

BOUGE

À LA MAISON

The logo for Tipik, featuring the word 'TIP!K' in a bold, white, sans-serif font. The exclamation point is stylized with a red dot. The background behind the text is a red and black abstract shape.

CONCEPT **BOUGE**

À LA MAISON

Manzul and Malik are back on Tipik after having made viewers and internet users move and sweat during the LOCKDOWN.

Every day of the week, from 9am, our sports coaches introduce you to new training series. Always based on the same main principle, the practice of soft sports does not require any accessories or specific equipment ...

A series of varied training sessions that will work the whole body as well as more specific areas such as abs, arms, buttocks and legs. And for even more fun and perspiration, our two professionals will record their 30 minutes of daily sport in various places in the capital and will also welcome different guests to spice up the sessions!

The word 'BOUGE' in a bold, white, sans-serif font, set within a white rectangular box. The background behind the box is a red and black abstract shape.

À LA MAISON



#29

*Des abdos-
fessiers en
béton*

BOUGE

À LA MAISON



#15

*Jambes
et abdos
2 en 1*

BOUGE

À LA MAISON

TIP!K

BOUGE

À LA MAISON

- Length : 26 min
- TV Broadcasts : 08h00-8h30
- Frequency: Monday-Friday

- Reruns :
 - 2 shows each Saturday : 07h30-8h30 or 8h00-09h00
 - 2 shows each Sunday : 08h00-09h00
- TV Show available on RTBF AUVIO
- IGTV Posts for several lifestyle contents

BOUGE À LA MAISON

10 vidéos Favoris

En ces temps de confinement, quoi de mieux que de faire du sport en famille ? Manzui et Malik, deux frères belges, proposent des séances de sport adaptées à tous les niveaux, pour tous les profils. Le tout, sans matériel. Ils sont champions de callisthénie, cette discipline où tout se fait au poids du corps. Plus... Plus

Bouge à la maison

Episode 2 : Focus sur les bras et les abdominaux

Mardi 14.04.20 27 min -21 min

Reprendre

ACCUEIL PROCHAINEMENT

A grid of six video thumbnails for the 'Bouge à la maison' series. Each thumbnail features the hosts and a specific exercise focus:

- #9: Rien que le bras et les abdos
- #8: Muscler tout le corps
- #7: Abdos et fessiers sans matériel
- #5: Travailler le corps en entier
- #4: Cuisses, épaules et abdos fessiers intensifs
- #3: Tonifier les jambes, les bras et les pectoraux

BOUGE À LA MAISON

Bouge à la maison

Episode 2 : Focus sur les bras et les abdominaux

Video player interface showing a man in a red shirt pointing towards the camera. The player includes a progress bar, a 'PUB' overlay, and a 'DECATHLON' advertisement with the text 'Prenez soin de vous et de vos proches'. The video title and episode information are visible at the top of the player area.

LA DEUX - Sciences/Santé

Bouge à la maison

Episode 2 : Focus sur les bras et les abdominaux

14.04.20 27 min

Favoris Partager

532 vues 16

Détail



tipikrtbf • Abonné(e)

tipikrtbf 5 exercices #FullBody faciles avec @wb.manzul et @wb.malik !

« Bouge à la Maison » c'est tous les matins 9:00 sur #Tipik en TV et sur RTBF #AUVIO ! #bougealamaison

4 j

wb.malik À 4 j 3 mentio

aureliemou 4 j 2 mentio

Aimé par waya 206 autres pers

IL Y A 4 JOURS

Ajouter un commen



tipikrtbf • Abonné(e)

tipikrtbf 5 exercices pour travailler vos jambes et vos fessiers avec @wb.manzul et @wb.malik !
----- Swipe pour voir tous les exercices !

Bouge à la Maison c'est tous les matins 9:00 sur Tipik en TV et sur RTBF AUVIO !

#Tipik
#Bougealamaison

1 sem

wb.malik Let's goooo
1 sem 2 mentions J'aime

Aimé par wb.malik et 221 autres personnes

26 SEPTEMBRE

Ajouter un commentaire... Publier

BOUGE
À LA MAISON

BOUGE

À LA MAISON

WHAT WE HAVE
ALREADY MADE

Bouge à la maison

Episode 2 : Focus sur les bras et les abdominaux



Bouge à la maison

Episode 12



DECATHLON

CRAWLER 5''





BOUGE

À LA MAISON

OUTDOOR CONCEPT

OFFER **BOUGE** OUTDOOR CONCEPT *À LA MAISON*



Filming of the 20 programmes is scheduled for 4 Saturdays in June 2021. The order is to be defined. 5 programmes of 26 minutes each per day.

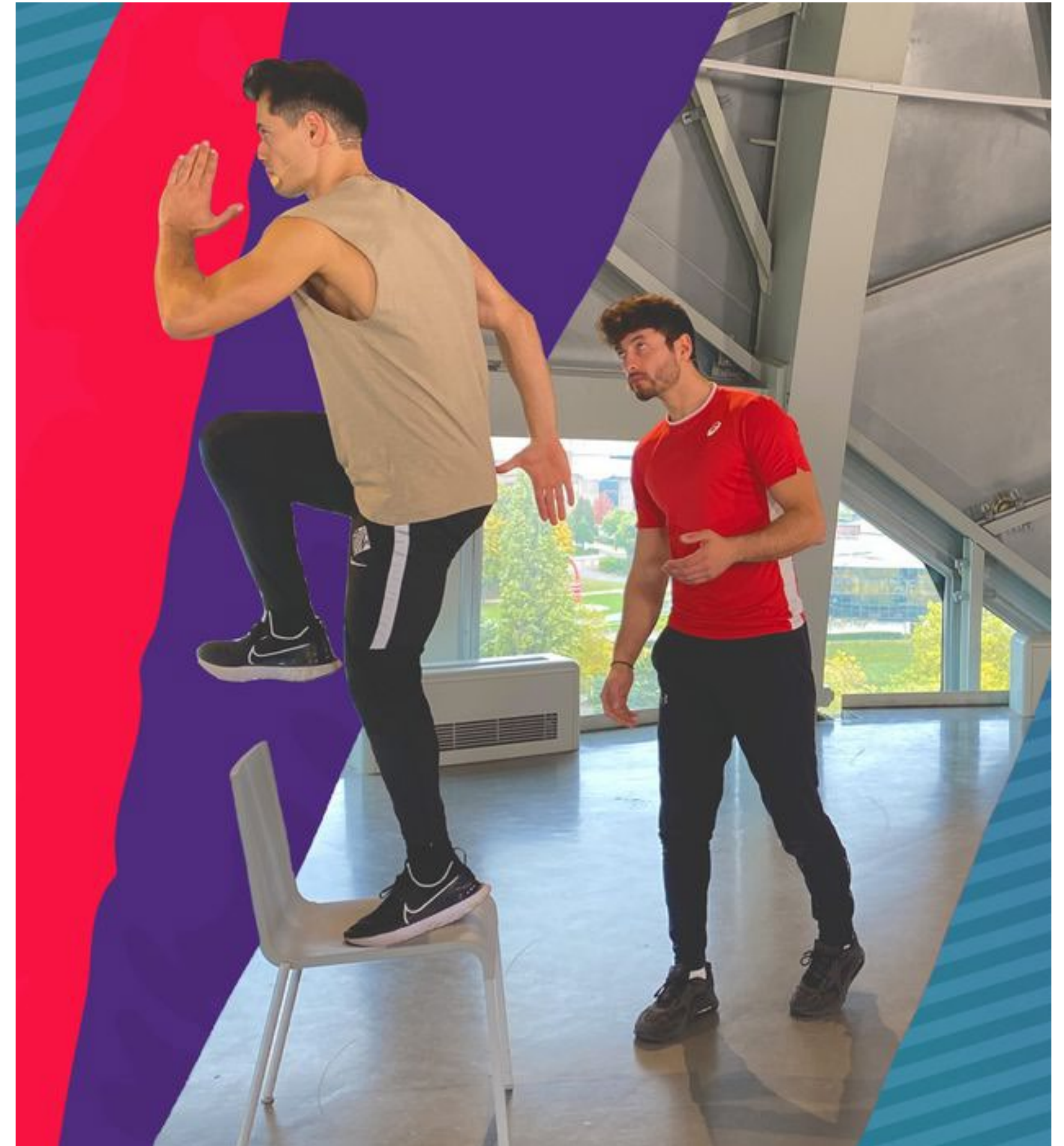
The **4 locations targeted for the events** are:

- Stade Roi Baudouin
- Bois de la Cambre
- Place du Nouveau Marché aux Grains
- Place de Brouckère

Three events will therefore be filmed in public space. The one in the King Baudouin Stadium will be the subject of a night closed, given the nature of the place.

A maximum of 200 people will participate in each programme. Registration, free of charge, will be made through a ticketing system managed by the BME.

A total of **4,000 people will attend the show** (4 days - 5 issues per day - 200 people per show). If the gauge is incomplete, the visiting public can register on the spot and take part in the programme.



OFFER **BOUGE** OUTDOOR CONCEPT *À LA MAISON*

TIP!K

OBJECTIVE : To meet the public !

- Operate four locations in the City of Brussels
- Promote sport and put the City in the spotlight
- Open to all
- Free ticketing to manage capacity
- **200 people** maximum per session (according to the standards of the sanitary facilities)
- Event filmed and broadcast during a TV programme
- Shooting: during four Saturdays in June from 10:00 am to 06:00pm
- Five programmes per shoot

INFRASTRUCTURES

- Several installations : Stage platform - Sound system – Screen - Lighting
- Control and recording equipment
- Facilities related to sanitary measures

BROADCAST TIPIK

- Broadcast about 15 days after the Saturday of the event
- Turnings base : June 2021
- Monday to Friday
- 20 issues in total – **1 month of broadcast (4 weeks) from mid-July till mid-August (dates & schedules TBC)**

Offer subjected to modifications due to COVID situation (5th of February 2021)



OFFER

BOUGE

À LA MAISON

OUTDOOR PACKAGE – 4 PLACES

TIP!K



Stade Roi Baudouin

- Emblematic place of the City of Brussels
- Venue for sports events
- Ease of access
- Estimated daily feeding : N/A because no public without events

Bois de la Cambre

- Natural area
- Large presence of sportsmen and women (joggers, walkers, cyclists)
- Ease of access
- Estimated daily feeding : 120.000 people / Saturday



OFFER **BOUGE** OUTDOOR PACKAGE – 4 PLACES

BOUGE

À LA MAISON

TIPiK



Place du Nouveau Marché aux Grains

- Basketball court refurbished and in colour
- Urban space in the heart of Brussels
- Ease of access
- Estimated daily feeding : 50.000 people / Saturday

Place De Brouckère

- In the centre of Brussels
- A new and constantly evolving place
- Historic Town Square
- Ease of access
- Estimated daily feeding : 100.000 people / Saturday





BOUGE

À LA MAISON

OUTDOOR PACKAGE

MEDIA	Schedule	Counterparts	Total
TV SPONSORSHIP VISIBILITIES / WEEK			
TIP!K	<p>Monday-Friday 08H00/8H30</p>	<p>Billboard max 7''</p>	<p>2/broadcast Total of 10 Billboards + 4 on Reruns on Saturdays + 4 on Reruns on Sundays</p>
	<p>Saturday-Sunday 08H00/9H00</p>	<p>Crawler 5''</p>	<p>1/broadcast Total of 5 Crawlers + 2 on Reruns on Saturdays + 2 on Reruns on Sundays</p>
		<p>Product Placement</p>	<p>10'' / broadcast Total of 50'' Product Placement + 20'' on Reruns on Saturdays + 20'' on Reruns on Sundays</p>
	<p>Floating time / week</p>	<p>Promotional Trailers + Billboard max 7''</p>	<p>30/ week (15 in Prime Time) Total of 120 Trailers</p>

As this is an event in which the City of Brussels is involved, the presence of partners must constitute an added value to the event. The space can be distributed as follows / event :

- 1/3 for City of Brussels
- 1/3 for Typik
- **1/3 for sponsor**

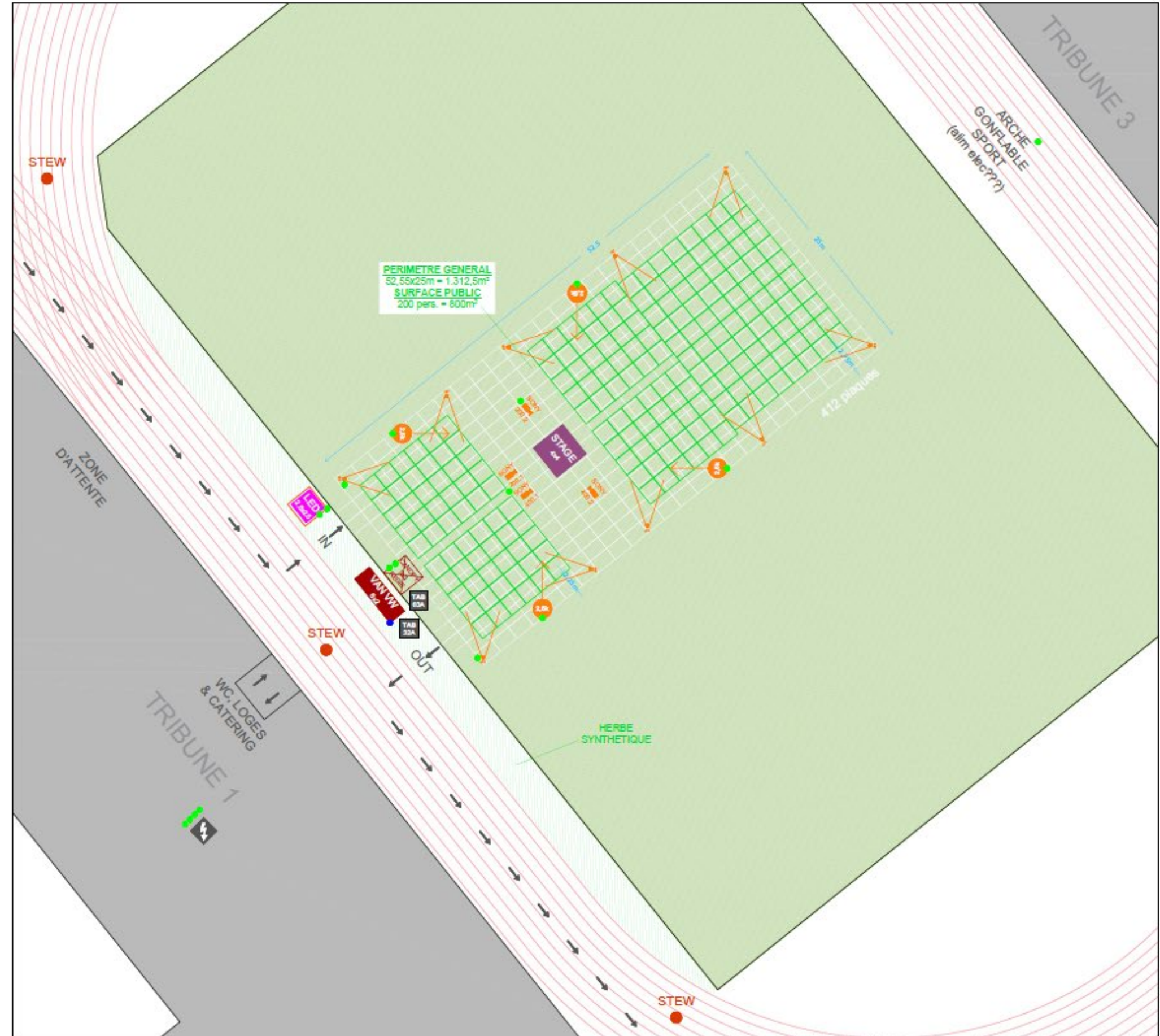
As the structure of the event is light and designed for a television format, the spaces for hanging are **limited to the barrier around the perimeter of the action.**

We are therefore talking mainly about **felt, tarpaulins and banners that can be hung on them.** The attached plans show precisely the footage available for each event site (see next slides)

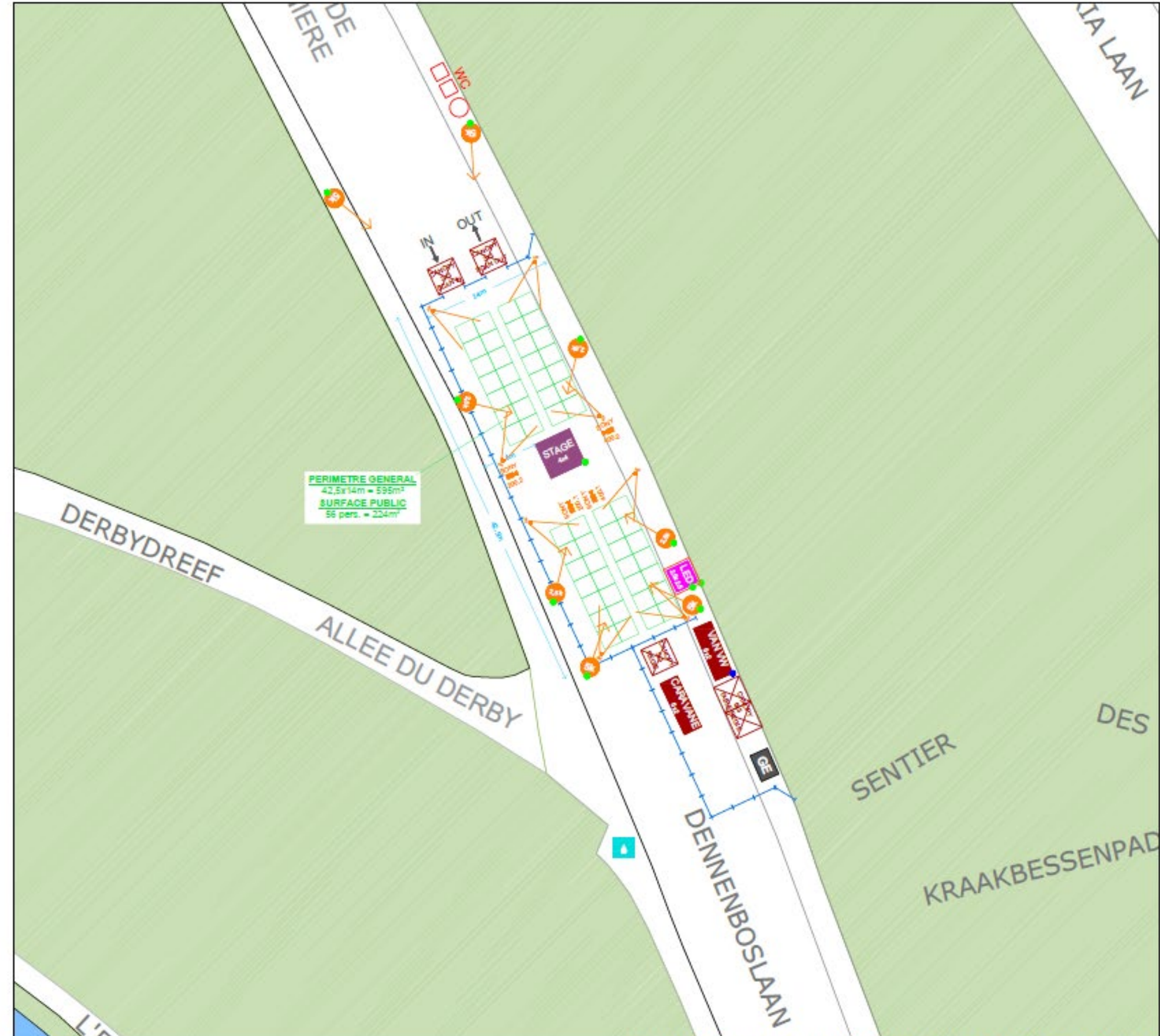
The event will be adapted according to the evolution of the rules.

- Respect for barrier gestures (distancing, wearing a mask)
- Provision of sanitary products (masks, gel, ...)
- Limitation of the number of participants if necessary





Site plans are provided for information purposes only



LEGENDE

STAGE	Scène	Nadar
2x2m	4m ² /pers.	SONY
LED	Ecran	200.1
GE	Groupe elec	1x16A
		Light

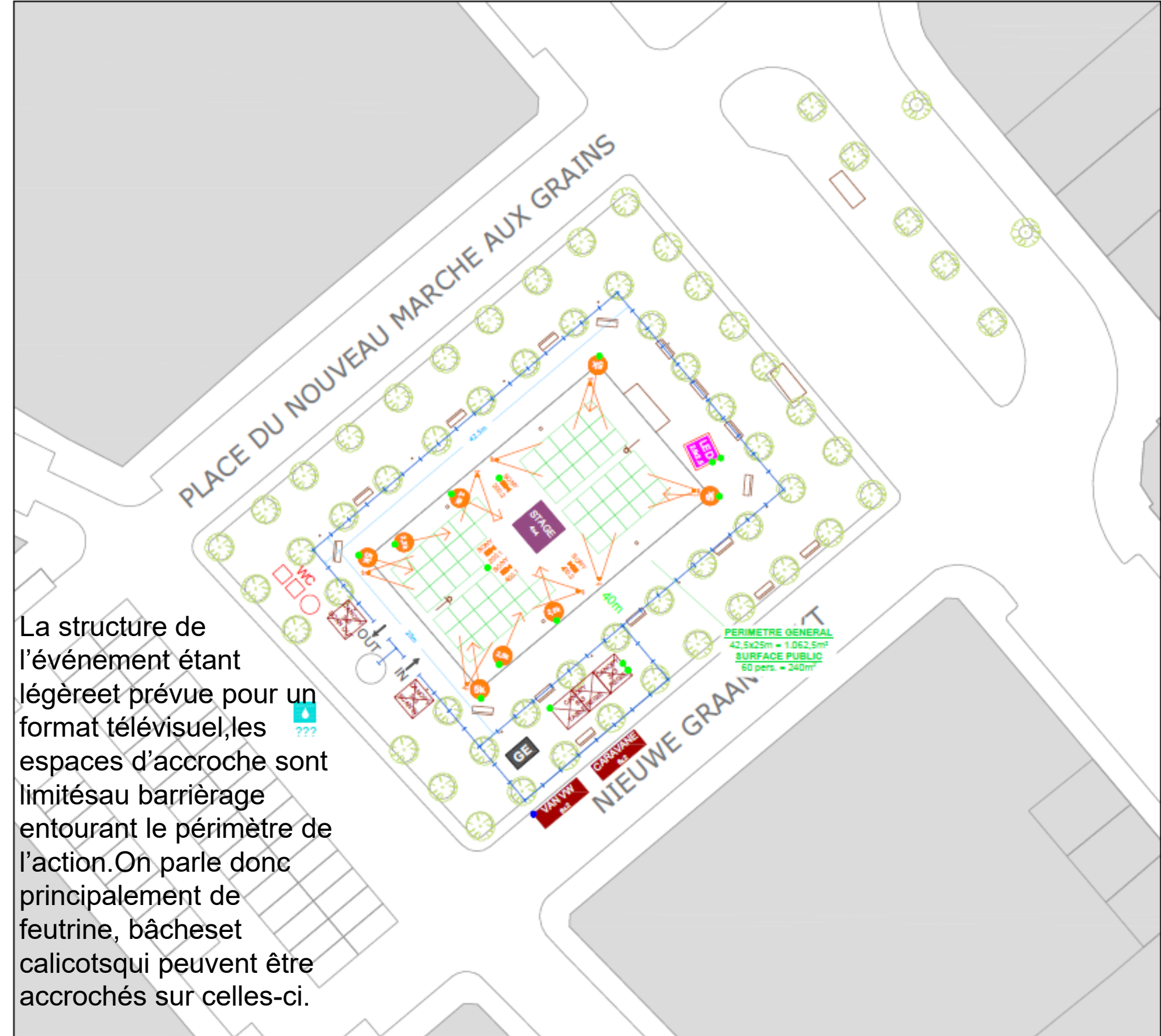


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LEGENDE

STAGE	Scène	Nadar
2x2m = 4m ² /pers.		SONY 200.1 Caméra
LED	Ecran 2.5x2.5	1x16A
Armoire elec		Light

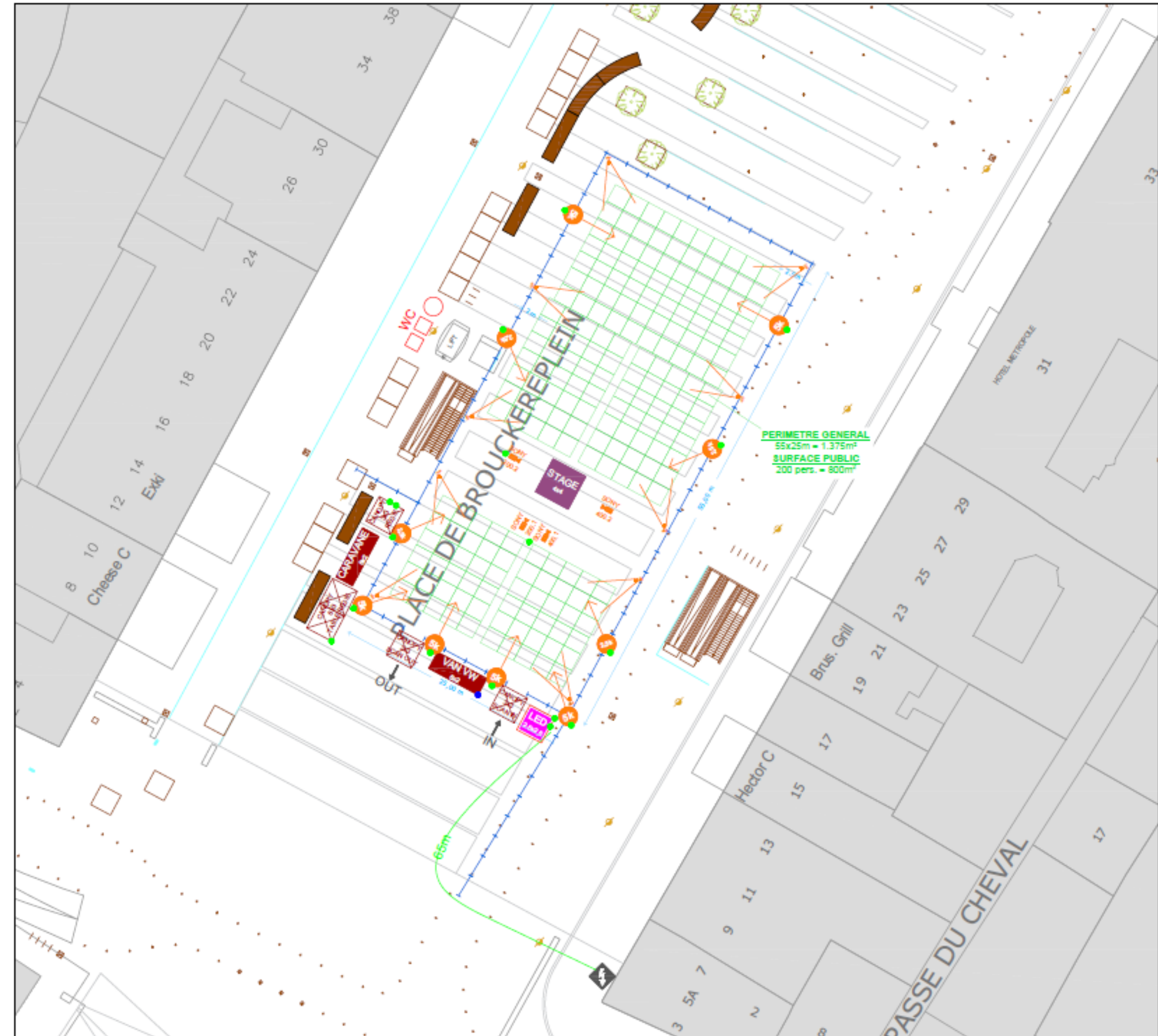


La structure de l'événement étant légère et prévue pour un format télévisuel, les espaces d'accroche sont limités au barrièrage entourant le périmètre de l'action. On parle donc principalement de feutrine, bâches et calicots qui peuvent être accrochés sur celles-ci.

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ACTIVATION OFFER

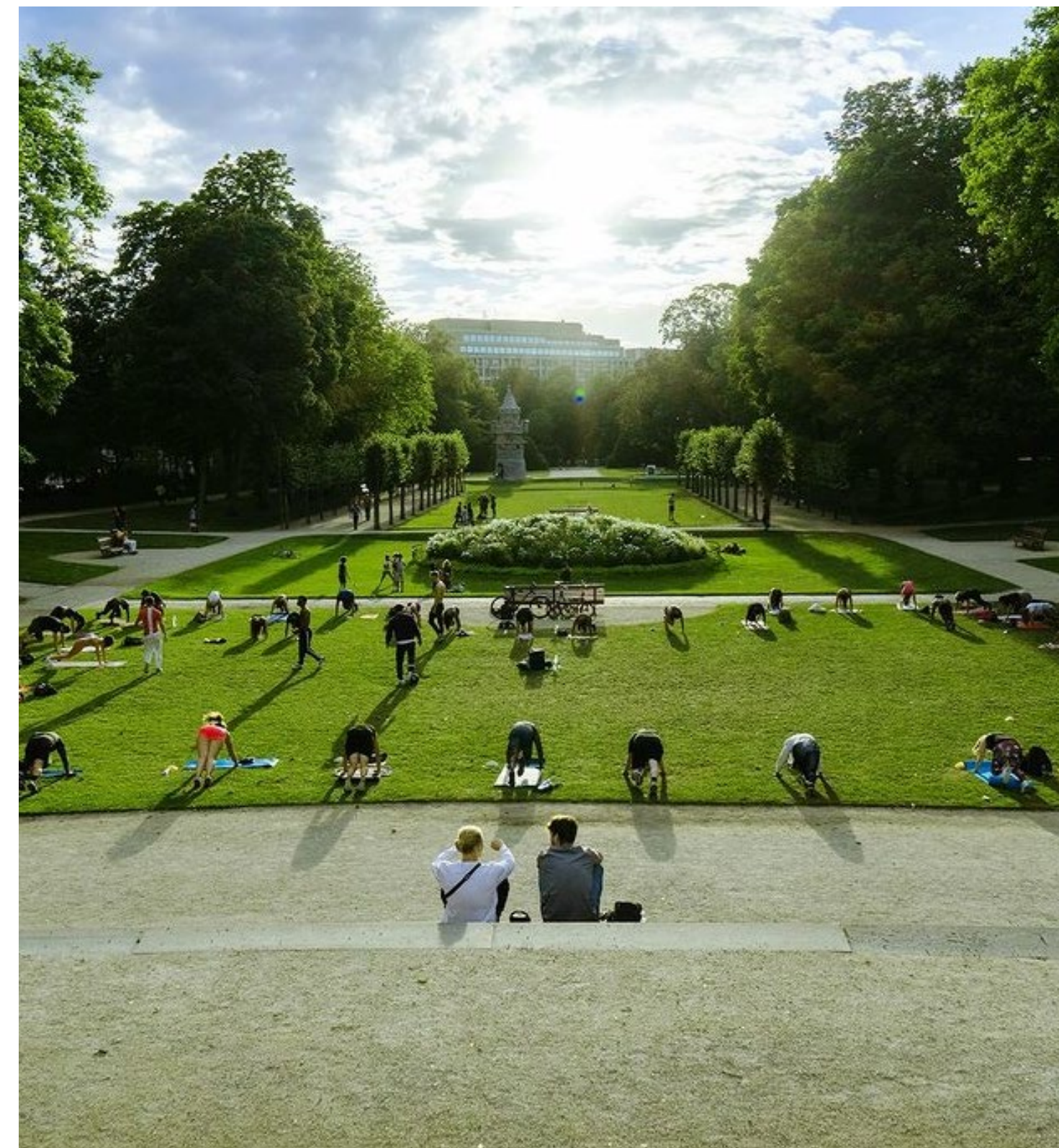
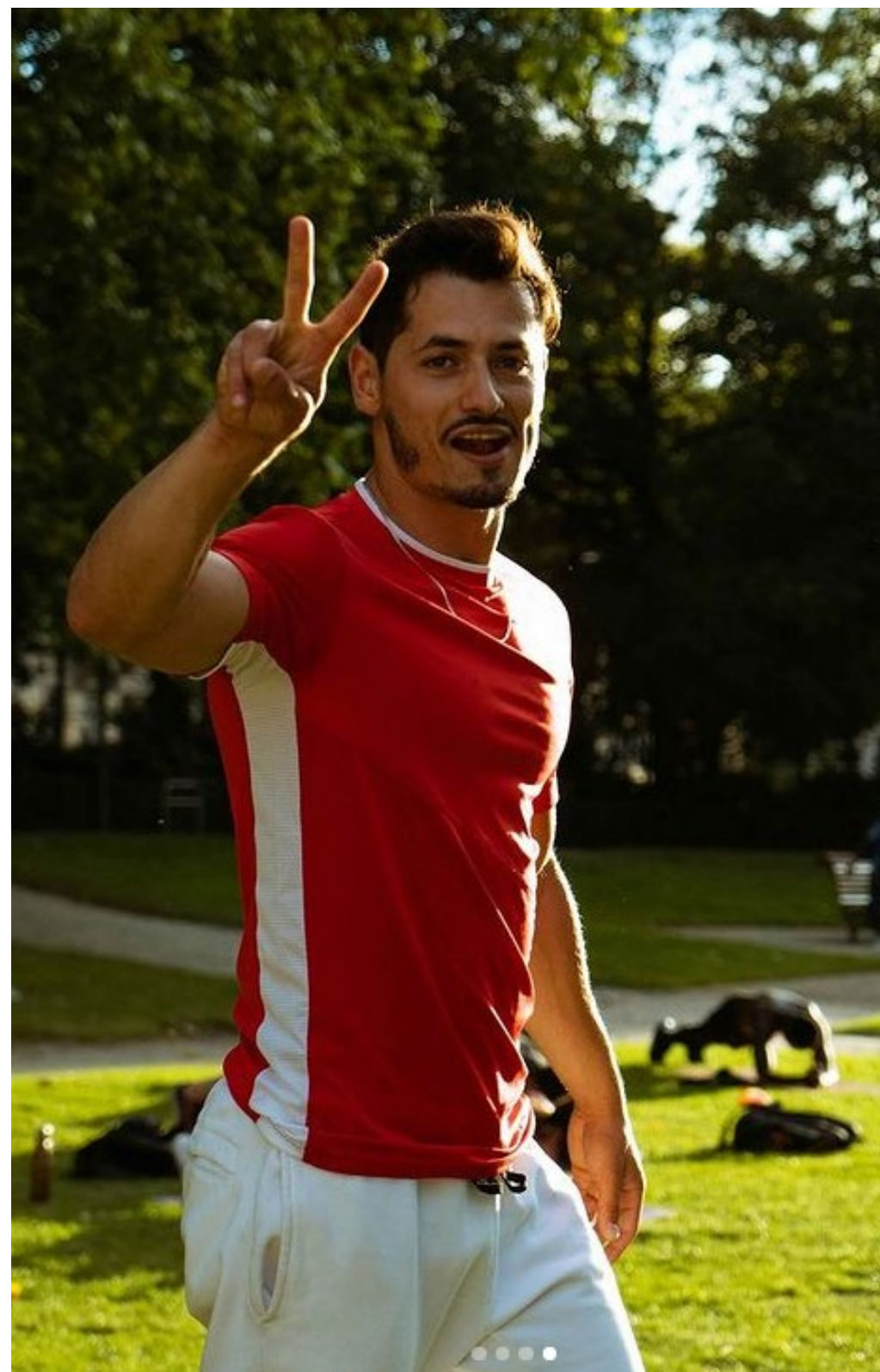
BOUGE À LA MAISON



Site plans are provided for information purposes only

OUTDOOR MOODBOARD

BOUGE
À LA MAISON



Offer subjected to modifications due to COVID situation (5th of February 2021)

OUTDOOR RECAP

Outdoor activities (base : June 2021)

- Stade Roi Baudouin
- Bois de la cambre
- Place Marché aux Grains
- De Brouckere
- 5 shows / outdoor per day : 11am, 1pm, 2pm, 3PM & 4pm
- Broadcast +15days

Normally broadcasted in July/Augustus 2021

Other Possibilities : September or November (Covid rules)

BUDGET

GROSS MEDIA VALUE

4 WEEKS OF PRESENCE

53.600 € excl. VAT

NET PROPOSAL

4 WEEKS OF PRESENCE

32.160 € excl. VAT

PRODUCTION COSTS

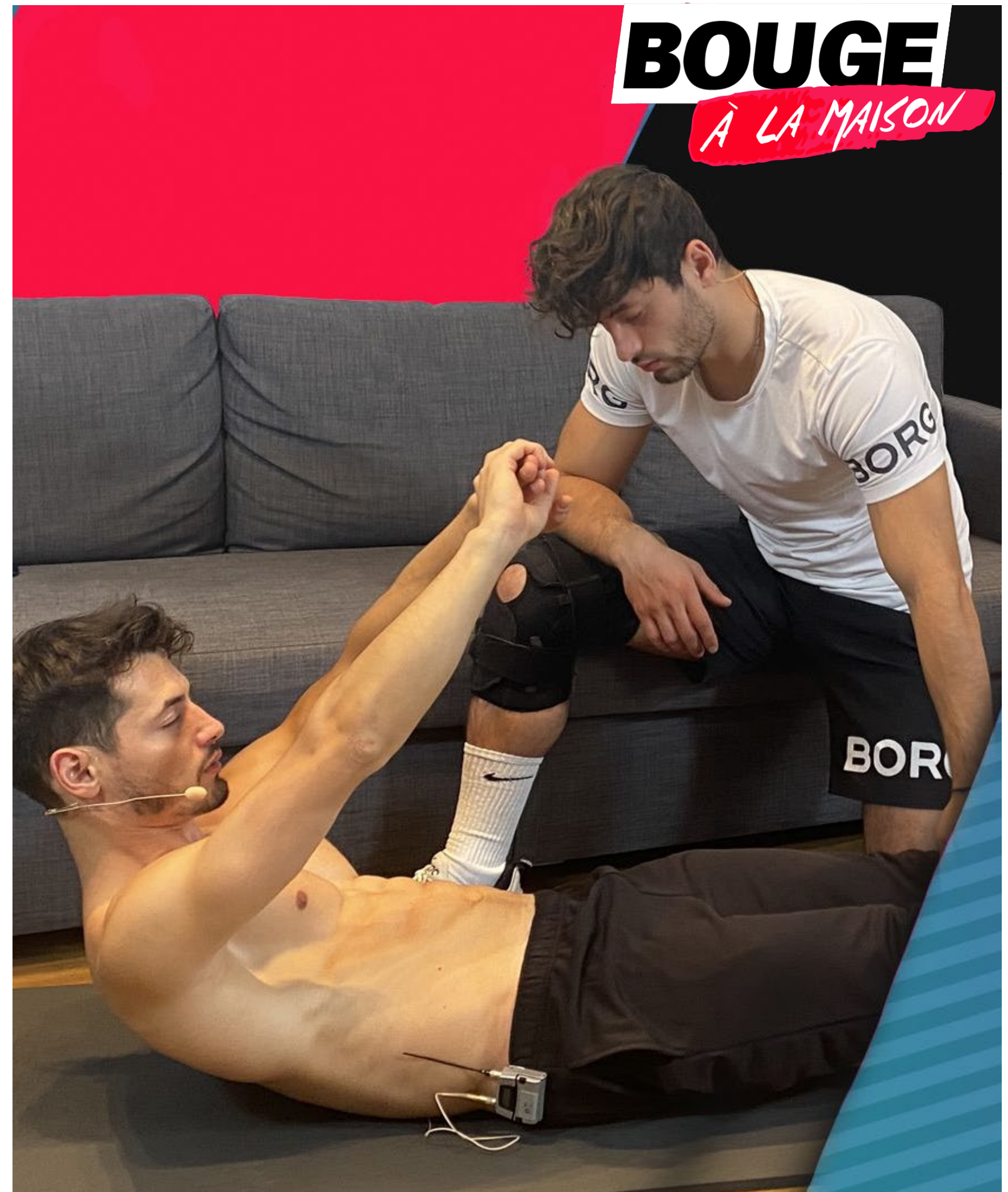
4 WEEKS OF PRESENCE

1.500 € excl. VAT

OUTDOOR COSTS

3 OUTDOOR EVENTS PRESENCE

5.000 € excl. VAT





LET'S
WORK
TOGETHER