



December 3rd, 2020

PRESS RELEASE

ESCP launches The Choice, the new media dedicated to the choice makers.

In November 2020, ESCP launched [The Choice](#) media, aimed at economic decision-makers and influencers. The ambition is to highlight the ESCP community's expertise on the business issues that matter and position the school as a thought leader.

At ESCP, we believe that in business, as in life, everything starts with choices. And it is by making such choices that we give meaning to business. As leaders, our choices can define the world we live in.

On the occasion of the school's bicentenary last year, ESCP unveiled its new brand territory designed with TBWA, the global advertising agency. From the very beginning, we have adhered to the concept The Choice imagined by TBWA and supported by our alumni. We were looking for a concept that would position ESCP and become a real driver at all levels of the school. The Choice media is the next step, moving beyond the messages of the ad campaign to promote our entire community through its expertise, values, commitments and vision of the world.

The theme of choice is inexhaustible because it characterizes, more than any other, what makes a business leader. Learning how to make choices, individually or for one's company, is the condition for a successful career because it mobilises all the skills we teach at ESCP.

Beyond our teaching and research mission, which we provide to more than 7,000 students per year, beyond the services and unique experience we offer them, we also have a role to play in disseminating knowledge and know-how to inform decision-makers. The younger generations we welcome push us in this holistic approach. When career was once the criterion for success, new generations want to succeed AND have an impact on the world.

*"We are now in an era of choices: technological, economic or political," says **Frank Bournois, Dean of ESCP**. "ESCP informs and inspires current and future business leaders to make responsible choices. Not tomorrow, but today."*

To illustrate our mission to educate but also to inspire, we are launching The Choice, a medium that addresses major contemporary issues, at the decision-making level, by disseminating the research of our professors, the expertise and experience of our alumni who work in all sectors and around the world, and the commitment and achievements of our students. We deal with topics related to business, management, entrepreneurship, career choices, but also society, geopolitics, the environment, and technology.

*“The positioning of a brand such as ours does not rely on self-centered messages but on the ability to share our vision, values and content freely,” says **Dimitri Champollion, ESCP’s Director of Communications.** “Brand content allows us to build a strong brand, to give it a real personality and to shine beyond our usual targets. For a school, brand content is naturally easier because we are a factory of knowledge, and therefore of content.”*

Powered by ESCP, The Choice brings together a variety of voices that reflect both the European and international footprint of the school. From professors and students to guest writers, each author shares their own unique voice and vision of the world of business.

With the mission to inspire “choice makers”, we provide an expert view on the trends impacting business and society to help current and future leaders make choices guided by our European values of diversity, multiculturalism and interdisciplinarity.

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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 7100 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 / follow us on Twitter: @ESCP_BS