



NRI Pour le Sport



OFFER 2021-2022





WHAT KIND OF CONTENT ?

NRJ POUR LE SPORT is currently a digital radio station whose vocation is to motivate NRJ listeners to do sports. Dynamic, motivating and ambient music to get moving and get fit.

Our aim is to broadcast, in video, a multidisciplinary fitness program accessible to all, broadcast on NRJ Belgium's platforms and linked to the music broadcast on web radio.

WHY THESE SESSIONS ?

Sport is now an integral part of young people's lives, as is digital technology. The aim of the NRJ sports capsules will be to create communities that are increasingly motivated to move together without having to move from home.

The mission of these productions will be to give all NRJ listeners an appointment once a week for a live sport session given by coaches specialized in their field.





FOR WHOM & WHEN ?

FOR WHOM ?

The "NRJ POUR LE SPORT" sessions will be for everyone who wants to **keep in shape or get back in motion** and are accessible to everyone: alone, as a couple or with the family. The weekly coaching sessions will be embodied by a star NRJ face and by certified professional coaches. Certain guests (influencers, channel host, etc) will occasionally be present depending on the themes worked on by the coaches.

As the coaching sessions are intended to be multidisciplinary, open to all and non-exclusive, we have chosen to call on several coaches, each of whom is an expert in the fields covered. The star of the video is not the coach, but the sport and the practice/theme addressed on the day.

WHEN ?

The sessions will take place live **once a week**, during a sports meeting. They will be broadcast on **all NRJ platforms** and will also live outside their broadcast thanks to **challenges on Instagram and TikTok** (see communication plan).

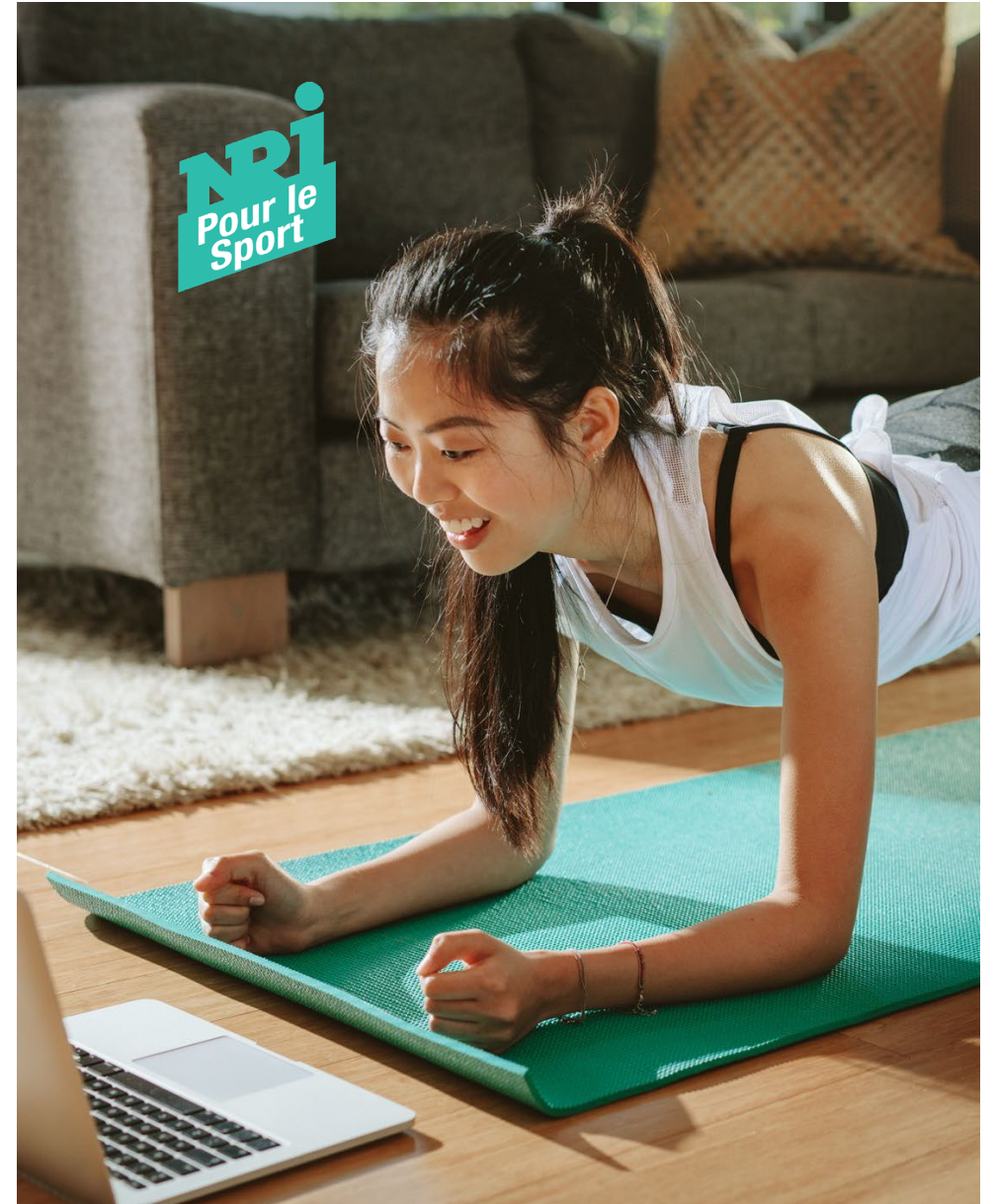
Each video will **last 30 minutes**.





MEDIA PLAN

- The video coachings will be broadcast **once a week** (day to be defined with the partner and NRJ).
- They will be broadcast **first on Facebook (Live), then on Instagram, NRJ.be and YouTube.**
- Each video will be accompanied by a challenge on NRJ Belgium's TikTok account, either before the video to prepare oneself, or afterwards to continue the programme and improve. These challenges will allow each session to be experienced beyond the coaching.
- NRJ plans to produce **40 coaching sessions.**
- NRJ hosts will appear in each sessions (fun tone of voice)
- Depending on the daily life and/or news of the partner and/or NRJ news, **specific themes may be addressed:** Valentine's Day, World Earth Day (outdoor filming, etc.), Family Day, SummerBody, Relaxation Day, etc.





POSSIBILITIES & INTEGRATIONS

- **Product Placement** (backgrounds, products, services, tone of voice, colors)
- Association **on every content** :
 - Facebook Live : Crossposting with the advertiser (statistics and content available)
 - Instagram : Mentions & Hashtags
 - Instagram stories : Mentions « Partnership »
 - Youtube : Mentions « Partnerships »
 - Tik Tok : Mentions with advertiser + product placement
 - NRJ PLAY : Interstitial Ad + Ad Instream video 15''





FORMATS



NRJ Belgique with Desperados.
Paid partnership · 🌐

CROSSPOSTING



Quiiii a envie de faire la fête en toute sécurité ?! 🎉🍷
La team NRJ et Desperados s'occupent de tout !!
Du son, lumière, DJ et des boissons 🍷🔥🍷 Inscrivez-vous ⬇️



A..



NRJ ET DESPERADOS
VIENNENT FAIRE
LA FÊTE CHEZ VOUS.
EN TOUTE SÉCURITÉ!

INVITEZ VOS AMIS
ET ON S'OCCUPE
DE TOUT!



#RELEASEYOURVIBE

UNE BIÈRE SE DÉGUSTE AVEC SAGESSE

NRJ.BE

NRJ et Desperados viennent faire la fête chez vous

Invitez vos amis, la team d'NRJ et Desperados s'occupent de tout : son, lumière, DJ, des boisso...



Nicolas Fadeur and 45 others

2 comments 3 shares



NRJ Belgique with Desperados.
Paid partnership · 🌐

CROSSPOSTING

Notre dernier gagnant Desperados, Gaetan, a organisé un apéro avec ses 2 colocataires vendredi dernier avant Koh Lanta 🍷 Fous rires et bonne ambiance au rendez-vous malgré les nouvelles mesures. 🍷
Soyons tous solidaires et respectons les règles sanitaires ! 🍷



+16



FORMATS



CROSSPOSTING

NRJ Belgique avec Je construis mon Avenir.
Partenariat rémunéré · 🌐

Vous non plus, passer 8 heures par jour, 5 jours par semaine, sur les bancs de l'école, ça ne vous botte pas ? Alors envisagez une formation en alternance. 🙌

Cette semaine, Olivier, en collaboration avec la [Confédération Construction](#), teste les formations " Je construis mon Avenir" et apprend le métier de menuisier.

Envie d'en savoir plus ? Rendez-vous sur NRJ.be 🙌
<https://bit.ly/31pguZr>



J'ai rendez-vous avec un formateur

nrjbelgique 3 min.

Vous cherchez un nouveau métier ?

[@JECONSTRUISMONAVENIR](#)



@ODUROY A TESTÉ CELUI DE MENUISIER
DÉCOUVREZ SES IMPRESSIONS ICI

Voir plus

MENTIONS

nrjbelgique 1 min.



Il sait tout faire notre @oduroy

Les fous du soir testent de nouveaux métiers

IL A TESTÉ POUR VOUS, CELUI DE MENUISIER

DÉCOUVREZ SES IMPRESSIONS ICI

[@JECONSTRUISMONAVENIR](#)

Voir plus



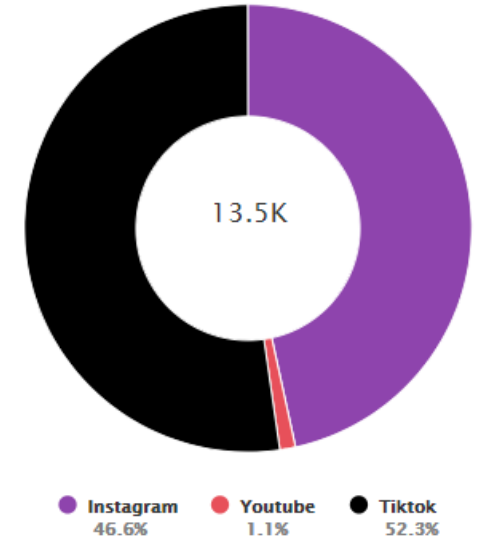
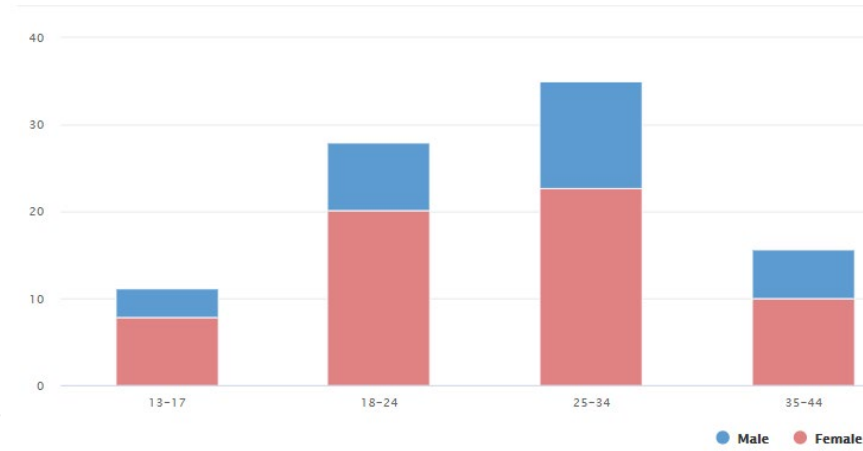
NRJ – STATISTICS ACCOUNTS

▷ MOYENNE DES VUES VIDÉOS

578.7K
TOTAL ABONNÉS

3.75%
TAUX D'ENGAGEMENT LE PLUS ÉLEVÉ

AGE PAR SEXE



Comptes sociaux

@nrj.be

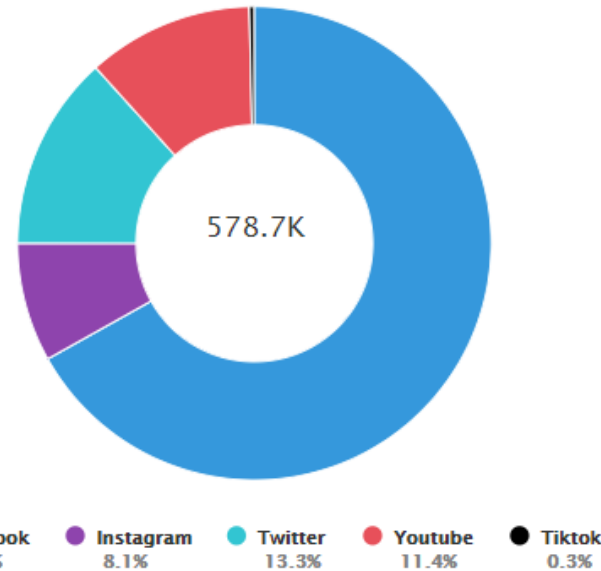
@nrjbelgique

@NRJBelgique

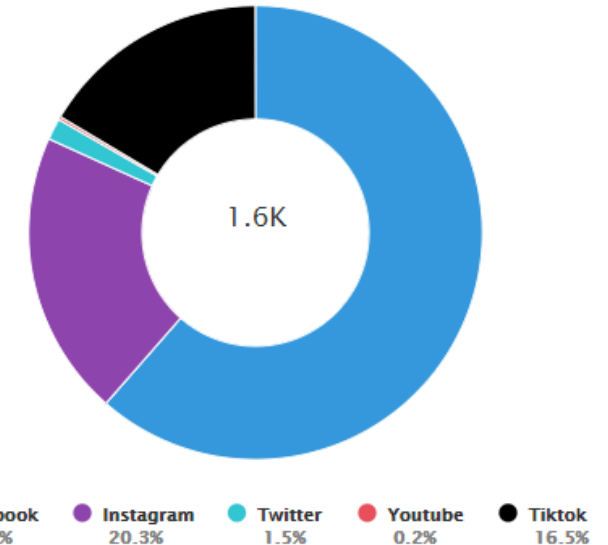
NRJ Belgique

@nrjbelgique

ABONNÉS

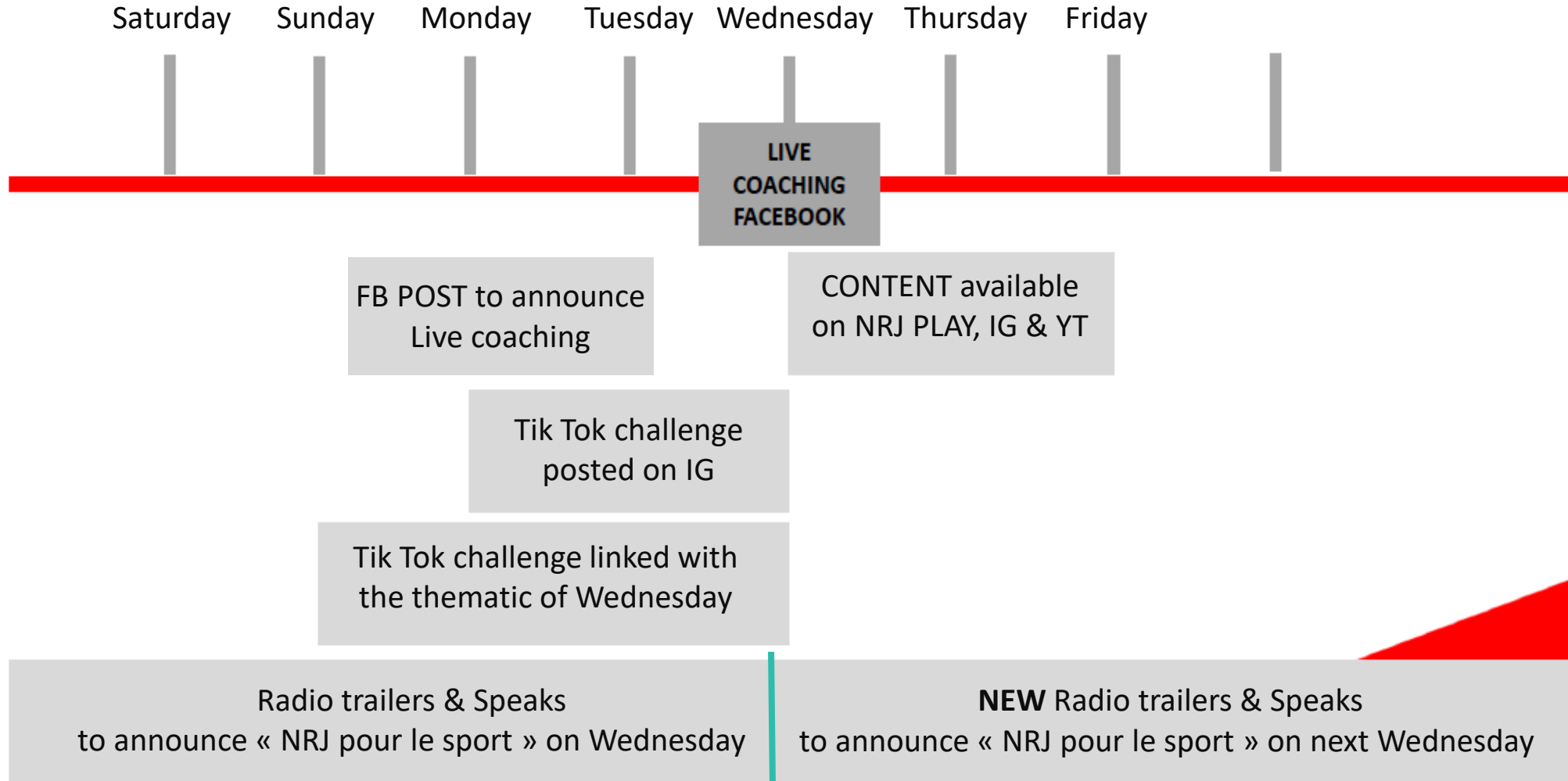


ENGAGEMENT MOYEN





MEDIA PLAN / WEEK





MEDIA OFFER / WEEK (40 WEEKS IN TOTAL)



MEDIA	TIMETABLE	COUNTERPARTS	NUMBER / KPI'S
PHASE 1 : PREPARE THE LIVE COACHING			
RADIO	Live coaching -7days	Trailers + Billboard 5'' « Announcing Live Coaching »	15 Trailers / week
RADIO	Monday to Wednesday	Speaks on the Wake-Up Show « Announcing Live Coaching »	3 Speaks / week
DIGITAL	Monday	1 Post Facebook « Announcing Live Coaching »	15.000 Reach estimated / week
DIGITAL	Sunday-Tuesday	Tik Tok Challenge + Mentions partner Repost Tik Tok Challenge on Instagram + Mentions partner	7.049 video views estimated / week 6.285 video views estimated / week
PHASE 2 : LIVE THE LIVE COACHING			
DIGITAL	Wednesday	Facebook Live « Live Coaching » + Crossposting partner (access to content & statistics + comments)	15.000 Live Views estimated / week
DIGITAL	Wednesday	1 IG Storie + Swipe Up to Facebook Live + Mentions partner	1.000 Accounts reached estimated / week
PHASE 3 : YOU MISS THE LIVE COACHING ?			
DIGITAL	Day TBC	Live Coaching available on NRJ PLAY + Youtube + Instagram Mentions with partner + Interstitial ad	15.000 cumulated views estimated / week

Offer subjected to modifications by NRJ or due to COVID19 situation (date : 10th of February 2021)



BROADCAST & PRODUCTION

Contents 1-10 – « GO TO SUMMER » : Getting back in shape and toning up

- Turnings : Week of 19th of April 2021
- Broadcast : **Weeks 18-27**

Contents 11 à 20 – « KEEP IN SHAPE DURING SUMMER » : Maintenance, more « cool » during holidays

- Turnings : Week of 31st of May 2021
- Broadcast : **Weeks 28-37**

Contents 21 à 30 – « MILITARY RUN/CROSS TRAINING » : prepare the body and muscles, work on endurance

- Turnings : Week of 2d of Augustus 2021
- Broadcast : **Weeks 38-47**

Contents 31 à 40 – « GOOD RESOLUTIONS »

- Turnings : Week of 4th of October 2021
- Broadcast : **Weeks 48 (2021) - 5 (in 2022)**





MEDIA BUDGET

MEDIA VALUE : 51.200 € HTVA
FOR « GO TO SUMMER »
PACK 1

MEDIA VALUE : 46.700 € HTVA
FOR « KEEP IN SHAPE »
PACK 2

MEDIA VALUE : 53.000 € HTVA
FOR « CROSS TRAINING »
PACK 3

MEDIA VALUE : 53.000 € HTVA
FOR « GOOD RESOLUTIONS »
PACK 4

1 PACK BUYED -20%

2 PACKS BUYED -35%

3 PACKS BUYED -50%

4 PACKS BUYED -70%





NRi
Pour le
Sport

LET'S
WORKOUT !

