

# DACIA'S HAT TRICK AT THE GRAND PRIX STRATÉGIES DU DESIGN

- **Dacia wins 3 Stratégies du Design prizes:**
  - **GOLD for "Dacia tout.simplement" (Dacia, simply everything) in the Sound design/Brand identity category**
  - **GOLD for "Dacia block" in the Visual identity/Font category**
  - **SILVER for "Dacia global brand expression" in the Global brand design category**
- **A more modern, cleaner and leaner visual and sound identity, matching the brand's values, pointing to closeness with nature and providing an instantly recognisable hallmark for Dacia's 7.5 million customers**



Stratégies has been organising the Grand Prix Stratégies du Design every year for the past three decades, to reward the most noteworthy design breakthroughs and campaigns, across visual identity, sales architecture, print design, brand name creation and more. The jury is made up of agency and advertiser professionals and covers the full design universe.

The Dacia brand was very proud this year to win **GOLD** in the **Sound design category** for "Dacia tout.simplement", **GOLD** in the **Visual identity/Font category** for "Dacia block" and **SILVER** in the **Global brand design category** for "Dacia global brand expression".

This hat trick points to the consistency across the global creative process (sound, signs, logo, font, etc.) inspired by the Dacia brand's values. Its simplicity, robustness, authenticity and natural spirit are values that have built our success and that we have shared with our customers for 18 years.

After revealing its new visual identity in summer 2021, Dacia recently unveiled its full vehicle line-up featuring the brand's new emblem. The range will be on show at the Paris Motor Show starting this 18 October and will reach dealerships in December 2022. The showrooms started switching to Dacia's new look last June and will continue to do so for the coming 24 months.

To encapsulate this new graphic environment in sound, it was essential to craft the audio signature around the brand's values - robustness, authenticity and simplicity.

Sixième Son, an agency, submitted this new modern audio identity, combining drums, basses and electro sounds to convey a robust, solid and calm brand feel. The added percussion comes hand in hand with the logo revamp and underlines the brand's ever stronger link to nature. The clean and lean sound is a reminder that Dacia is a brand that focuses on the essentials.

This new sound identity has been broadcast on a variety of communication channels - TV, radio, online, etc. - and at international events since summer 2021.

The brand's new sound and visual identity is more contemporary and assertive, and reflects our customers' need for freedom, and need to reconnect with nature, shed the superfluous and come back to the essentials.

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## **ABOUT SIXIÈME SON**

*Created in 1995 by Michael Boumendil, Sixième Son is an industry pioneer and leading agency exclusively dedicated to consulting, creating, and deploying the sound identity of brands. Sound is a fundamental and indispensable part of a brand's image, which is why the agency leverages its creativity and expertise to serve all outfits, no matter their size nor industry. SNCF, Dacia, AXA, L'Oréal, Roland-Garros, Huggies, Unilever... all in all, more than 450 organisations around the world have entrusted Sixième Son with creating their sound identity. Contacts: Sophie de Busni - +33 6 25 07 01 29 - s.debusni@sixiemeson.com*

## **ABOUT CARRÉ NOIR**

*Carré Noir is the Publicis Group agency devoted to strategic design and brand creation. For more than 50 years, it has been helping customers as they transform the businesses by bringing their corporate purpose to life through high-impact, relevant, and consistent identities. Contacts: Morgane Lidove - 01 85 56 97 00 - morgane.lidove@carre-noir.fr*

## **ABOUT BLACK FOUNDRY**

*The Paris-based agency is specialised in designed brand-specific fonts. It combines design and technology to create each unique font in a way that they work smoothly and effectively across all platforms, systems, and screens. Its customers include major international brands that seek to express their identity in a consistent, singular manner no matter the writing system (Latin, Arabic, Cyrillic, Chinese, Korean...).*

## **ABOUT DACIA**

*Born in 1968 then relaunched by Renault Group from 2004 all across Europe and Mediterranean countries, Dacia has always offered the best value for money cars, by constantly redefining the essentials.*

*As a game-changer, Dacia proposes simple, multi-purpose, reliable cars in tune with customers' lifestyles.*

*Dacia models became a reference on the market: Logan, the new car at the price of a second-hand one; Sandero, the best-selling retail car in Europe every year since 2017; Duster, the best-selling retail SUV to European customers since 2018; Spring, the champion of the accessible electric mobility; Jogger, the versatile C-segment family car.*

*Present in 44 countries, Dacia has sold more than 7.5 million vehicles since 2004.*