

Press release

100th launch of Ariane 5: The *#withariane* campaign in full swing

Paris, 19 September 2018

- **A wide-ranging campaign on social media, a dedicated website, and an unprecedented street marketing operation with German astronaut Matthias Maurer**
- **More than 260,000 people visited the *withariane.com* website and over 7,000 downloaded and installed the Snapchat Lens**
- **You could win a trip to the Guiana Space Center, Europe's Spaceport in Kourou, French Guiana**

On September 25, Ariane 5 will lift off for the 100th time from the European Spaceport in Kourou, French Guiana, on the equator in South America. To celebrate this event, ArianeGroup, ESA, CNES, and Arianespace set up a campaign to make the European Ariane 5 launcher a part of people's daily lives. With a street-marketing operation, a short film with German astronaut Matthias Maurer, a dedicated website, a competition using a Snapchat Lens*, and several hundred selfie mashups, the *#withariane* campaign interacts with people across Europe and pays tribute to the launcher which is the hallmark of Europe in space.



Since early September, Paris has been the scene of a vast street-marketing operation with thousands of posters put up around the city. By scanning the QR code on the posters using the Snapchat app, members of the public can download an Ariane Lens created by the agency SweetPunk. They can then "launch" Ariane 5 from any location they choose, and lots of their videos simulating lift-off have already been posted on social networks. More than 7,000 people have to date downloaded the lens and are taking part in the activity. Enthusiasts can also share a selfie on Twitter, and SweetPunk will superimpose the Ariane 5 launcher on it.

All photos, videos, and GIFs published on Twitter with the hashtag *#withariane* go into a competition organized as part of the campaign. At the end of the competition period, a jury will choose the winner of a three-day trip to the European Space Center at Kourou.

*an augmented reality Snapchat filter

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Website:

www.withariane.com

Campaign publicity film:

<https://m.youtube.com/watch?v=dh2PZk5W8qU>

To download the Withariane lens, go to Snapchat and scan the snapcode:



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About ArianeGroup

ArianeGroup develops and supplies innovative and competitive solutions for civil and military space launchers, with expertise in all aspects of state-of-the-art propulsion technologies. ArianeGroup is lead contractor for Europe's Ariane 5 and Ariane 6 launcher families, responsible for both design and the entire production chain, up to and including marketing by its Arianespace subsidiary, as well as for the missiles of the French oceanic deterrent force. ArianeGroup and its subsidiaries enjoy a global reputation as specialists in the field of equipment and propulsion for space applications, while their expertise also benefits other industrial sectors. The group is a joint venture equally owned by Airbus and Safran, and employs approximately 9,000 highly qualified staff in France and Germany. Its 2017 revenues amounted to 3.4 billion euros.

www.ariane.group

