



Press release

Dusens Group (formerly tequilarapido) x Mobilize make a strong impact with a guerrilla campaign


Nice, June 20, 2023 — In order to continue boosting awareness of the **Mobilize** brand — presented as the future of Groupe Renault — and to embody its “**Playful Activist**” personality, Dusens Group (formerly tequilarapido) designed a bold guerrilla marketing campaign, deployed around the VivaTech trade show.

Today’s mobility challenges demand **useful innovation**. Yet many trade shows still showcase concepts and gadgets that will never come to life. Building on this insight, Dusens Group positioned Mobilize as the brand whose technological innovations serve **practical mobility and energy solutions**.

A **committed and engaging message**, true to the Mobilize brand personality, was conceived and rolled out by Dusens Group through a campaign based on **billboards**:

3 creative ads placed around Paris Expo
Key traffic intersections targeted over a period of 3 days
Accompanied by clean tags on the ground





“At Mobilize, as a young and innovative brand, we need agile, effective, and different ways of communicating. The proposal tequilarapido made — with great spontaneity and creativity — perfectly aligned with our ‘Playful Activist’ DNA! It allowed us to be visible and make a strong, friendly impression. It also motivated all of our teams ahead of the trade show!”

Marion Humeau, Chief Marketing Officer at Mobilize

This is far from their first collaboration! Dusens Group (formerly tequilarapido) has been supporting Mobilize since its launch in 2021, notably through the creation of digital content built around an original editorial line inspired by gaming, which perfectly fits the brand's image.

Campaign credits:

- **Client:** Mobilize – Marion Humeau, Chief Marketing Officer
- **Agency:** Dusens Group
- **Art Direction:** Raphaël Latrille
- **Copywriting:** Alexandre Foucray
- **Strategic Planning:** Iris Bensimon
- **Media Manager:** Caroline Gauci
- **Account Director:** Thibault Tréhin
- **Business Director:** Sophie Gustinelli Cathelin
- **Project Manager:** Pauline Lerdon

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