



## *Vieilles Charrues – the Wiko bar*

Rob: Now there are many places at Vieilles Charrues to drink beer but this is a rather an unusual place and Marie is going to tell us about it. Marie, what's this special bar we've got in front of us here?

Marie: It's a bar that we cause just to every people that are here in the Vieilles Charrues to go up in 60 metres up and to have an entire view of the Festival and to enjoy the view with the new smartphone Wiko and that can do every picture they want and print them upstairs and to enjoy the new phone with an exceptional view and to, to enjoy also a drink upstairs at 60 metres up. So it's a very great pleasure for we go to suggest this attraction here in the Vieilles Charrues

Rob: So people sit and they are taken 60 metres up ..

Marie: Yeah.

Rob: ... and they are offered a drink ...

Marie: Yes - absolutely.

Rob: ... and does anybody ever fall out?

Marie: No, no-one - I hope so it will stay like this 'til the end but yes there are a lot of security around this attraction of course. We are very happy that every people enjoy it. They have a very great moment upstairs so that's very good for us.

Rob: I see there are many people waiting to, to have a go. Is it going to cost them anything?

Marie: Yes, some people are waiting more than three hours to go up so this is very *impressionante* and we are very happy that such people are here to enjoy this attraction, absolutely free. People just have to put a hashtag with 'Wiko Win' on site and they also have the possibility to win some smartphones with this hashtag. So it's hashtag 'Wiko Win'

Rob: So, let me just be clear, this is actually a promotion for a company called 'Wiko'.

Marie: Yes, absolutely.

Rob: So, what does Wiko do?

Marie: Wiko products some smartphones that are sold everywhere in France and also in 30 countries in the world and those smartphones have a very great price quality so this is a pleasure to show the new smartphone with a great photography quality upstairs.

Rob: When people are sitting at the bar they can have access to the telephone. They can try it out.

Marie: Yes. Every person have a smartphone in front of him which is functional so they can take pictures with it. They can print the picture and they can also send the picture by email to their address.

Rob: OK. So it's a very clever way of taking people for a ride.

Marie: Yes, it's nice. This is great for Wiko and it's great for people a two-way thing that it's a win-win operation so we are very pleased to.... to be here in Brittany and discover this Festival that is very enthusiastic and dynamic like Wiko is. I think that we have the same values with the Festival that is very familial and good mood, good mood Festival, I think.

Rob: I'd like to speak to somebody about the experience.

Marie: Yes, of course. We'll try to find someone for you to speak to about the experience.

Rob: Marie, thank you very much indeed.

Marie: Thank you very much.

Rob: I'm talking to Anthony now who's just come down from the platform. What was it like, Anthony?

Anthony: It was a bit scary, to be honest, because I've got vertigo, a bit of vertigo, but you get used to it. But, yeah, no, it's, it's impressive. I don't know if you will have the chance to go there but you can see, you know, amazing, crazy to see how many people there are. But, yeah, no, it's great - they're great up there. They're , yeah, really nice. I'm still a bit shaky, to be honest.

Rob: I think it's very brave of you if you already know you've got vertigo to go up there.

Anthony: Yes, I think, you know, with all my family, we're eight people, so I had to. Some people had to do together - we waited for like almost three hours so it was really worth it. But no, it was really good, really good. Nice, great people and a chance to talk together and we had some, yeah, some drinks up there - soft drinks, non alcoholic drinks. But, no, it was really good, really worth it.

Rob: Well, thanks Anthony. A last question - Have you got a Wiko telephone now?

Anthony: No, I don't no.

Rob: But maybe you will do, one day.

Anthony: Maybe, yes, yes exactly. You know, I think it's great advertising for the brand.

Rob: Thanks very much indeed.

Anthony: Thank you very much, cheers.

Rob: Bye.

