BOUCHE
BÉE

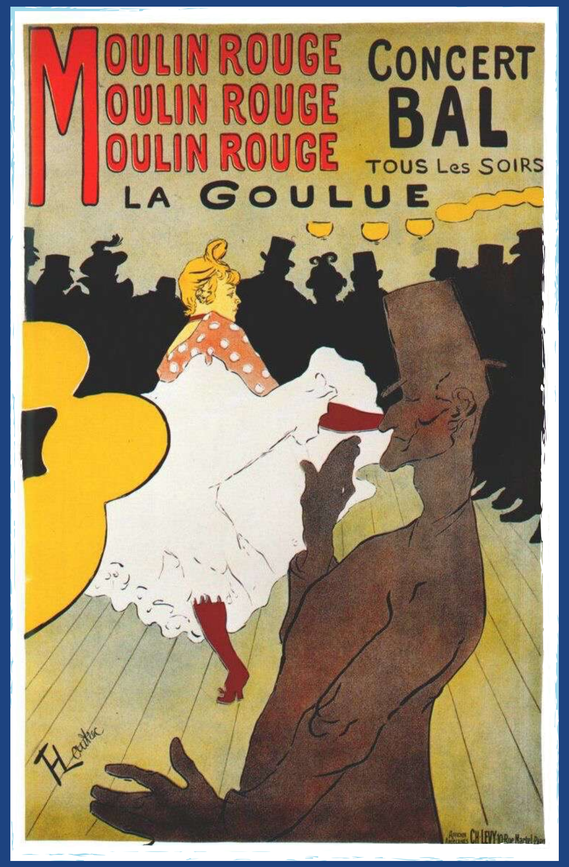
BOUCHE BÉE

Since 2019

Leader in hand painted outdoor advertising in France.

We paint murals for the world's most influential brands.

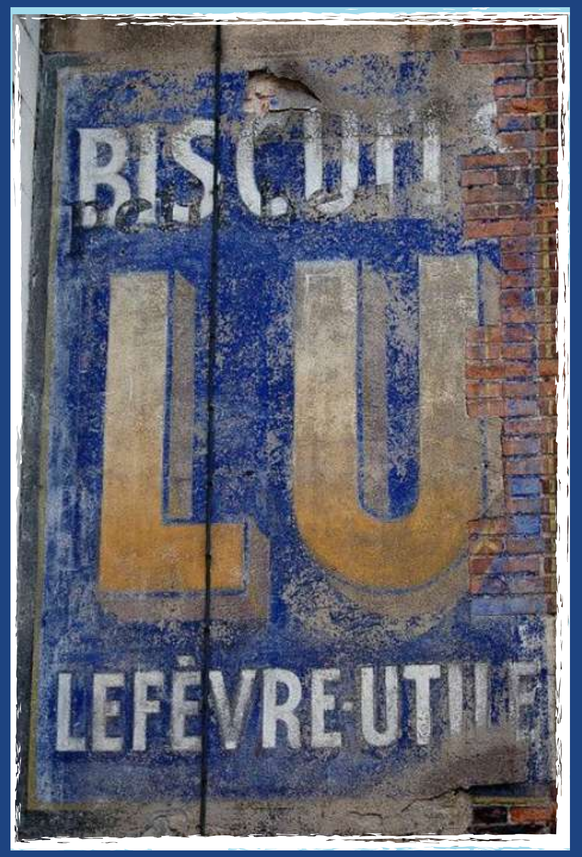
A REINVENTED KNOW-HOW



1891

Toulouse-Lautrec

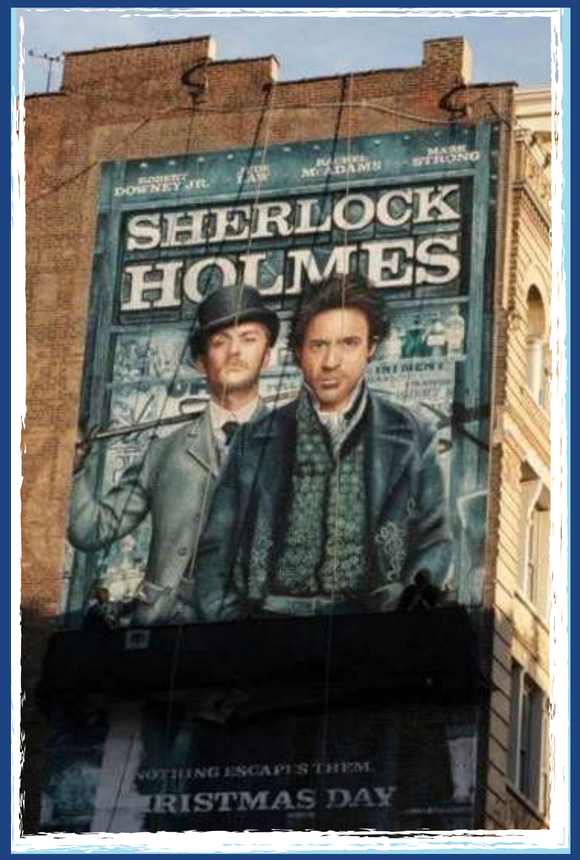
Precursor of hand painted ads



1960

Biscuit LU

French hand painted advertising



2009

New trend
from USA

« Brands are actually looking for this unique product »

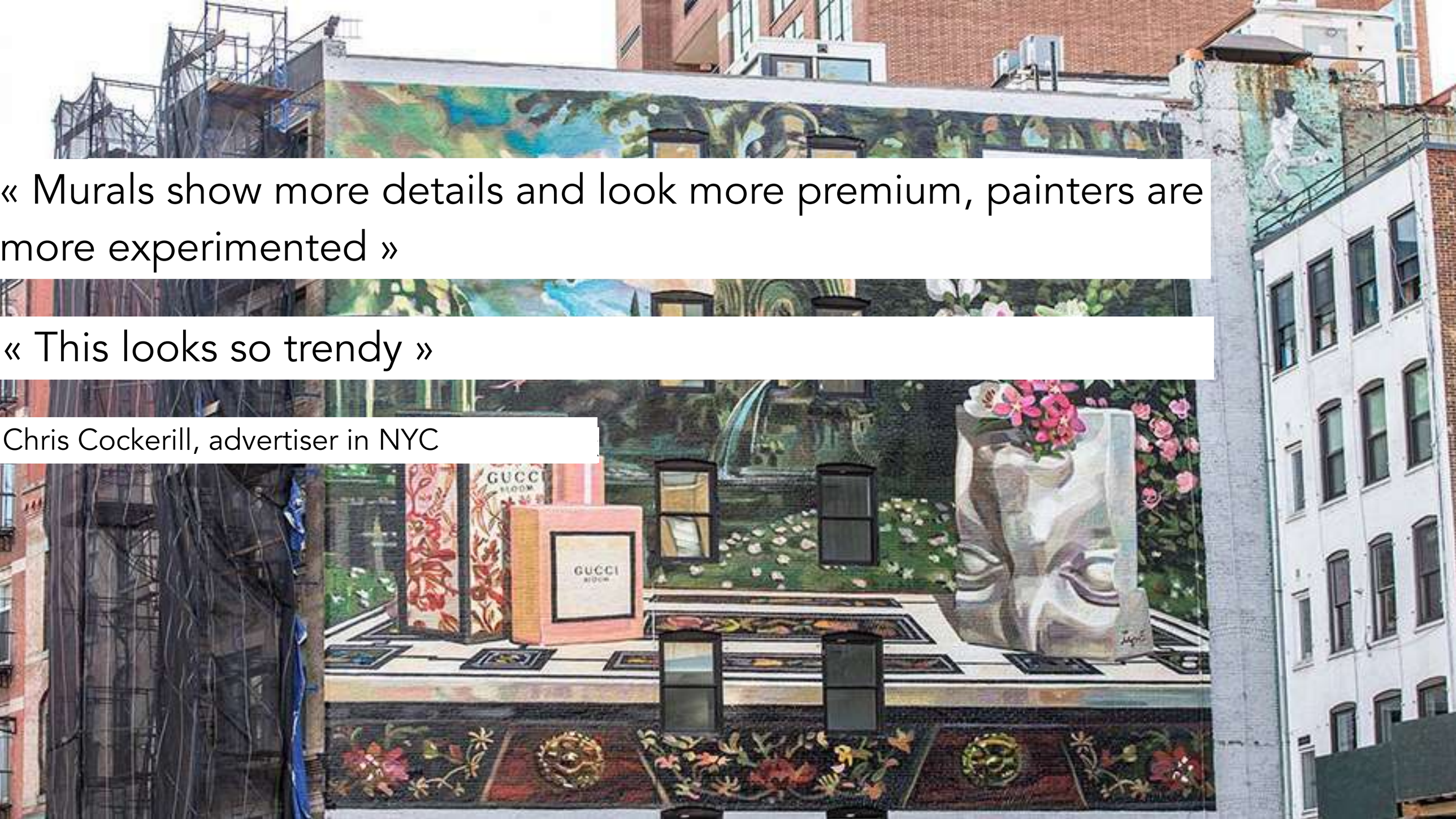
« This is art! »

Paul Lindahl, advertiser

« Murals show more details and look more premium, painters are more experimented »

« This looks so trendy »

Chris Cockerill, advertiser in NYC

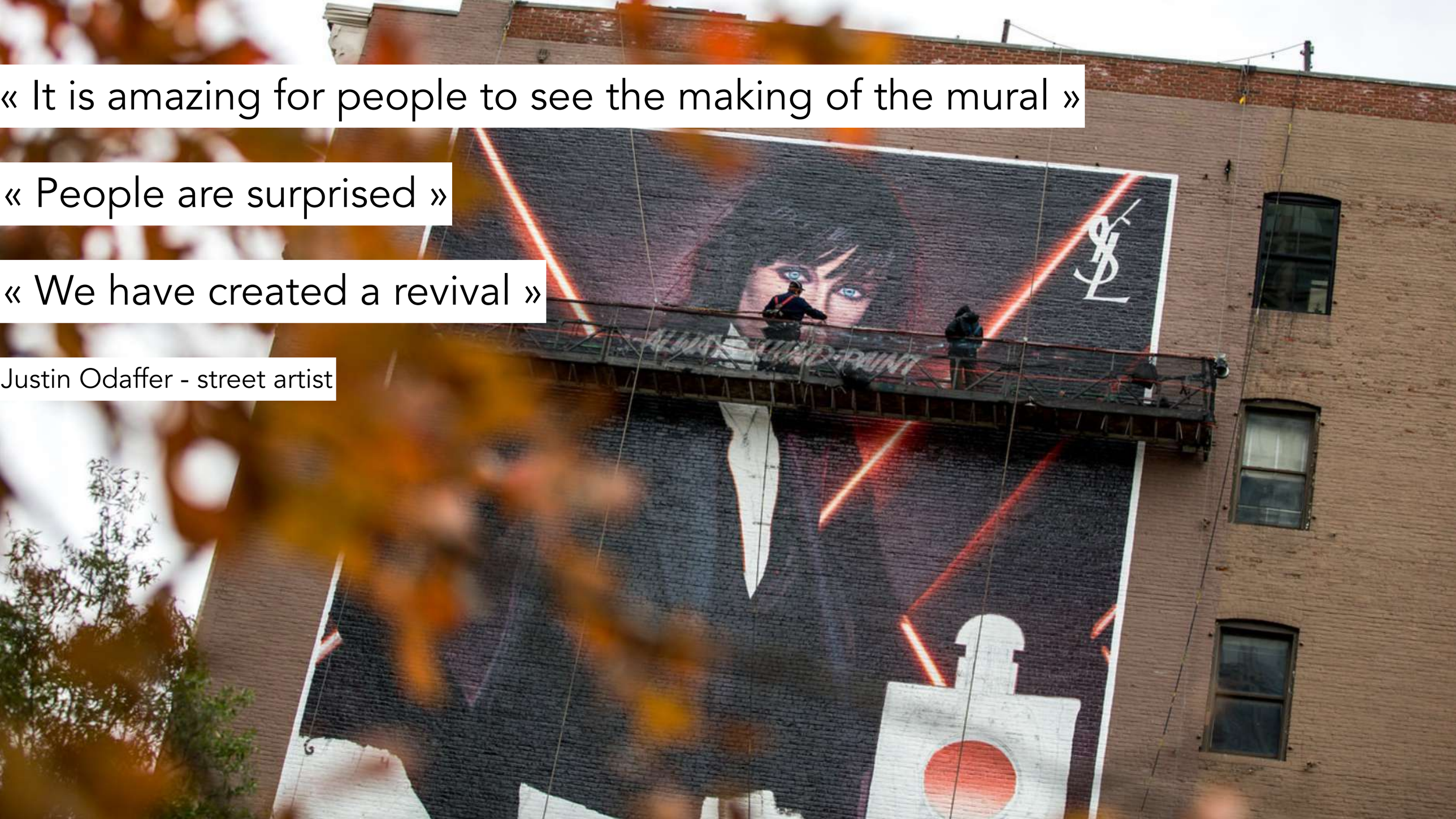


« It is amazing for people to see the making of the mural »

« People are surprised »

« We have created a revival »

Justin Odaffer - street artist



PERIMETER

INDOOR / OUTDOOR

Decorative design

Live painting event

Team Building

Out Of Home

Visual Merchandising

Construction fences

OUR VALUES

Artistic commitment

Green commitment

Urban scenery commitment

OUR ARTISTIC TEAM

40 years of experience

XXL murals

Area difficult to access

Brush technique

20 years of experience

All sizes

Hyperrealism

Brush technique

15 years of experience

All sizes

Graffiti

Spray painting

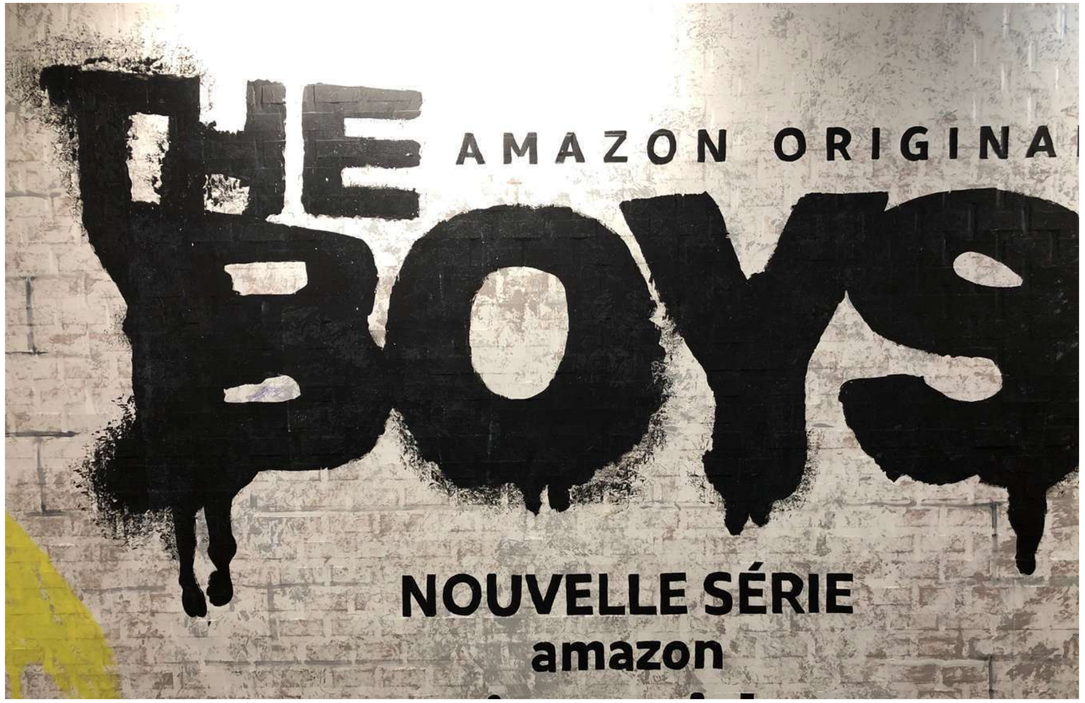
15 years of experience

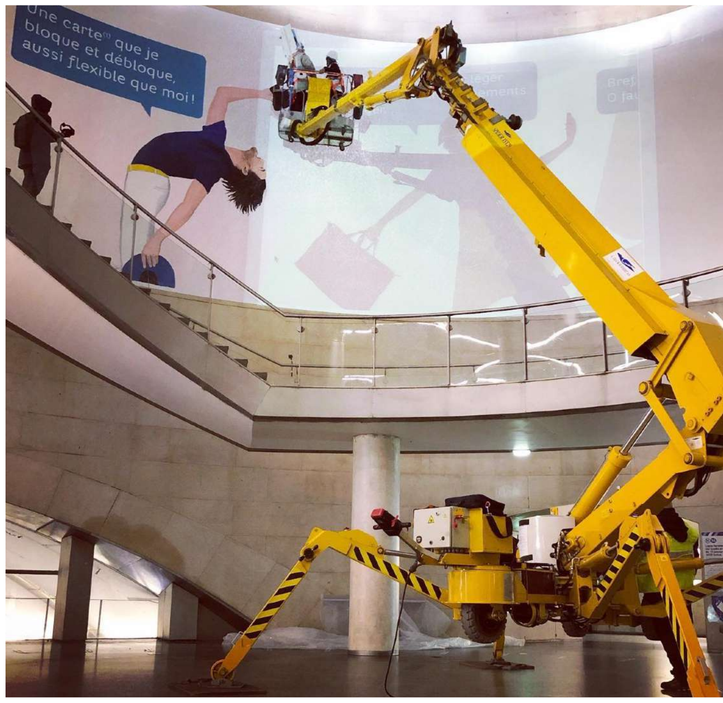
Window display

Lettering

Brush technique

OUR ARTISTIC TEAM





40 years of experience | XXL murals | Area difficult to access | Brush technique

OUR ARTISTIC TEAM

20 years of experience | Hyperrealism | Brush technique

OUR ARTISTIC TEAM

15 years of experience | Graffiti | Spray painting

OUR ARTISTIC TEAM

20 years of experience | Lettering | Window display | Brush technique

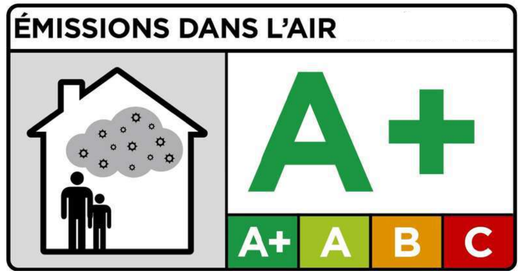
ETHICAL & ENVIRONMENTAL VALUES

Short-lived installations, recyclable fabrics and adhesives

Promotion of art, transmission of an artistic know-how

Eco-responsible water-based paints, solvent-free

COV
<1g/L



Hydrocarbures, éthers de glycol, cadmium, chrome, composés organiques volatils…

OUR AIM

Combine performance & event!

OUR ADDED VALUES

- New in France
- Differentiation
- Commitment
- Positive perception of advertising

OUR MURALS

Fresque Bouche Bée x maje x Mica Argañaraz

Paris, Rue du Temple - 100m2

Mars 2022

maje
LOXAM
LOXAM

Bouche Bée Mural x Hugo Boss & Russell Athletic

Paris, Rue du Temple - 100m2

April 2021

BOSS.COM

Bouche Bée Mural x French Army

Paris Gare du Nord | Paris Gare de Lyon | Paris Gare Saint Lazare | Strasbourg | Lyon | Bordeaux

October 2020

VIVRE EN
GRAND
SENGAGER.FR
FRANCE

TROUVER SA
FORCE
L'ARMÉE DE TERRE
RECRUTE ET FORME
16 000 POSTES
SENGAGER.FR

Bouche Bée Mural x Amazon Prime Video « The Boys »

90m x 2.7m - 250m2

September 2019

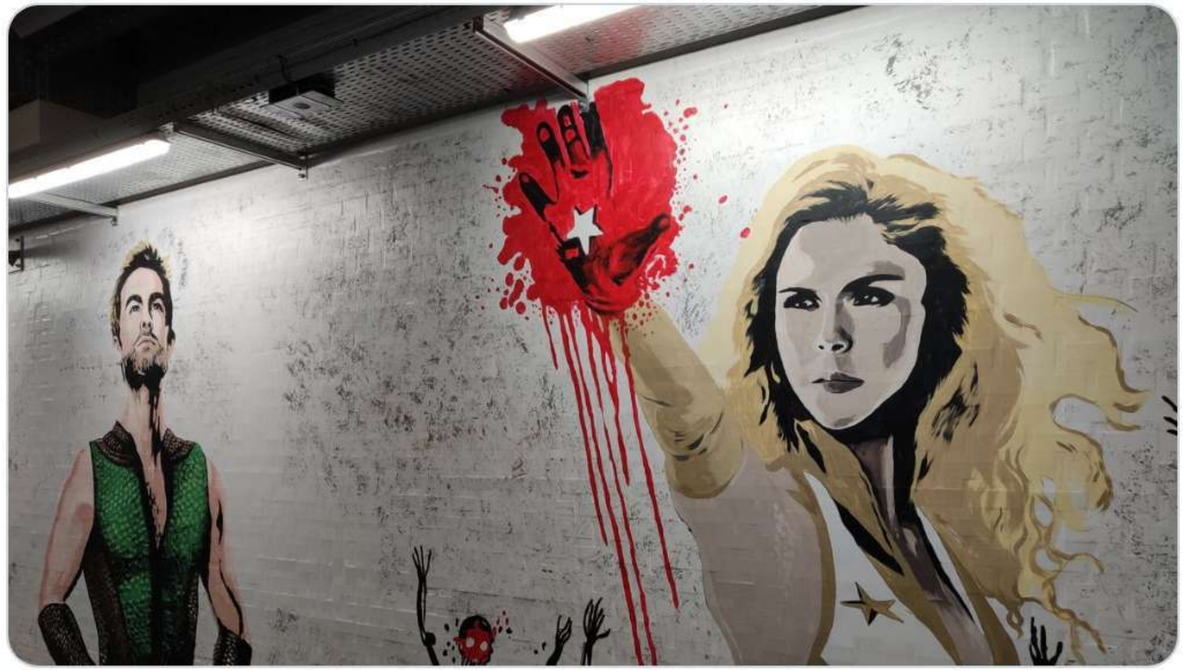
Réaumur Sébastopol
THE BOYS
AMAZON ORIGINAL
NOUVELLE SÉRIE
amazon
prime video
NE RENCONTREZ JAMAIS VOS HÉROS
Sortie
Sortie
Réaumur Sébastopol
THE BOYS

DIGITAL IMPACT

Exclusive content

Voodoo @Voodoonette · 5 sept.

Elle a pas trop la classe ma station de métro ? #TheBoys



6 11 126

Sacha @Stikoutout · 6 sept.

Les dessins de the boys dans la station reaumur c'est grave cool

DeEoleAEpuisé #VuALaTV @EoleDe · 7 sept.

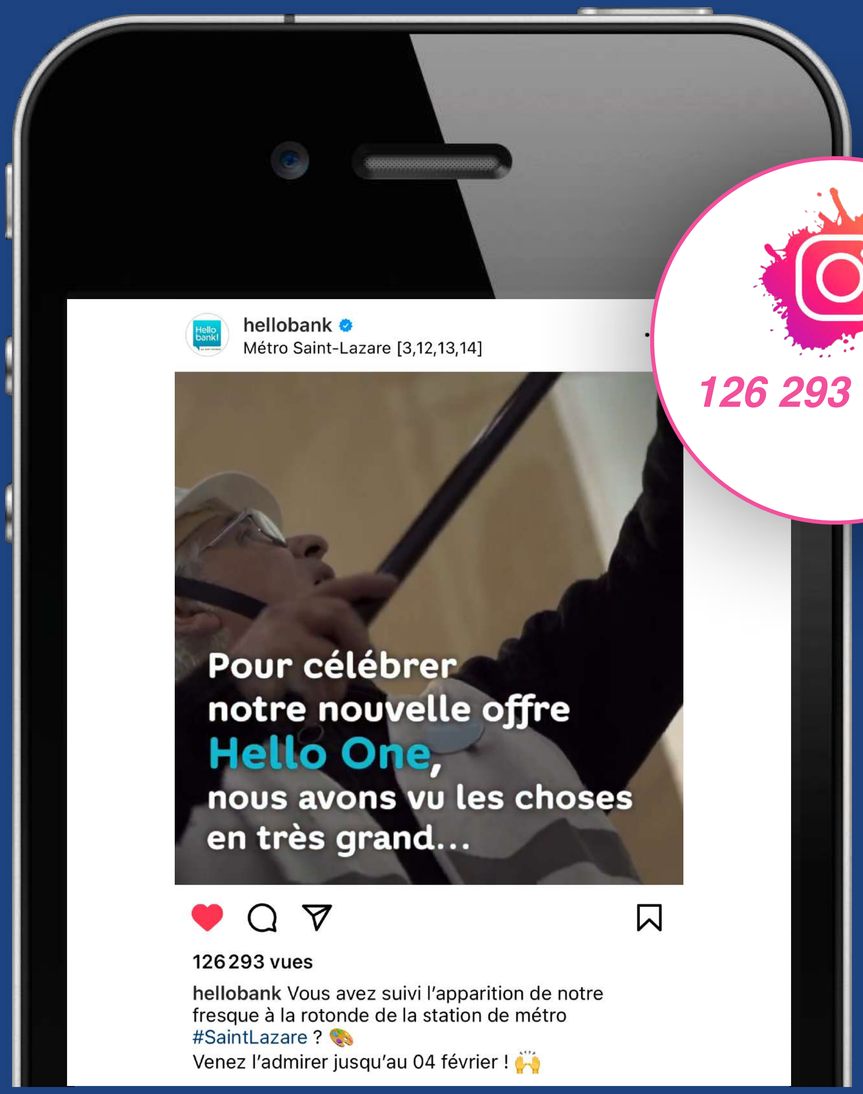
Waw stylé la station Sébastopol dans le sens Montrouge ! Beau travail @Ligne4_RATP même si c'est pour de la pub 😍

Bouche Bée Mural x Hello Bank

25m x 6m - 150m2

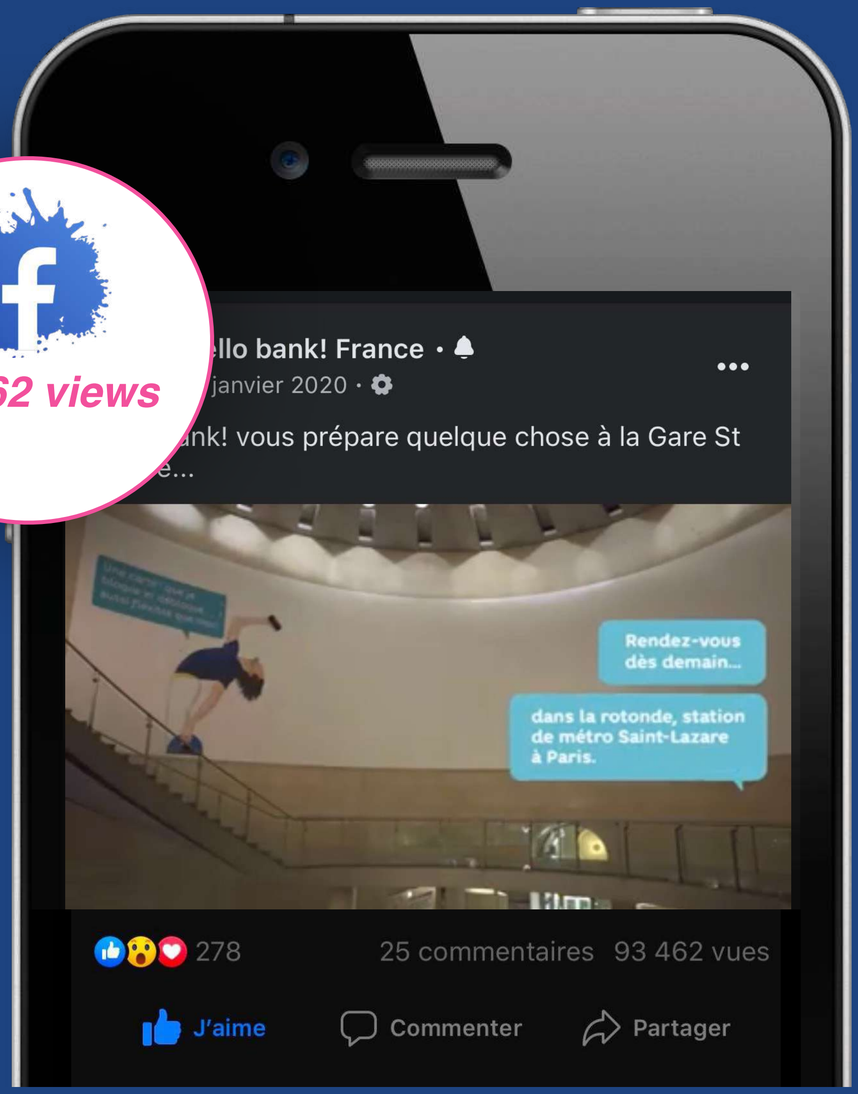
January 2020

DIGITAL IMPACT



126 293 views

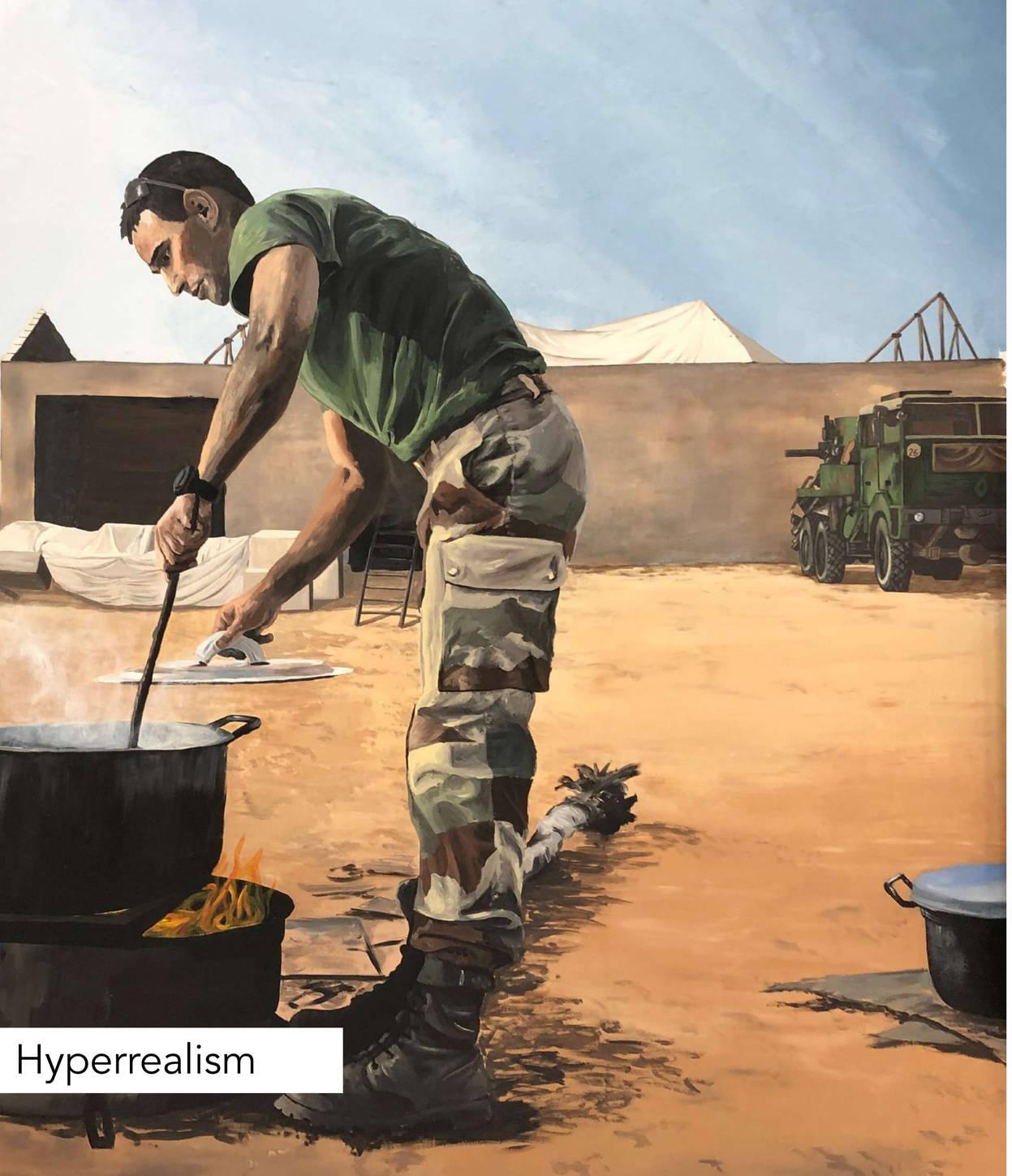
93 462 views



Top reach for the brand!

Viral content made for Social Media

CREATIVE IDEAS



Hyperrealism

Portrait célébrité

Trompe-l'oeil

Collaborative mural

Evolutionary mural

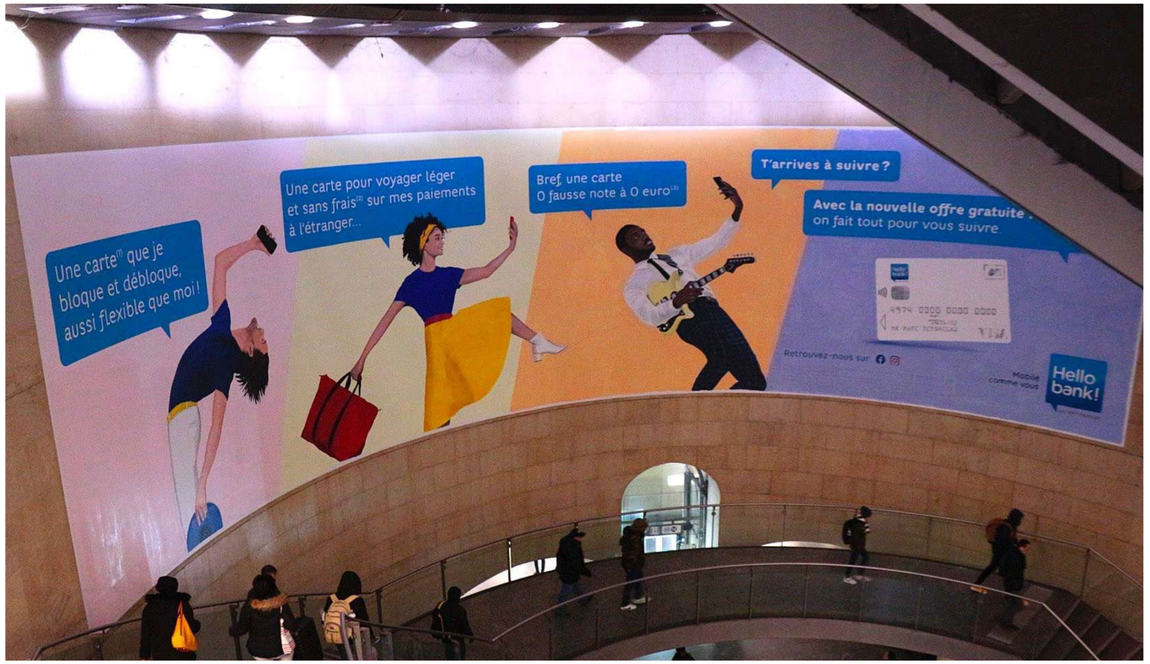
Phosphorescent mural

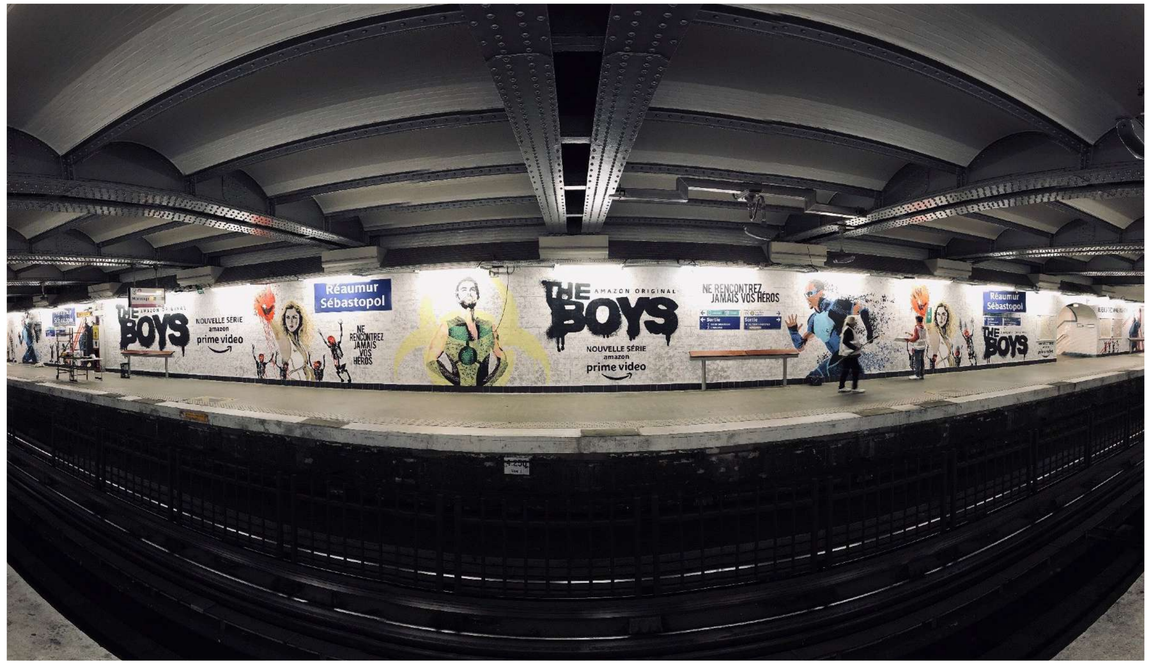
LOCATIONS

METROBUS
Créons les connexions utiles

100+ locations in Paris metro

From 15m2





Rotonde Paris Saint-Lazare

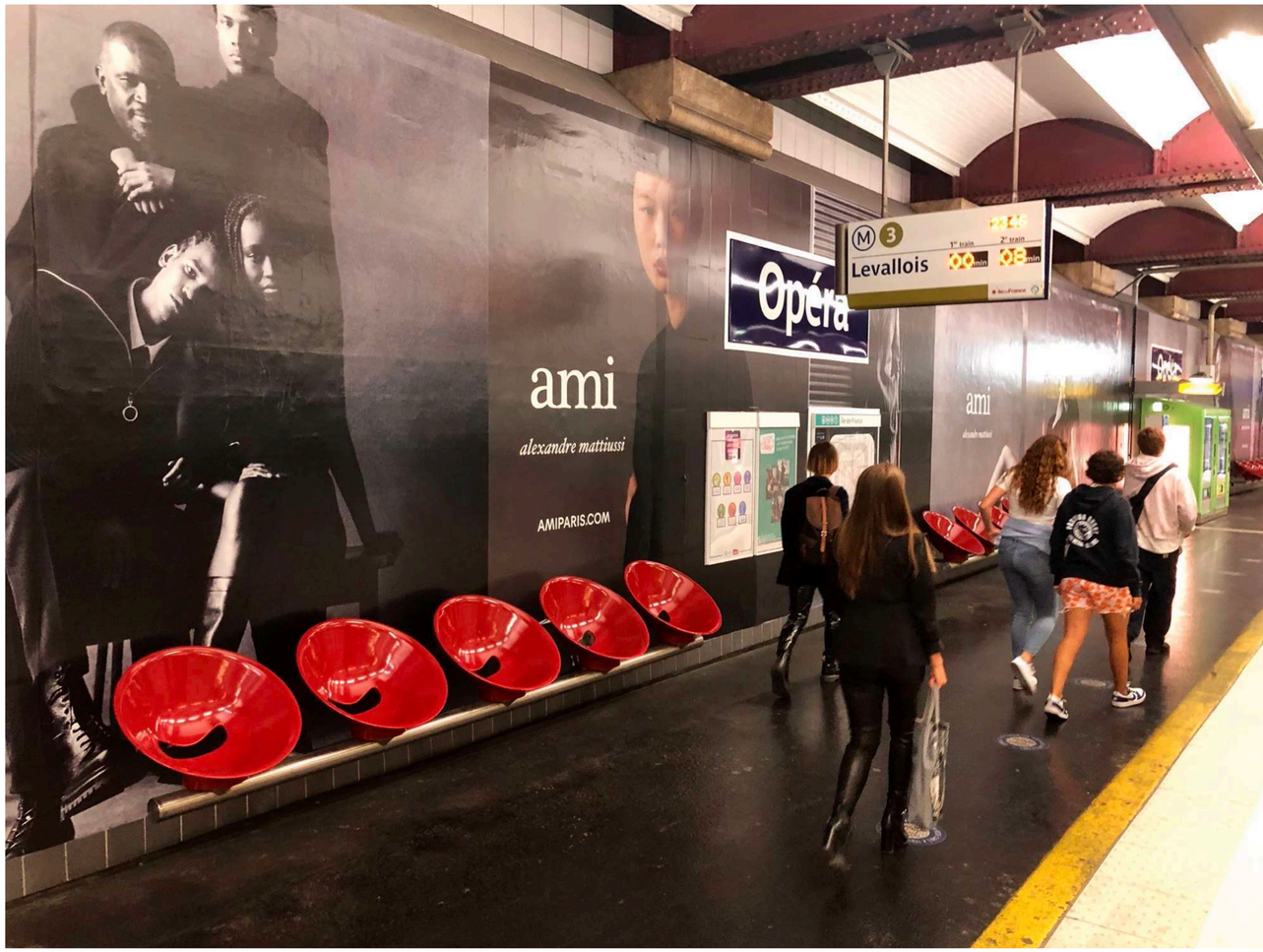
150m2

Full Metro station

Réaumur Sébastopol, Opéra...

LOCATIONS

METROBUS
Créons les connexions utiles



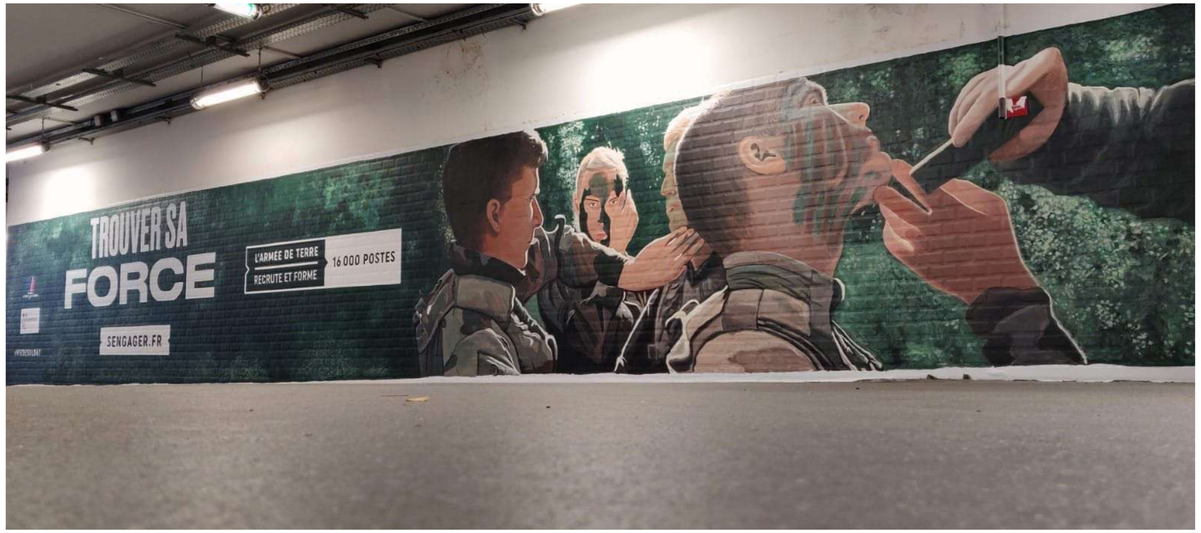
Opera Full Metro station

LOCATIONS

MEDIAGARES
Toujours en mouvement

100+ locations in French train stations

From 11m2



Digiwall Paris Saint-Lazare A + B

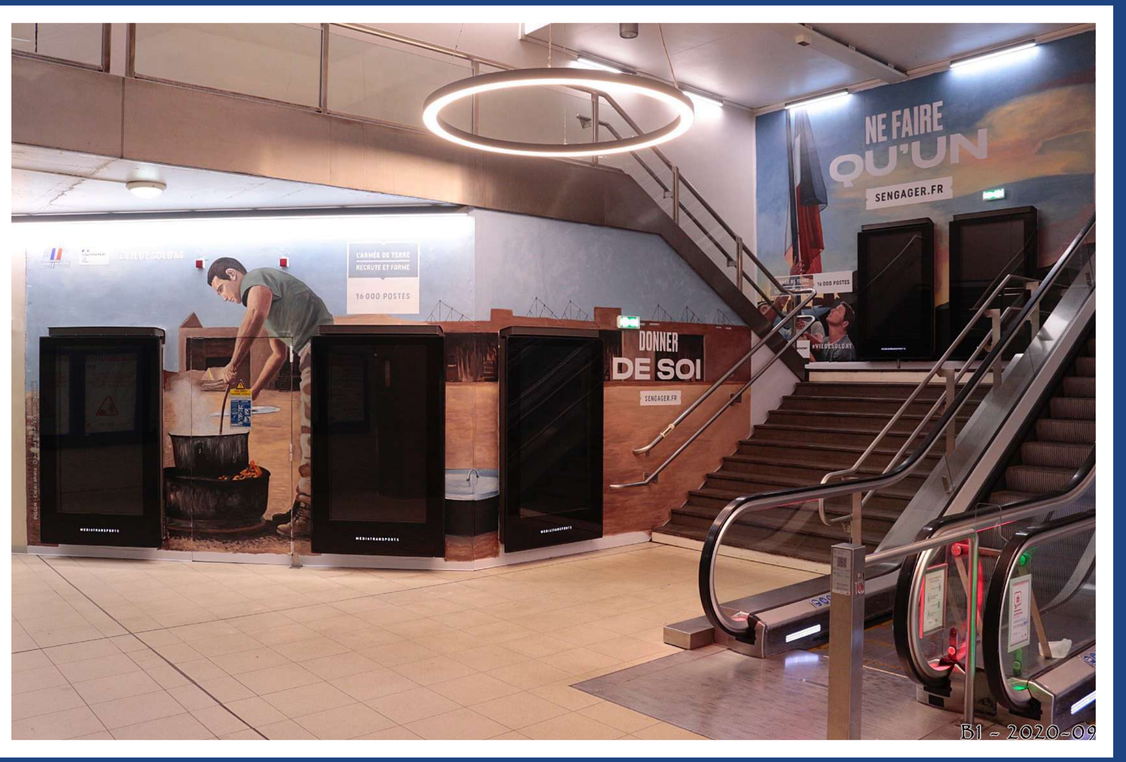
40m2 + 40m2

LOCATIONS

MEDIAGARES
Toujours en mouvement

100+ locations in French train stations

From 11m2



Digiwall Paris Gare de Lyon

Left side 2 x 20m2

Right side 2 x 20m2

LOCATIONS

MEDIAGARES
Toujours en mouvement

100+ locations in French train stations

From 11m2

Digiwall Paris Gare du Nord

80m2

LOCATIONS

MEDIAGARES
Toujours en mouvement

Gare de Strasbourg

55m2

Gare de Bordeaux - 11m2

Gare de Lyon Part Dieu - 30m2

LOCATIONS

ExterionMedia
Engaging Audiences

10 premium outdoor locations

from 45m2 to 130m2

METROPOLE
(D)OOH • PRINT & MORE
Instagram
citadium
citadium
citadium
AU PRINTEMPS
PRINTEMPS
MONOPRIX

Printemps Mode

50m2

Rotonde rue Charras

METROPOLE

(D)OOH ▪ PRINT & MORE

LOCATIONS

Westfield
FORUM DES HALLES

150,000 visitors/day

50M visitors/year

30m2

pedestrian area

young and connected target

THEY TRUST US

amazon prime video

Hello bank! by BNP PARIBAS

ARMEE DE TERRE

BOSS HUGO BOSS

maje PARIS

MEDIATRANSPORTS Toujours en mouvement

ExterionMedia Engaging Audiences

BOUCHE BÉE

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