



EDF launching a new advertising campaign for nuclear power

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Starting on November 12 last, *Electricité de France* launched its sixth advertising campaign for nuclear power, running in newspapers, magazines and on television. Inserts were published in 10 national daily newspapers and 7 magazines spread over a 5 week period. A 40 second TV commercial will also be broadcast on 15 different channels between November 17 and December 7, 1997.

In a setting of renewed opposition to nuclear power, the 1997 campaign is a deliberate voicing of opinion and a response designed to instill responsibility and clearly inform the public over the results of the French nuclear electricity programme. The campaign, costing 22 million francs (9 million for the publication of inserts and 13 million for the TV spots) dwells heavily on the programme's comparative benefits for France.

The TV commercial, created by the ad agency *Callegari Berville*, conveys communication based on proof. The rationale is informative in tone, stating that nuclear power ensures a part of France's independence for energy, and that this is an inexpensive form of power, the results of which are visible on every electricity bill. What is more, nuclear power is a clean and non-polluting energy form. Through scenes of daily life and other imaginary scenes, the spot highlights the advantages nuclear power gives our country.

The press campaign is a continuity of the campaign run in November 1996, with EDF using information developed in advertisements to respond to the major questions being asked by the public: how does nuclear power make the cost of electricity competitive? Why does nuclear power create more jobs in France than other forms of energy? What is the impact of nuclear power on global warming? What do we do with nuclear waste? Why does nuclear power help put our trade balance in the black?

The campaign also helps meet a demand by using a reply coupon to propose a number of documents such as "Focus on the French Nuclear Electricity Programme" or "Nuclear Waste in Questions". In addition, each ad also includes a footnote referring the public to a Prestel/Minitel number - 3614 EDF - and to an Internet server.