



---

**PRESS RELEASE**

*Paris, 30 September 2002*

---

## **Société Générale launches a global corporate advertising campaign**

Société Générale will launch in October its corporate advertising campaign.

### **Exceptional growth**

The first major French retail bank to be privatized in 1987, Société Générale Group has experienced significant change and exceptional development over the last five years, through organic growth and acquisitions.

This corporate campaign is designed to develop the awareness of Société Générale Group worldwide, while promoting its business model based on Retail Banking, Asset Management & Private Banking and Corporate & Investment Banking.

### **Identity-building campaign**

In the print advertising campaign developed by Harrison & Wolf Corporate agency, the following strapline

***“Red, black and rising.”***

reflects the vitality of the Société Générale Group, identified by its corporate colors red and black.

To be launched in October, the campaign will appear in the financial media in France, UK, Germany, Spain, Italy, USA, Japan and South-East Asia.

A version of the campaign will also air during sponsored TV programs on international financial news networks.

## Appendix

### **Advertising Managers**

Hugues Le Bret  
Sophie Duval  
Frédéric Arroyo  
Patricia Van Den Hoogen

### **Agency Managers**

Bruno Fradin  
Stéphanie Morancé

### **Creative Director / Artistic Director**

Hélène Sue

### **Photography**

Andrea Klarin

### **Strategic Planning**

François Gonzales

## **Key figures**

### Société Générale Group

- 5 <sup>th</sup> largest banking group in the euro zone in terms of market cap	Customers	1996	2001
- 7 <sup>th</sup> largest market cap (France)	NBI (Sales)	3.5 million	13,5 million
- 4 <sup>th</sup> largest corporate and investment bank in the euro zone	Net income	€ 6.6 billion	€ 13.9 billion
- 3 <sup>rd</sup> largest asset management bank in the euro zone	Employees	€ 0.69 billion	€ 2.15 billion
- Over 13,5 million customers, of which 3.4 million outside France	Market cap	46 000	86 500
- 86 500 employees of which 43% outside France	Assets managed	€ 7.8 billion	€ 27 billion
- 500 offices in 75 countries		€ 63 billion	€ 298 billion
- 2600 branches in France			

### Harrison & wolf Corporate

*Harrison & Wolf Corporate ([www.harrison-wolf-corporate.com](http://www.harrison-wolf-corporate.com)), is a consultancy agency founded by Jean-Claude Boulet offering a complete range of corporate communications services: consultancy, crisis communication, social and corporate business communications, press relations, institutional advertising and publishing.*

*References: TotalFinaElf, Pinault Printemps Redoute, Rexel, Française des Jeux, Danone, Air France, Unibail, Noos, Virbac, PSA Peugeot Citroën, etc.*

### Press contacts

**Bruno Fradin: +33 (0)1 41 49 70 70**  
[b.fradin@harrison-wolf.com](mailto:b.fradin@harrison-wolf.com)

**Jérôme Fourré: +33 (0)1 42 14 25 00**  
[jerome.fourre@socgen.com](mailto:jerome.fourre@socgen.com)