



HAULOTTE GROUP
The "**making of**" for our
new advertising campaign

Every year, Haulotte Group's Communication Department works on developing the messages to be conveyed for the advertising campaign of the following year. This exercise of course calls for intelligence but above all creativity! No sooner said than done: an appeal to Group employees, and they were set to go.

Last November, volunteers dressed up as models for the 2015 campaign. In this way a team representing an extremely diverse range of expertise coming from the Group's different departments (Legal, HR, After-Sales, Production, etc.) played their parts seriously... though without taking themselves seriously!

An extremely agreeable, convivial and fun experience. It will remain a good memory for all. No doubt this photo shoot will not be forgotten!

"Haulotte Group: solutions provider": a certainty, when one considers the commitment of each participant.



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