

CASE STUDY «COVERAGE OF THE PALÉO FESTIVAL»

Client: [Bluewin](#)

Destination: [Bluewin.ch website](#), Switzerland

Date: [July 22 to 26](#)

Service: [Interviews production](#)





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SITUATION

The **Paléo Festival of Nyon** is the biggest Swiss open-air festival. In Europe this musical event is covered by a lot of general mass media in Europe.

CLIENT'S DEMAND

The Swisscom information portal, **Bluewin.ch**, belongs to the most consulted website in Switzerland, needs a specialized and francophone journalist to cover this event.

ATC'S SOLUTION

For **Bluewin**, we sent one francophone journalist of our network to the festival, to assist to each press conference and to represent **Bluewin** on the spot. This journalist also realized one ITV per day, interviewing artists that were playing during the Paléo. **Each day, the client was able to publish the ITV of the day or realized the day before the festival.** A good way to show that the media was interested into this major musical event, and also to propose exclusives high-quality videos to the public.

Following the discussion with the client, it has been decided that one daily ITV will be produced and delivered:

Each day the journalist obtain and produce the ITVs

22.07: Luce

23.07: Arno, Chinese Man

24.07: Christine and The Queens

25.07: Chalie Winston

26.07: Fauve

Following the production, the journalist send the ITVs produced that are delivered to the client by the Editorial project manager (**interviews delivered from 22 to 27 July**)



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DÉMONSTRATIONS

LUCE

<http://www.bluewin.ch/fr/divertissement/people/articles-redaction/2015/07/luce---pendant-un-an-et-de-mi--je-navais-plus-de-maison-de-disqu.html>

ARNO

<http://www.bluewin.ch/fr/divertissement/people/articles-redaction/2015/07/arno---on-est-moche-mais-on-saime--.html>

CHINESE MAN

<http://www.bluewin.ch/fr/divertissement/people/articles-redaction/2015/07/chinese-man---on-est-malins--on-a-invite-des-musiciens--.html>

CHRISTINE AND THE QUEENS

<http://www.bluewin.ch/fr/divertissement/people/articles-redaction/2015/07/christine-and-the-queens--jespere-ne-pas-mourir-cette-annee--.html>

CHALIE WINSTON

<http://www.bluewin.ch/fr/divertissement/people/articles-redaction/2015/07/charlie-winston---avec-ce-nouvel-album--je-peux-montrer-qui-je-s.html>

FAUVE

<http://www.bluewin.ch/fr/divertissement/people/articles-redaction/2015/07/fauve---on-est-des-losers-.html>



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We also offer the opportunity for companies to use the services of **AllTheContent's**, subsidiary Contenu & Cie, which specialises in branded content and community management. We have the solutions that your media need.

Contact us to discuss your requirements.