



Press Release

6 décembre 2012

“Rowenta invents the force of silence”

Rowenta launches the most silent vacuum-cleaner on the market

The innovation: High force of suction combined with the lowest noise level ever obtained

Rowenta launches Silence Force Extreme: the most silent power vacuum-cleaner ever designed. Thanks to its exclusive patented technology, the vacuum-cleaner offers a unique combination of high force of suction and an unrivalled level of silence.

To provide support for this groundbreaking product launch, Marcel and Publicis Conseil have conceived a communication campaign based on a TV commercial and a digital operation – a first for Rowenta, which thus engages with a new kind of integrated campaign.

- A TV campaign based on the cliché that “power always means a lot of noise” to focus on the performance of Rowenta’s Silence Force Extreme. A revolution is taking place: high performance can now be produced in silence.
- An entertaining, interactive viral mechanism to demonstrate the silent nature of the product on the Internet through a video game <http://www.findtheforceofsilence.com/int>

Internet users are invited to measure their level of noise production with their computer’s microphone on the site [findtheforceofsilence.com](http://www.findtheforceofsilence.com). Every noise produced by the participants registers a level on a decibel meter. The aim is to find the noise level of the Silence Force Extreme so as to win one of these revolutionary vacuum-cleaners. If they do not produce the right noise level, visitors to the site will be shown a succession of totally zany videos that get more and more surprising as the series continues.

SEB S.A. ■

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The mechanism is in two stages:

- First a teaser to create a buzz through webcasting on YouTube, Facebook, Twitter, blogs, other media and also internally within Groupe SEB :
<http://www.youtube.com/watch?v=xw8Xn8VloNw>
- 2nd stage: The video game on findtheforceofsilence.com is unveiled through a press release on the same day that the TV commercial is first broadcast. Internet users will be able to share their experiences via the various social networks.

The campaign has been launched all over the world starting in November 2011 (French TV debut: 20/11/11).

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Leader mondial du petit équipement domestique, le Groupe SEB déploie son activité dans près de 150 pays en s'appuyant sur un ensemble unique de marques de premier rang commercialisées à travers une distribution multiformat. Vendant quelque 200 millions de produits par an, il met en œuvre une stratégie de long terme fondée sur l'innovation, le développement international, la compétitivité et le service au client. Le Groupe SEB emploie 25 000 collaborateurs dans le monde.

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