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## Stella Artois launches online video series

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### **Stella Artois, the InBev-owned lager, has launched an online TV show to promote its green credentials.**

The Recyclage de Luxe series will be broadcast from the Stella Artois YouTube page and follows the style of its recent advertising activity with a continental 1960s theme.

The eight-episode series will be fronted by Alain de Monde, founder of the Recyclage de Luxe movement, who will interview guests about how recycling and style is not incompatible.

One episode will feature band Florence and the Machine playing their cover – or recycling – of The Source and Candi Staton's song You've Got the Love.

The campaign will be supported with social media activity on Facebook as well as takeovers and video links on Spotify. Stella Artois has also partnered with GQ, FHM and Metro to promote the online campaign to its core young male target audience.

The videos were created by ad agency Mother Advertising with seeding by GoViral.