

Peugeot 407 BETC Euro RSCG France



This ad, “toys”, suggests that all cars on the road are mere child’s play compared with the Peugeot 407. There’s a wind-up car, a police car with two cops painted on the windscreen and brightly coloured plastic cars. Throughout the 60-second ad, heads are turning. But it’s only towards the end that you see why; the Peugeot 407. The final scene shows the car drawing up in a driveway and a neighbour’s jaw dropping as he eyes it up. He’s just packed away his own toy car in a cardboard box. It’s a big production number that started airing in France at the end of April, and will be rolled out internationally from this month.

Client Peugeot 407

Agency BETC Euro RSCG, Paris

Art director Eric Holden

Writer Rémi Noël

Director Philippe André

Production company Wanda, Paris