public. This film is the image of a Group that does not want to hide. Neither in its successes nor in its challenges"* comments **François Brogi, CEO of Artefact 3,000 agency.**

## A film that embodies the Groupe ADP's cultural approach regarding collaboration with young French artists

### Produced by: *Original Kids*

Originally from the west of Paris city, *Original Kids* is a duo of directors with a strong taste for strong visuals and unique approaches to writing. They met on the school benches and haven't let go since. This duality has allowed them to build a style without equal.

They have directed music videos for French rappers like *Orelsan* and *Oxmo Puccino*, as well as luxury campaigns for *Louis Vuitton* and *Virgil Abloh*. The director duo does not stick to one style, but always brings their own vision to each of their creations. They make the impossible real while breaking free from the rules of gravity, proportion, and the banal.

### Music by: *Gaspard Augé*

Gaspard Augé is considered the Master of Musical maximalism. A graphic designer from an early age, he worked for the MuscloreCORD label, which introduced him to Xavier de Rosnay, with whom he formed the duo *Justice*. He describes himself as he is not interested in depicting everyday life in his music. The result is songs full of imagination, sentimental bursts, without becoming introspective.

After winning two Grammy Awards in 2019 with *Justice*, Gaspard Augé has released his first solo album, whose sounds transport us into an atmosphere of pagan rituals or spaghetti westerns, from which is extracted the hit *Force Majeure*, which was re-orchestrated for the film "*Extra&Ordinary*".

### About **GROUPE ADP**

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Groupe ADP develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2022, the group handled through its brand Paris Aéroport 86.7 million passengers at Paris-Charles de Gaulle and Paris-Orly, and nearly 193.7 million passengers in airports abroad. Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernizing its terminal facilities and upgrading quality of services; the group also intends to develop its retail and real estate businesses. In 2022, group revenue stood at €4,688 million and net income at €516million.

Registered office: 1, rue de France, 93 290 Tremblay-en-France. Aéroports de Paris is a public limited company (Société Anonyme) with share capital of €296,881,806. Registered in the Bobigny Trade and Company Register under no. 552 016 628.

Find more informations at [www.groupe-adp.com](http://www.groupe-adp.com) and on twitter [@GroupeADP](https://twitter.com/GroupeADP)

### About **Artefact 3,000 French agency**

Artefact 3,000 is the creative advertising agency of the French Artefact group: a future-friendly agency that combines creative talent with data know-how.

Being future-friendly means embracing the future. We help brands to see change and technology as great playgrounds for exploring new formats and imagining devices that create links and make an impact on their audiences. At Artefact 3,000, data serves the business, and creativity is at every stage of the consumer journey.

Artefact 3000's clients include Groupe ADP, eBay, Franprix, TotalEnergies, Nexity and Pierre Fabre, and it employs around 60 people in Paris.

Artefact is an international data services company specialising in data transformation and data & digital marketing consulting. Its mission is to accelerate the democratisation and adoption of data that creates value for businesses.