

Brief for the campaign #plusloin

Context

The French Institute in India (= the cultural and educational wing of the **French Embassy**) is participating in an international campaign to promote learning French around the world. ***The person who gets the most likes and views gets to be our influencer.***

If you are you a French language enthusiast and want to become an influencer? Take this contest!

Eligibility:

- Minimum B1 level in French
- 500 + Instagram followers

What do you get?

- Become part of the Indo-French Network in India
- Feature on our social Media
- Personal invitation to our events

What you have to do?

- **Create a video:**

In order to inspire our target, we have a challenge for you: try to pronounce a tongue twister on camera.

Here is a selection of French tongue twisters from which to choose from:

- Ton thé t'a-t-il ôté ta toux ?
- Les chaussettes de l'archiduchesse sont-elles sèches ? archi-sèches !
- Un chasseur sachant chasser doit savoir chasser sans son chien.
- Seize chaises sèchent.
- Douze douches douces.
- Si six scies scient six cyprès, six cent six scies scient six cent six cyprès.
- Cinq chiens chassent six chats.
- Un dragon gradé dégrade un gradé dragon.
- Didon dîna, dit-on, de dix dos dodus de dix dodus dindons
- Rat vit riz, Rat mit patte à ras, Rat mit patte à riz, Riz cuit patte à rat.

Video timeline:

Shoot videos in English/ regional language about the fact where they can learn French, you can use the below text for reference:

Use one of the reasons:

1. Learn French and travel- as a traveler to French-speaking countries. France is the world's top tourist destination and attracts more than 87 million visitors a year. French also comes in handy when travelling to French-speaking parts of the world
2. France is one of the world's largest economies and a leading destination for foreign investment, France is global economic power
3. French is the international language of gastronomy, fashion, theatre, visual arts, dance and architecture
4. French companies are major recruiters in India and are looking for French-speaking people.
5. Speaking French opens up more opportunities to study at renowned French universities. France offers a high quality of education, with courses taught in both French and English, and a variety of globally recognized degrees.
6. French is a good base for learning other languages, especially Romance languages(Spanish, Italian, Portuguese and Romanian)as well as English

Mandatory text:

The French embassy in India is here to take you #plus loin with its innovative ways to help you understand better and provide all information regarding the French language at one place

Contact _____ (name of the closest Alliance Française)

Get all your queries answered regarding French language courses and discover how French can help you in your professional and personal advancement!

What are you waiting for? Contact them now and expand your horizons! So hurry up!

Once the video is done, your mission is to:

- Publish the video as a story and post on your Instagram between 15-21st February 2021, to which you add 3 screens of the campaign (see in the folder, KIT COMM, Influencers)
- Tag Institut Français India ([@if india](#)) the Alliances Françaises ([@fondation af](#)), #plusloin #choosefrench #choosefrance

Story timeline

- Content :
 - First screen: "What about you, how far will you go with French?"
 - Second screen: You saying a tongue twister
 - Third screen: Creative, contact us with AF website link and WhatsApp number

EXAMPLE OF A STORY

First screen



Second screen
your video trying to pronounce a tongue twister



Third screen



Fourth screen



[CLICK HERE TO DOWNLOAD THE CREATIVES](#)

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Happy posting!