

# 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.

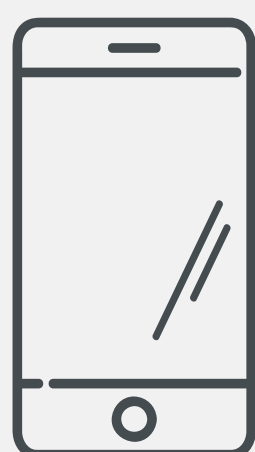
1925



## 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