

MILLIONAIRES* RENOVATIONS

Who hasn't wondered what they would do if they became a millionaire?

To highlight the daily winning jackpot on the Quinté+ (famous horse race betting), we decided to make people imagine what they would do if they had won the stakes. We wanted to drive home the point that winning a million euros could drastically change their daily lives.

To do that, we selected 4 high-traffic zones in Paris, and hung construction tarps in order to convince pedestrians that winners were in fact building their dream projects: a huge dressing room, a gigantic kids' play room, a large guest room, an enormous bathroom, etc.



"Work in progress to expand my dressing room.
Win a million euros every day with Quinté+".



"Construction in progress on my new bathroom.
Win a million euros every day with Quinté+".



"Construction in progress on my kids' play room.
Win a million euros every day with Quinté+".



"Renovation in progress to add my guest room.
Win a million euros every day with Quinté+".