

Brussels Motor Show 2022

Car partnership offers



Television



Brandstory

Put your car in the spotlight



81K

98 GRPs

RTL TVI **TF1**

Opening of 2 min advertorial slots on RTL TVI & TF1 to allow a brand to **tell a longer story to a dedicated audience** during interesting timeslots

16 RTL TVI

2 weeks

101 500€ /

60 800 € NET

82 GRPs

18-54 (estimation)

8 TF1

2 weeks

33 840€ /

20 200 € NET

16 GRPs

18-54 (estimation)

Production costs : depending on existing material or not & Branded Channel can be added upon request (8 250 € media + 2 000 € production)

Note : other channels can be added to the planning when relevant



Jingle sponsoring

100% preferential position

Emerge from the clutter in
the commercial break

45K

100 GRPs

RTL TVI

Association of the advertiser with the
channel idents **via a creative link**
between the jingle and the
advertiser's communication

Format: jingle + spot 15"

RTL TVI

5 days (17/01 => 21/01/22)

24 jingles (9 peak & 15 off peak)

61 128 € /

45 000 € NET

100 GRPs

18-54 (estimation)

Production costs: cfr slide hereafter

Note: when the advertiser has signed an annual agreement, the defined discount for classic advertising will be applied (max -50%)



Jingle sponsoring

Potential creative links



Example of jingle link:
we could "draw" a car around them, followed by a spot where we see a family in a car (family car brand)



Example of jingle link:
we could 'transform' the car to another model of the advertiser.



Other option:
if we organize a shooting, we can consider having someone driving, where we see the inside of the car

RTL TVI

Production costs (estimation):

- Animated/infographic transitions: 2,5K to 4K
- Tailor made jingle integrated in a foreseen jingle shooting: 6K
- Tailor made jingle not integrated in a foreseen jingle shooting: 15K



Partnership Special week “Car movies”

25K

69 GRPs

RTL TVI

club
RTL

PLUG
ATL

Association of the advertiser with the thematic week “Car movies”. The movies will be promoted via a **combitrailer** “special week car movies” on RTL TVI, CLUB & PLUG

RTL TVI

Club RTL

Plug RTL

1 week (15/01 → 21/01/22)
2BB / movie (14 billboards 7")
& 31 combitrailer spots 45" (15 + 8 + 8)

40 870 € /

25 000 € NET

69 GRPs

18-54 (estimation)

Production costs: Combitrailer □ 4 800 € / Billboard (to deliver by the advertiser)



Partnership Special week “Car movies”

Movie titles & timing (final programming TBC)

15.01 : Gone in 60" - Prime Club

16.01 : Retour vers le futur - Prime Plug

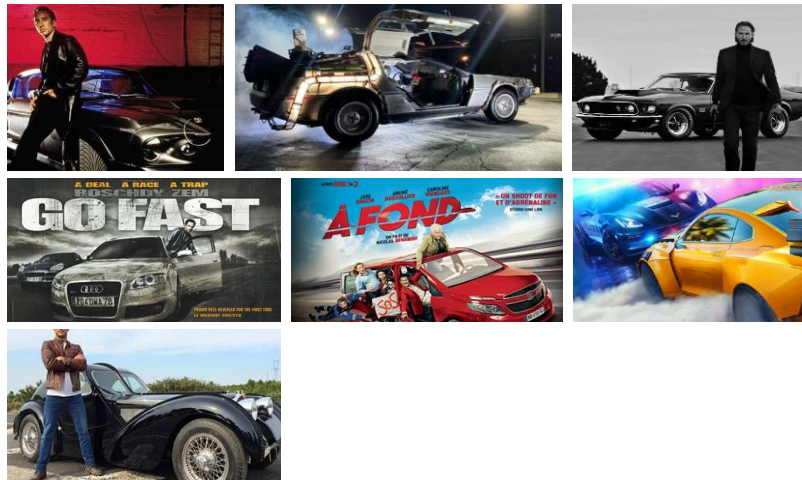
17.01 : John Wick - Prime Club

18.01 : Overdrive - Prime,Club

19.01 : Go Fast - Prime Club

20.01 : A Fond – 2nd part of the evening – TVI

21.01 : Need for speed – 2nd part of the evening – TVI



RTL TVI

club
RTL

PLUG
ATL



Radio



La Minute Auto



31K

(125 215 € gross)

Bel RTL

During “La Matinale” on Bel RTL,
integration of a car sequence
between 7:00 and 7:30 during 1 month
(specific dates TBC)

Focus on automotive global trends
(mobility, sustainability...)

Presence advertiser (1 month):

- 2 jingles 5” per sequence, from Monday to Friday
→ 40 jingles 5”
- 4 auto promo spots per day to announce the sequence
“La Minute Auto” + jingle 5” of the partner
→ 80 jingles 5”

Production costs: Radio spot 990 € / jingle 5” to be delivered by the advertiser



Tips & tricks dans “A votre service”



11,5K

(27 260 € gross)

Bel RTL

Broadcast of a **“Tips & tricks” sequence** from the car brand in the radio show “A votre service”
(Mon-Fri 10h-12h)

Periode:
from Monday 10/01 to Friday 21/01
(excl week-end)*

Presence advertiser:

- Between 10h & 12h, from Monday 10/01 to Friday 21/01: Broadcast of **10 sequences “Tips & tricks”** related to the partner brand + **broadcast of 10 jingles 5”** (1 jingle 5” at the end of each sequence)
- Broadcast of +/- 4 auto promo spots per day to announce the “Tips & tricks” sequence + jingle 5” of the partner → **40 auto promo spots** (10/01-20/01)

* Flexible dates according to the partner’s needs.

Production costs: Radio spot 990 € / jingle 5” to be delivered by the advertiser



Short dedicated format on Bel RTL

7K

(22 125 € gross)

Bel RTL

Each day after the news
(timeslot: +/- 19:05-19:15)

10 min format, dedicated to the automotive sector with facts & figures

From Monday 10/01 to Friday 21/01
(excluding week-end)*

Presence advertiser:

- From Monday 10/01 to Friday 21/01: broadcast of **10 special shows about the auto sector with integrations of contexts/arguments of the partner + broadcast of 20 jingles 5"** (2 jingles 5" per show)
- Broadcast of +/- 4 auto promo spots per day to announce the short format + jingle 5" of the partner
→ **40 auto promo spots** (10/01-20/01)

* Flexible dates according to the partner's needs.

Estimated production costs (10 live show + radio spot): 2 000€ / jingle 5" to be delivered by the advertiser



The Brussels motor show news



15,5K

(51 260 € gross)

NOSTALGIE

All the news about the Brussels motor show, practical information, news, mobility topics,...hosted by Denis Asselberghs (already present every Saturday on Nostalgie with the journal about mobility, at 12h30)

Two appointments of 3' per day, between 8h & 9h and between 17h & 18h + podcast on Nostalgie.be

From Monday 10/01 To Friday 21/01*

Presence advertiser:

- 2 jingles 5" per appointment, from Monday 10/01 to Friday 21/01 → **24 jingles 5" around the news**
- Broadcast of +/- 4 auto promo spots per day to announce the news sequence + jingle 5" of the partner → **40 auto promo spots** (10/01-20/01)
- Podcasts of the news sequences on Nostalgie.be

* Flexible dates according to the partner's needs.

Production costs: (12 episodes + auto promo spot): 4 000€ / jingle 5" to be delivered by the advertiser



Nostalgie on the road

Example:

Now on Nostalgie, our car partner gives you a moment to relax behind the wheel with...

Beatles Drive my car,
Sniff&the Tears Driver's Seat
Christopher Cross Ride like the Wind
Gerald De Palmas Sur la route,
...

12K

(39 470 € gross)

NOSTALGIE

What's more logic for Nostalgie to broadcast during the Brussels motor show, the best songs and the greatest classics to listen to in the car? The perfect playlist for your musical moments in the car!

Each radio broadcast of these car related songs will be announced and surrounded by jingles of the advertiser

Creation of a **webradio event** branded by the partner, bringing together all the songs of Nostalgie on the road!

Presence advertiser:

- 4 musical appointments per day, from Monday 10/01 to Saturday 22/01 + jingle 5" of the partner
→ **52 jingles 5"** around the car music moments
- Digital Radio "Nostalgie on the road" powered by the car brand, 24/24h accessible during the Brussels motor show period

Production costs (car music moments + webradio): 4 000€ / jingle 5" to be delivered by the advertiser



Test drive by Maria & Olivier



10,5K

(17 625 € gross)



Creation of video formats for social media. Promotion of the partner via a test drive, done by Maria del Rio & Olivier Arnould. During Radio Contact's Good Morning show, **Maria & Olivier will debrief about their test drive** from the day before

Presence advertiser

(between Monday 10/01 & Saturday 22/01):

- 3 video formats, broadcasted on the Facebook Page of Radio Contact with integration of the partner via a creative script (to be defined together)
- **3 video posts FB**
(median organic reach per video post: 97 206)
- The day after the post on social media, Olivier and Maria will debrief about their test drive by highlighting the brand's arguments. 3 sequences on radio, dedicated to the brand (between 6h & 10h). Each sequence is closed by a **jingle 5'' from the partner.**

Production costs: Test drive video formats for social media - 3 versions: 4 200 €
Cost to foresee but details TBC: Fee radio hosts > will be defined once the video format script is defined with the partner



Extra drive



10,5K

(31 800 € gross)

NOSTALGIE
WHAT A FEELING!

A digital thematic channel that is set up during the period of the Brussels Motor Show. 24h/24h and 7/7 days nothing but great Classics for in the car. With special jingles and regular partner integration in audio and if needed a great contest that allows us to create extra links to car brands that subscribe. Editorial interventions on this subject are also possible on the radio station Nostalgie

Presence advertiser:

- Auto promo spots (with tag on 5") on Nostalgie, from Monday to Sunday, during 2 weeks (during motor show + teasing the week before) > **56 in total**
- **10 sequences** in which hosts of Nostalgie talk about the Drive Channel, (possible brand integration: **interview**)
- Integration in the weekly newsletter (35 000 subscribers) > **1 in total**
- Integration **website & app** NRJ, during 14 days
- **2 posts** on Facebook Nostalgie
- Possible additional contest for music & car lovers

Production costs: Radio spot 660 € / jingle 5" to be delivered by the advertiser & Digital 660€



I love this car



9K

(14 800 € gross)

NOSTALGIE
WHAT A FEELING!

10 great stories about passion for cars!

A car lover (unknown person or BV/personality) talks about his/her dream car. That can be his/her current car...but also a new model. What does he/she find so cool about that car, where does he/she wants to go with it, what type of music would he/she listen to in the car.

Presence advertiser:

- **Editorial interventions** (with content of the partner) during 2 weeks (Mon-Fri: 16-19h) **10 portraits** in total (+/- 2 min)
- Video version of 'I love this car' portraits (and added to that some tech specs and visual material of the car partner) **on website & social media**. Partner can share the video on his own social media.
- **Announcements in newsletter (2 in total)** – 35 000 subscribers, in which the partner can integrate some content.

Production costs: Radio spot 660 € / jingle 5" to be delivered by the advertiser, Digital 660€ & Video 1500 €

Cost to foresee but details TBC: Fee radio hosts > will be defined once the video format script is defined with the partner



Rap iets over deze auto



3,5K
(10 700 € gross)



Youtube- & radio format that closely matches the very successful hip-hop month on NRJ. An opportunity for 'city cars' targeting the Urban Billies.

NRJ will ask a number of Belgian rappers to write a song about mobility.

As a challenge, a number of sentences/imposed quotes have to be included that say something about the car in question. The rap will be filmed in front of the car in question. Every week a new rapper/another location/same car will feature in a new video

Inspiration:

<https://www.youtube.com/watch?v=tKOVF1qwPzI&feature=youtu.be>

Presence advertiser:

- **Exclusivity** within the automotive sector, 100% share of voice
- Auto promo spots (with tag on 5sec) in the commercial breaks, from Monday to Sunday, 6 times a day, during 2 weeks, **84 in total**
- Editorial integration in the Youtube production and in the radio item (every Friday between 17-19h), **2 in total**
- Integration website & app NRJ, during 14 days
- **42x video social media**
- Integration newsletter (4 100 subscribers), **2 in total**

Production costs: Radio spot 660 € / jingle 5" to be delivered by the advertiser & Digital 660€



Contact

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