



PRESS RELEASE

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CANAL+ UNVEILS ITS NEW BRAND CAMPAIGN: TANGO



A great film is never made alone

As the leading partner of film creation in France, CANAL+ is launching TANGO, its first multi-territory brand campaign entirely dedicated to cinema. Through the allegory of a magnetic dance, the campaign reaffirms the strength of the bond between CANAL+ and cinema.

With TANGO, CANAL+ emphasizes the singular role it plays in the creative process of cinematic works.

Conceived by BETC and directed by Pierre from the duo We Are From L.A - renowned for Pharrell Williams' Happy music video - the campaign will be supported by an extensive media rollout. It will reach **168 million contacts in mainland France and achieve more than 90% overall coverage** through the following broadcasts:

- On TV from December 14 to 31 (45 seconds)

- On digital platforms from December 15 to 31 (30 and 60 seconds)
- In cinemas from December 17 to January 6, 2026 (90 seconds)

The campaign will also be broadcast in France's overseas departments and regions, as well as in Switzerland and Poland, starting at the end of December.

CORPORATE COMMUNICATIONS

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