Les Ambassadeurs

Offer 2024









DESCRIPTION

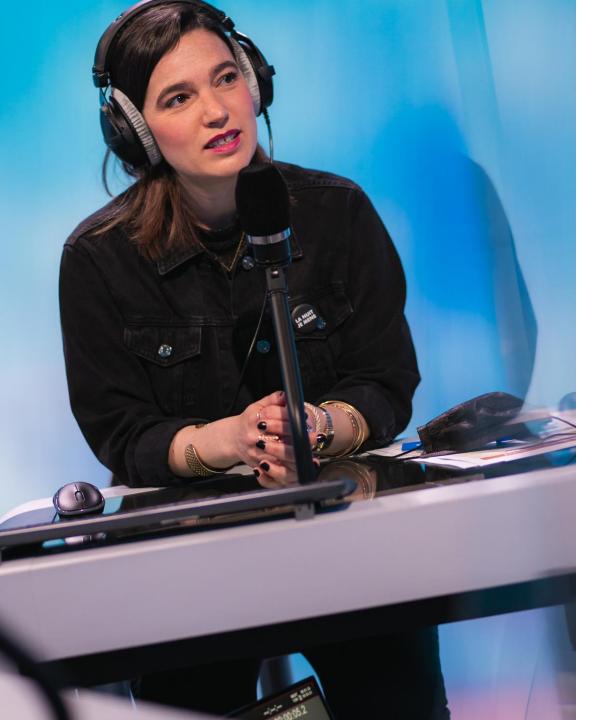
Michaël Pachen and Camille Delhaye take listeners on a fun-filled tour of the regions and their assets, showcasing local talent and suggesting activities close to home or a little further afield.

"Les ambassadeurs", the radio version of the well-known La Une program, is the new afternoon slot (2:30-5pm) on VivaCité.

Let's make the most of the regions and everything that happens there!

Les Ambassadeurs on VivaCité, presented by Michaël Pachen and Camille Delhaye, from 2:30 to 5:00 pm.







Michaël Pachen and Camille Delhaye will be supported by regional ambassadors.

• Bruxelles : Hugues Hamelynck

• Liège : Pierre Bail

• Namur : Virginie Hess

• Hainaut : Philippe Jauniaux

• BW: Pascal Laroche

Luxembourg : Jean-Marc Decerf

Each multi-regional show will feature no less than 10 regional features, a culinary sequence, a quiz on our regions, as well as greeters who will be putting their town in the spotlight.

A daily cultural diary will also be available in all four zones : Bruxelles / Liège / Hainaut / Namur-Lux-BW.







BROADCAST

- On VivaCité
- Monday to Friday, from 14:30 to 17:00

COUNTERPARTS

(4 weeks basis)

- 10 trailers / week
- 3 billboards / program



Gross Budget



Total var excl. : 13.200 €

Prize for sponsoring the program LES AMBASSADEURS <u>for 4 consecutive weeks</u> Tailor-made activation possible for an additional charge (on request) **Declining balance duration ***

2 months	3 months	4 months	5 months	6 months
- 10%	- 15%	- 20%	- 25%	- 30%

FAAB

^{*} Months must be consecutive



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