

**TAR
MAC**

NEW FORMAT

TAR MAC MUSIC

POWERED BY YOU

TARMAC MUSIC



The concept is simple, take a series of performing artists from the Belgian or international scene and let them express themselves in a multi-faceted, multi-colored studio allowing the viewer to be focused on the artist's performance and his universe.

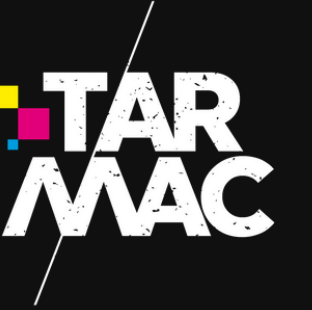
Timing: 2-3 min

When: All Saturdays

Support: Youtube, Instagram



TARMAC MUSIC NEW FORMAT



In September, Tarmac arrives with a new and even stronger Tarmac Music format. They will offer a more pop experience with artists already established in the music industry* but also a brand-new decor.

The set will be in the style of a night shop/ living room and the artist will be accompanied by a band.

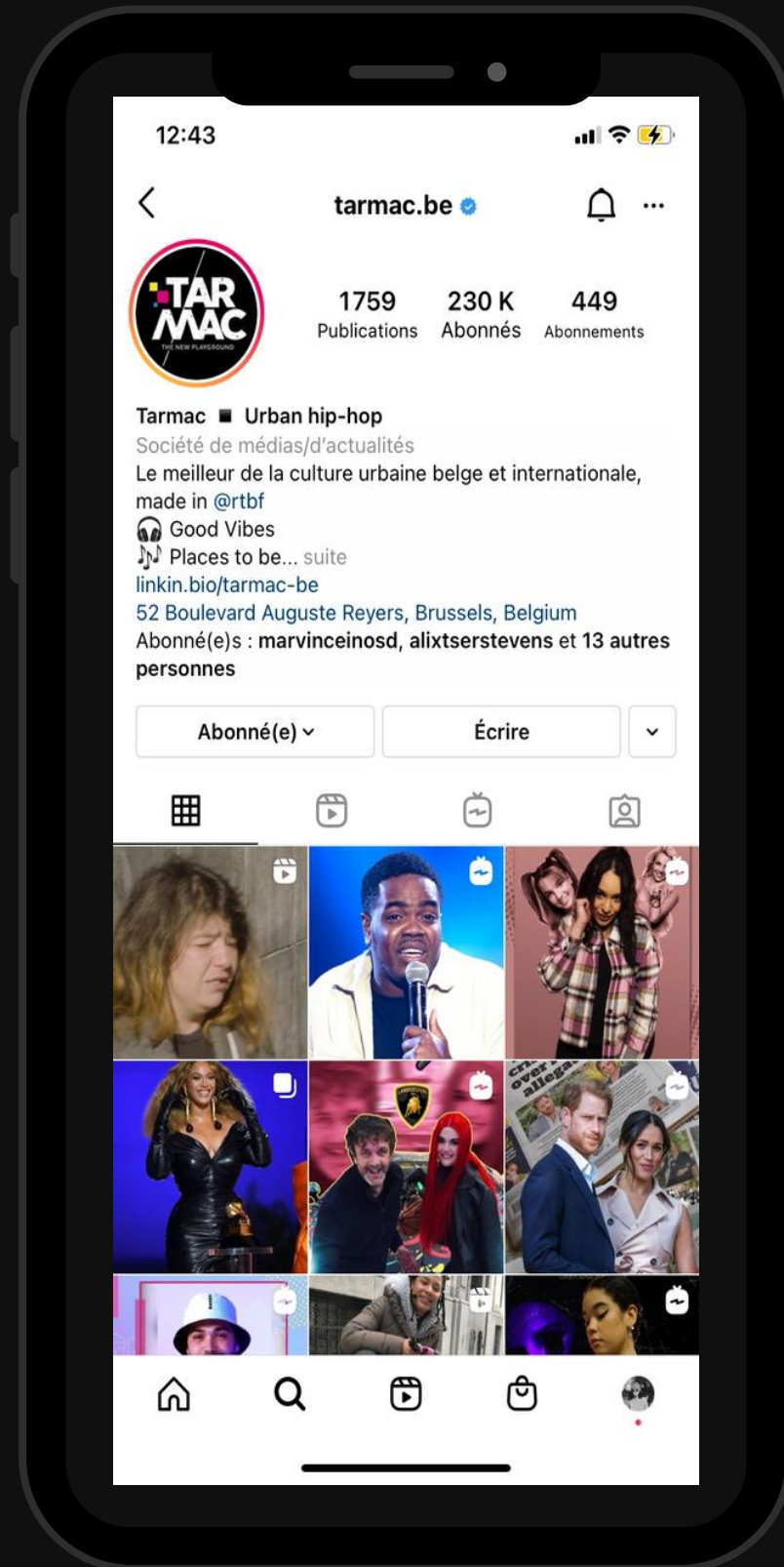
A great opportunity for you to be sponsor in the communication but also on the field with product placement.

* Ex : Louz & the Yakuza

MOODBOARD :



SOCIAL NETWORKS



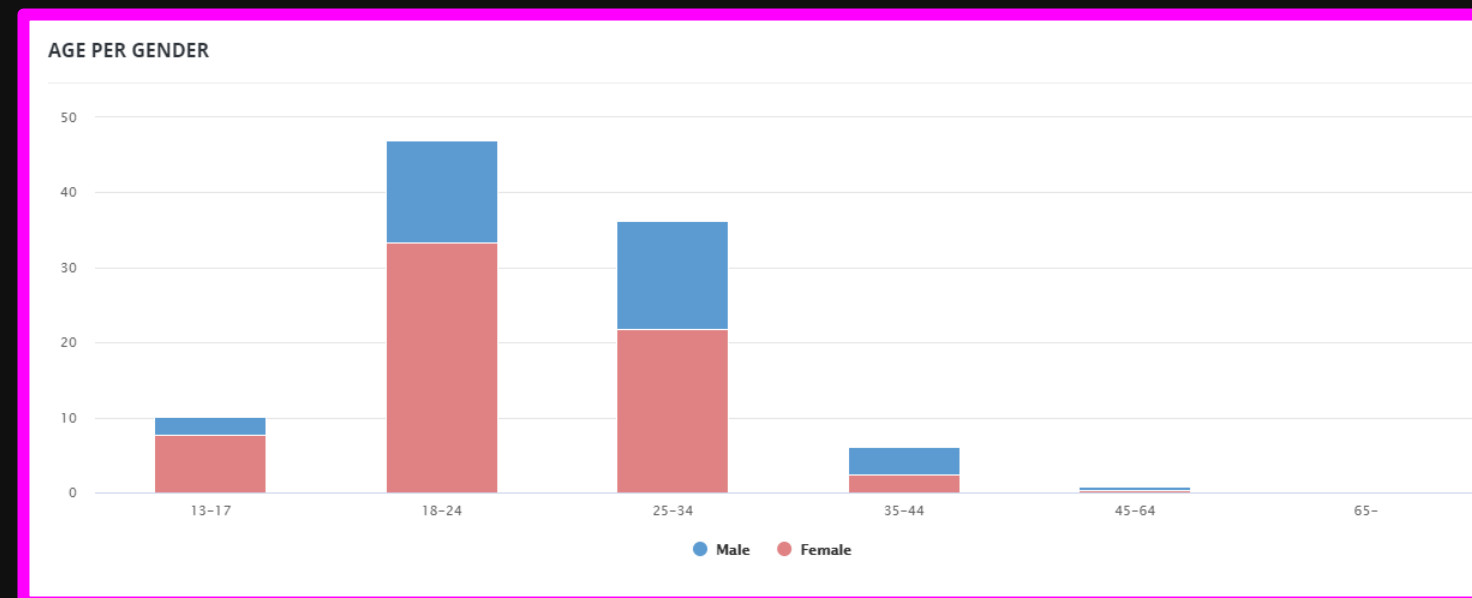
238 K

@Tarmac.be



390 K

@Tarmac



OFFER

2 CLIP VIDEOS PER MONTH
BETWEEN SEPTEMBER AND DECEMBER 2021
8 VIDEOS CLIP



MEDIA	COUNTERPARTS	NUMBER/TOTAL
	YOUTUBE VIDEOS Interstitial ad with logo Product placement*	1 video/content <i>estimated views : 50k per content</i> TOTAL OF 8 VIDEOS
	INSTAGRAM IGTVs Interstitial ad with logo Product placement*	1 video/content <i>Estimated views : 10k per content</i> TOTAL OF 8 IGTVS
	INSTAGRAM STORIES Logo or/and @mention	1 story/content <i>Estimated views : 3k per content</i> TOTAL OF 8 STORIES

* Ex : Tailormade integrations to create together



MEDIA VALUE 12 000 €

PRODUCTION SUPPORT 10 000 €

TOTAL BUDGET PROPOSAL NETTO : 20 000 € EXCL.VAT



LET'S CREATE TOGETHER

