

**IMD France manages the Europewide digital international distribution of the tv campaign
help – for a life without tobacco designed by Ligaris for the European Commission**



3 films. 27 countries. 87 versions. 139 channels.
First air date throughout Europe May 31st 2009.

For the Ligaris agency, managing such a complex campaign with its many language and national versions required a 100% dependable service for the delivery of the finished commercials to all channels in all countries. Ligaris chose IMD's service and all commercials went on air Europe-wide May 31st as scheduled.

IMD France received all 87 versions upon their completion at its Paris facility and transmitted them digitally to IMD's international platform and to all the broadcasters in the tv media plan of the campaign. In countries ready for digital delivery, the channels received the commercials as ready-to-air files. In the other countries, IMD 's local offices or correspondents created transmission dubs complying with local standards.

The IMD international distribution service also assisted the agency in various tv admin requirements: clearance, transmission of copy instructions, etc. Through relying on IMD for full international distribution, the agency was able to concentrate on the creation and completion of the films and to maximise the time for this.

IMD is the European specialist for digital delivery of tv commercials. A leader of digital distribution in the UK, IMD is also present in Ireland, Germany, Austria, Switzerland and France. In France, IMD's team and technical facilities are situated in the heart of Paris - 53, rue d'Hauteville 75010 - and are preparing the rolling out of digital distribution of tv commercials to French broadcasters.

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Campaign « Help - For a life without tobacco »

Advertiser : Commission Européenne
Agency : Ligaris
Creative Director : Frédéric Pouzet
Copywriter : Mikael Tirilly
Artistic Director : Frédéric Munoz
Account Manager : Renata Spackova
Tv Production : Laurence Sella
Production : Stink Paris
Director : Les Uns
Post Production : Vidéomage / Vanessa Defremont
Audio Production : Teleski / Yves Medvesky
To see all films : <http://help-eu.com>