STRONG BRANDS AREN’T DESIGNED TO FIT IN.
THEY’RE BUILT TO LAST.

WDC is here for that.



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TODAY EVERYONE WANTS TO BE SEEN.
THE RESULT ?

TOO MANY MESSAGES. NO REAL IMPACT.



TOO SMOOTH | TOO PREDICTABLE | FORGETTABLE

WE DO THE OPPOSITE

DARE LOUDER.
EXIST FOR REAL.
STAY UNFORGETTABLE

We blend strategy, creativity and boldness to create campaigns people actually remember.





LISTEN

We understand your brand, your market and your real challenges.



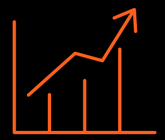
THINK DIFFERENTLY

We break the rules to find the idea that will truly stand out.



CREATE

We turn ideas into bold multi-platform campaigns.



BE REMEMBERED

We measure impact, results and most importantly: retention.

STRATEGY, CREATIVITY, IMPACT.



BRAND
STRATEGY



CREATIVE
CONCEPTS



BRANDING &
IDENTITY



COPYWRITING
& TONE OF VOICE



ADVERTISING
CAMPAIGNS



CREATIVE CONSULTING
& SUPPORT

WE ADAPT TO YOUR GOALS, NOT THE OTHER WAY AROUND.

DEEZER

Ils ne se parlent plus,
mais ils ont encore
cette playlist.



LA JEUNESSE,
ÇA PROTÈGE
DES LENDEMAINS
DE SOIRÉE.

PAS DU CANCER.

OCTOBRE ROSE - DÉPISTEZ-VOUS



MORE PROJECTS

→ We say things as they are.

→ We like ideas that are (slightly) disruptive.

→ We’re not here to be liked. We’re here to be remembered.

→ We work with brands, associations and companies that want to differentiate themselves and make their mark.



“The real risk isn’t being bold. It’s blending in and being forgotten.”

contact@wedontcareagency.fr | 06.99.02.31.46

FOR THE CURIOUS.

If you made it this far, we probably left an impression already.



WHY WDC ? →

THE RACCOON STORY →

YOUR QUESTIONS →



Pauline.Z
Founder of We Don’t Care Agency

We Don’t Care isn’t about not caring about anything.
It’s about daring without being afraid:

- to disrupt.
- to be disliked.
- to step outside the lines.

Because today, the campaigns trying to please everyone are the ones nobody remembers.

READ THE FULL MANIFESTO

The raccoon naturally became WDC’s mascot.
Curious, resourceful, slightly insolent and impossible to ignore.

It digs through everything, bends the rules and thrives in oversaturated environments.
Just like a strong idea in today’s advertising world.

FOLLOW THE ADVENTURES OF RAF



RAF: Self-proclaimed CEO of WDC by our Instagram community.

No. We adapt to your identity, and always in an intelligent way. The goal isn't to provoke for the sake of provocation, but to deliver the right message to the right target audience at the right time. We take risks so you'll take risks too, but we always remain at your service.

Brands, associations, companies or projects that want to move beyond invisible communication.

Because we rarely forget what we truly feel.

Do you only run “provocative” campaigns?

What types of clients do you work with?

Why talk so much about emotion?

SEE THE FULL FAQ →

WILL YOU DARE
TO TRUST US?

Let's talk about you and create something memorable.

Call us → 06.99.02.31.46

or write to us :

contact@wedontcareagency.fr

