

Les Reines
du
Shopping

A woman with dark skin is wearing a large, wide-brimmed straw hat with a gold and blue mosaic pattern. She is also wearing white-rimmed sunglasses and a bright yellow, sleeveless, form-fitting dress with a tie at the waist. She is standing outdoors, leaning on a dark metal railing. The background is blurred, showing some greenery and a building.

CANAL+

POP

LES REINES DU SHOPPING

JANUARY 2024

Les Reines
du
Shopping

THE FAMOUS COMPETITION ARRIVES IN AFRICA!

Les Reines du Shopping is a **one-week competition** between **5 candidates**. Each one is the subject of a show during which she will have to **do her shopping with a precise theme**, chosen by the presenter, with a limited envelope (50.000 - 150.000 F CFA).

At the end of the day, she joins the other candidates in the studio. She then has 20 minutes to do her hair and makeup, and then goes on the catwalk to be rated. At the end of the week, the presenter gives her marks to determine the winner who gets **300.000 F CFA**.

Monday to Friday, starting in January 2024

8 weeks of competition

5 episodes per week

Shooting January-August in Ivory Coast

CANAL+
POP

CLASSIC ADVERTISING

TV SPOT

IN OR OUT



A powerful context with a premium TV channel

SPONSORSHIP

BILLBOARD
ENTREE ET SORTIE (12")



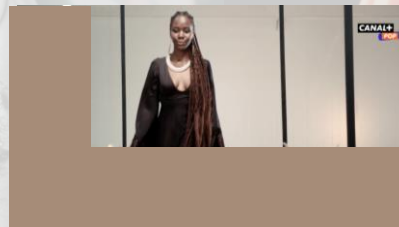
Associate your image with a leading competition

ASSOCIATE YOUR BRAND WITH LES REINES DU SHOPPING

ADVANCED ADVERTISING

SQUEEZE BACK

CUSTOM
BACKGROUND



Presence optimization on screen, within the content

PRODUCT PLACEMENT

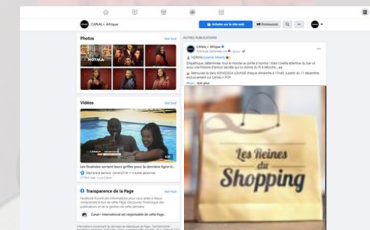
NATURAL SETTING



Exceptional visibility of the product at the heart of the content

DIGITAL

FACEBOOK POST



A global communication, for a better memorization

COMMERCIAL OFFERS CLASSIC ADVERTISING

4-WEEK OFFER

80 broadcasts
20 new episodes + 60 free reruns

SPONSORSHIP

220

billboards &
trailers

TV SPOTS

20

LIVE
TV spots

60

RERUN
TV spots

NET BUDGET

40 000€

26 254 320 XOF

FULL SEASON OFFER

160 broadcasts
40 new episodes + 120 free reruns

SPONSORSHIP

500

billboards &
trailers

TV SPOTS

40

LIVE
TV spots

120

RERUN
TV spots

NET BUDGET

70 000€

45 916 990 XOF

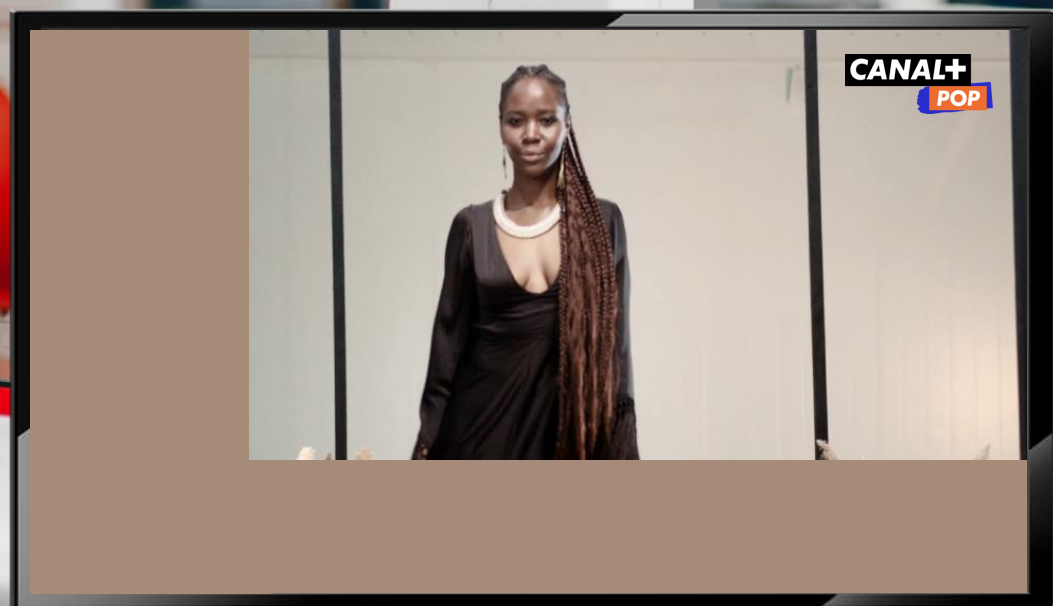
Offers reserved for Advertisers who buy, at least, a 4 weeks offer / Shooting July-August 2023 in Ivory Coast



SQUEEZE BACK, AN OUTSTANDING VISIBILITY

YOUR BRAND APPEARS WHEN THE VIEWER IS CAPTIVE,
FOR BETTER RECALL

Les Reines
du
Shopping



THE BENEFITS

Optimization of the presence on the screen, within the content, with a personalized background.

THE FORMAT

A background dedicated to the advertiser appears within the sequence

**Format : 1920*1080px, PNG file suite for EVS
(25 frames per second)**

Offers reserved for Advertisers who buy, at least, a 4 weeks offer / Shooting July-August 2023 in Ivory Coast

CANAL+ADVERTISING

PRODUCT PLACEMENT YOUR PRODUCT AT THE HEART OF THE COMPETITION

A TAILOR-MADE STRATEGY
WITH A NATURAL INTEGRATION OF THE PRODUCT IN THE SHOPS ASSOCIATED WITH THE COMPETITION

MAKE-UP



SHOES



CLOTHES



ACCESSORIES



DIGITAL, FACEBOOK POST

facebook CANAL+

5 000 000

Subscribers

200 000

impressions per post

3%

Engagement rate

Les Reines
du
Shopping

A GLOBAL COMMUNICATION

Maximize the recall of your campaign and benefit from a better proximity with the public

4 Posts published on the CANAL+ Facebook page 

Offers reserved for Advertisers who buy, at least, a 4 weeks offer

COMMERCIAL OFFERS ADVANCED ADVERTISING

SQUEEZE BACK

10 squeeze backs

40 aired presences

(10 new présences + 30 free reruns)

PRODUCT PLACEMENT*

**5 product
placements**

20 aired presences

(5 new presences + 15 free reruns)

DIGITAL

4 Posts

Sponsored Posts
on Facebook



NET BUDGET

15 000€**

9 839 355 XOF

NET BUDGET

15 000€

9 833 900 XOF

NET BUDGET

12 000€

7 871 485 XOF

* Subject to validation by the editorial teams ** Technical fees of 500 euros to be expected

Offers reserved for advertisers who purchase, at least, a 4-week offer / Complementary and customized quotation for the set dressing / Shooting July-August 2023