



**November 27<sup>th</sup> 2019**

## **PRESS RELEASE**

### **ESCP launches its new brand campaign**

#### **The Choice**

**In the year of its bicentenary, ESCP Business School, the only pan-European school, unveils its new brand territory designed with the TBWA agency. As it enters its third centenary, it is reviving its historic brand, reaffirming its pioneering position.**

ESCP's pioneering dimension was present from the first years of its creation at the beginning of the 19th century: from the outset, several nationalities, a strong humanism, a vision of multidisciplinary management education focused on science, humanities and languages. This approach, drawn from European culture, remains relevant at a time when the greatest economists and entrepreneurs are calling for the redesign of capitalism.

Several generations of entrepreneurs and managers have been trained by ESCP with the conviction that the business world must feed society **in a positive way**.

Today, students in all programmes follow their training courses on several campuses of their choice among the six offered by the School (Berlin, London, Madrid, Paris, Turin and Warsaw). This unique pedagogical model is managed by fully European pedagogical and strategic bodies.

The School's values (**excellence, singularity, creativity and plurality**) guide our daily mission and are expressed through a pedagogical vision that brings them together.

## **Our conviction - In life and in business, it all starts with choices.**

ESCP has chosen to teach responsible leadership that is open to the world, aware of social issues, and supported by European diversity, multiculturalism and universal values.

Teaching is also part of our philosophy: training our students to ask the right questions, to question preconceived ideas and patterns, to decode the world so that they can make the right choices.

Joining ESCP means choosing to follow this vision, that of a humanistic, culturally agile, innovative, responsible and optimistic leadership.

**Phillippe Houzé**, Chairman of the Board, says "The global business school market is based on brands. To support the school's international development, we are repositioning ESCP on its bicentenary brand in order to promote it throughout the world. »

**Professor Frank Bournois**, Executive Director & Dean, adds "Our mission is to educate and inspire future business leaders to have a positive impact on the world. Our teaching will help them to meet the technological, environmental and societal challenges of today's world by drawing on our European values: excellence and humanism. »

**Dimitri Champollion**, Director of Communications and Brand, declares "To support the new brand identity, a major project was carried out with Alumni from the School, supported by the Foundation, to launch a campaign based on choice, The Choice. We are now in an era of choices: technological, economic or political. ESCP incites and teaches to make informed choices. Not tomorrow, but today. »

## **It all starts here.**

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### **About ESCP Business School**

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in

Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 6000 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: [www.escp.eu](http://www.escp.eu)

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