

MARKETING INNOVATIONS MADE IN FRANCE



Free shipping

Department store the Bon Marché offers home delivery with a purchase of 25 Francs or more.

1852



Michelin Guide

Tire company Michelin encourages drivers to hit the road with a free guide to France's restaurants.

1900



Eiffel Tower ad

Carmaker Citroën lights up the landmark with 25000 bulbs and puts its name on the Paris skyline.

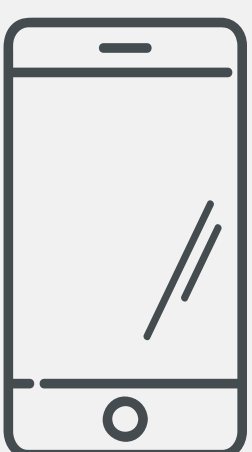
1925



Online news

Media companies get their content on the pre-Internet Minitel network connecting millions of households.

1984



Beauty AR

Sephora's Visual Artist app uses augmented reality to let you try out makeup with your phone

2017