



Media Group

# Unleash the brand. Be bold to unfold. Springback and goLIVE.

SPECIAL PROPOSAL

MAY 2020



# Unleash the brand

"There is a value in being seen to be an advertiser. Going dark would only add to the sense of crisis and panic..." – Peter Field



## State of Emergency is over

Gradually limitations of the lockdown begin to unfold. The parks and other places for recreation are opening.

In the same time, the fear of the virus and the scars from social distancing stay and will continue to have an impact on our everyday lives and our consumption patterns.

However, "man is by nature a social animal" and the urge to lead a common life will prevail, one way or another.

It is only a matter of time and as an integral part of everyday life brands also have a vital role in how long it will take to get to the new normal.

## Consumers want ads?!

The pandemic has led to a global economic recession and many companies suffer from either an excess demand because of consumer stockpiling putting pressure on supply chains or severe reduction in consumption due to severe pandemic measures.

This puts advertisers in a very tight spot trying to figure out how to plan their marketing activities. Global Kantar research reveals that "just 8% of consumers think brands should stop advertising due to coronavirus."

## "When others go quiet, your voice gets louder"

It is now largely discussed in the industry that, if able, companies should now draw their attention to nurturing the brand's emotional connection with the consumer, which will drive them to a positive lead-in in the long-run when the economy reaches recovery phase.

According to marketing expert Peter Field "There is a value in being seen to be an advertiser. Going dark would only add to the sense of crisis and panic, as well as undermining their brand in the long-term."

## Creativity unleashed

The bigger question is what value should the brand offer, how to communicate it, to whom to send the message and where the consumer will receive it.

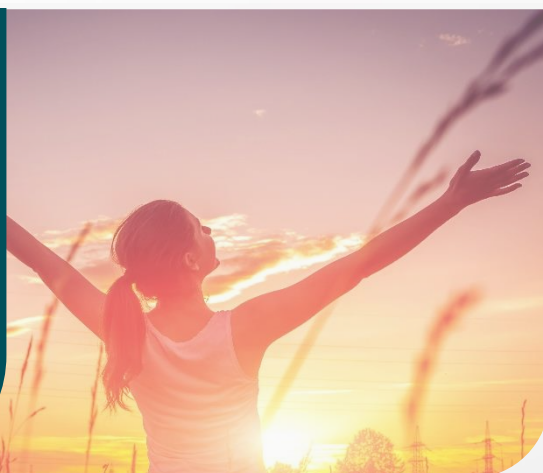
Recently, we have quite often heard the phrase "extreme times, require extreme measures". The same goes for creativity – it is the time to think as if there is NO BOX.

"Just 8% of consumers think brands should stop advertising due to coronavirus."

- [marketingweek.com/brands-advertising-coronavirus-crisis/](https://marketingweek.com/brands-advertising-coronavirus-crisis/)
- IPA: When others get quiet, your voice is louder

# Be bold to unfold

“Man is by nature a social animal” – Aristotle



## Back with a bang vs. Deep cut

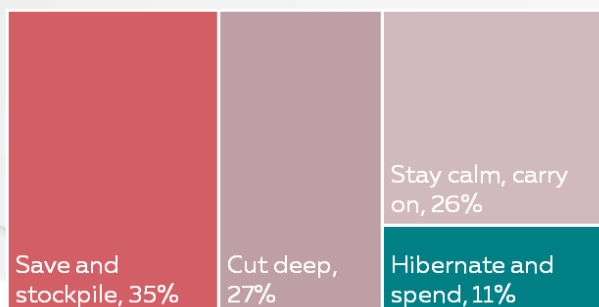
It would be naïve to generalize both that once the measures are lifted everybody will rush to the shops and start consuming big time or that people will hide in their bubble and become self-sufficient to the extreme.

However, “man is by nature a social animal” and wants to partake in common life and feels the urge to revive the positive experiences. So, finding ways to actively and adequately ‘talk’ with the consumer is a practical action to undertake to stay above water.

Research by consulting companies already shows what consumer segments have formed during COVID-19 pandemic and give insights about their attitudes and sentiments.

According to EY Future Consumer Index, these are four segments:

EY Future Consumer Index: Now, four consumer segments have emerged during the COVID-19 crisis



**Save and stockpile, 35%** – not so troubled with the pandemic itself, but worried about their close ones, and pessimistic about the long-term effects.

**Cut deep, 27%** – most affected by the pandemic and pessimistic about the future, cutting consumption in all categories.

**Stay calm, carry on, 26%** – stable spending pattern, not really affected by the pandemic, worried by the reduced consumptions of others.

**Hibernate and spend, 11%** – very concerned about the pandemic, however, best equipped to cope with it. Spending more across all categories.

## Segments are dynamic

The research suggests also how these segments will transform and what are their spending intentions post-COVID-19.

For example, the Index currently suggests that over time most consumers in the “Save and stockpile” segment will migrate to two new segments called “Remain frugal” and “Cautiously extravagant.”

New consumer segments have formed during COVID-19



# Be bold to unfold

"42 percent of respondents believe that the way they shop will fundamentally change"



EY Future Consumer Index: Next, five segments will appear post-COVID-19



**Get to normal, 31%** - spending stays stable, daily lives were not really affected, indifferent about the pandemic overall.

**Cautiously extravagant, 25%** - middle to high income, very focused on health, more or less optimistic although they believe a strong recession is underway. Will spend more on areas of priority to them.

**Stay frugal, 22%** - consumption is reduced, also some big cuts, trying to recover, among the most pessimistic.

**Keep cutting, 13%** - poor education, mostly likely to be unemployed, continuing to cut.

**Back with a bang, 9%** - younger and employed. Their daily lives were hugely affected. Optimistic and spending more across the dashboard.

## Changing attitudes

The segments in which attitude toward spending post-COVID-19 is stable or optimistically skewed toward spending form a consumer base of 65% worth communicating to and convincing in the product's brand value.

Overall, 42 percent of respondents believe that the way they shop will fundamentally change as a result of the COVID-19 outbreak. When it comes to brands and products, 34 percent of consumers indicate that they would pay more for local products, 25 percent for trusted brands and 23 percent for ethical products.

Of course, these are not final and are subject to the dynamics of the situation, however, they are a good starting point for directing future communications in channels where they spend most of their time.

Consumers indicate that they will buy more local, trusted, and ethical products

# Springback, goLIVE

"Globally, consumers are shifting their time away from work and toward digital and video entertainment"



## Shift in time allocation

The lockdown strongly affected the way we inform and entertain. In "A global view of how consumer behaviour is changing amid COVID-19" McKinsey & Company find that **"globally, consumers are shifting their time away from work and toward digital and video entertainment"**. The highest increase in time allocation is focused on live and online news, live TV and video content, interactivity in social networks, and home cooking.

## Also on a local level

Similar patterns are also witnessed on a local level – recently shared are the results for increased consumption of bTV Media Group's TV channels audience results during lockdown weeks.

The demand for news has rocketed [btvnovinite.bg](http://btvnovinite.bg) to the top position in the site ranking for March with over 2.3 million users (Gemius).

The trusted culinary brand **"MasterChef"** continues to inspire culinary junkies and innovate through its conscious aspiration toward a "zero-waste" kitchen.

**"The Voice of Bulgaria"** is the ultimate stage that makes dreams of local performers come true, and **"Home Makeover"** improves lives of those who are most in need.

## Team focus

During the recent weeks of isolation, bTV Media Group has followed its mission to enable brands in reaching the consumers in line with the latter's changing viewing habits by offering to the market a variety of multi-platform opportunities on a regular, weekly basis. It is our belief that this is the best way to support the brand value communication of advertisers.

## Ready to #Springback

Now that measures are lessening we are preparing to goLIVE and goLOCAL from June – starting with a special TV show for the 20th birthday of bTV and the emotional LIVE concerts of "The Voice of Bulgaria". Next, we will go into production of new, exciting, and up-to-date seasons of The Farm and Food Hunters, all of which offer quality context for brand building activities corresponding to consumer attitudes.

In the meantime, you can look into the current special #Springback proposals valid for May 2020.

#Springback  
#goTrusted  
#goConscious  
#goLIVE

- [McKinsey & Company: A global view of how consumer behavior is changing amid COVID-19](#)



Media Group

# #Springback Packages

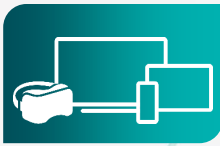
SPECIAL PROPOSAL  
MAY 2020



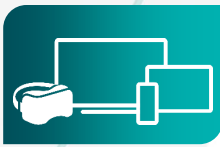
# SPRINGBACK PACKAGES

From here you can navigate to the packages for the different platforms – TV, digital, and radio. By clicking on the “reach more” logo in every page you can return to this option menu.

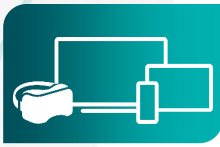
**goTRUSTED**



**goCONSCIOUS**



**goLIVE**



## ADDITIONAL INFORMATION

# Springback | goTRUSTED **PACKAGE 1**

Break IDs + VO  
3" IN + 4"OUT

BONUS GRPs  
220%

BONUS  
PRODUCTION

PROGRAM	CHANNEL	DAY	HOUR	# TOTAL OF SINGLE AIRINGS	GRPs A-18-49
Morning Show	bTV	M-F	7:00	6	24.0
Late Morning Show	bTV	M-F	9:30	4	14.0
The Late Night Show (re-run)	bTV	M-F	12:30	4	14.0
House Arrest	bTV	M-F	16:30	2	7.0
17 o'clock News	bTV	M-F	17:00	6	33.0
Face to Face	bTV	M-F	17:30	2	11.0
News Hour	bTV	M-F	19:00	2	22.0
Series (Phi)	bTV	M-F	21:00	2	21.0
The Late Night Show	bTV	M-F	22:00	2	16.0
Late News	bTV	M-F	23:00	2	11.0
This Saturday	bTV	Sat	8:00	2	8.0
News Hour	bTV	Sat	19:00	2	20.0
This Sunday	bTV	Sun	8:00	4	16.0
120 Minutes	bTV	Sun	17:00	4	24.0
Movie	bTV	Sun	23:00	2	10.0
DT, PA, PT	bTV Comedy	M-S	-	38	28.1
DT, PA, PT	bTV Cinema	M-S	-	32	19.8
TOTAL – paid and bonus				116	298.9
GUARANTEE OF RATING POINTS				✓	
Gross RC Price – paid + bonus airings				206 482	
Bonus GRPs over the number of paid GRP, included above				220%	
SPECIAL GROSS PRICE				64 607	
NET PRICE				38 757	

# Springback | goTRUSTED **PACKAGE 2**

Break IDs + VO  
3" IN + 4"OUT

BONUS GRPs  
200%

BONUS  
PRODUCTION

PROGRAM	CHANNEL	DAY	HOUR	# TOTAL OF SINGLE AIRINGS	GRPs A-18-49
Late Morning Show	bTV	M-F	9:30	6	21.0
The Late Night Show (re-run)	bTV	M-F	12:30	4	14.0
House Arrest	bTV	M-F	16:30	2	7.0
17 o'clock News	bTV	M-F	17:00	4	22.0
This Saturday	bTV	Sa	8:00	2	8.0
News Hour	bTV	Sa	19:00	2	20.0
This Sunday	bTV	Su	8:00	2	8.0
120 Minutes	bTV	Su	17:00	2	12.0
DT, PA, PT	bTV Comedy	M-S	-	24	17.7
DT, PA, PT	bTV Cinema	M-S	-	24	14.9
TOTAL – paid and bonus				72	144.6
GUARANTEE OF RATING POINTS				✓	
Gross RC Price – paid + bonus airings				93 993	
Bonus GRPs over the number of paid GRP, included above				200%	
SPECIAL GROSS PRICE				30 724	
NET PRICE				18 699	





# Springback | goTRUSTED **PACKAGE 1**

П-wallpaper  
Video roll  
Cut-in Carousel

**BONUS IMPR  
40%**

**BONUS  
PRODUCTION**

SITE	AD FORMAT	POSITION	# DAYS	# TOTAL IMPRESSIONS
ladyzone.bg	П-Wallpaper	Category/ #ОСТАВАМБЪЩИ	14	135 000
btvplus.bg	Video roll – from 16" to 45"	All pages	13	170 040
btvnovinite.bg	Video roll – from 16" to 45"	All pages	5	84 000
bweb / DMP segmentation	Cut-in Carousel	All pages	25	245 250
TOTAL – paid and bonuses				634 290
GUARANTEE OF IMPRESSIONS				✓
RC Gross Price – paid and bonuses				31 036
Bonus impressions over the number of paid, included in the above				40%
SPECIAL GROSS PRICE				18 496
NET PRICE				15 546

# Springback | goTRUSTED **PACKAGE 2**

Video roll  
Cut-in Carousel

**BONUS IMPR  
40%**

**BONUS  
PRODUCTION**

SITE	AD FORMAT	POSITION	# DAYS	# TOTAL IMPRESSIONS
btvplus.bg	Video roll – от 16" до 45"	All pages	13	163 800
bweb / DMP segmentation	Cut-in Carousel	All pages	12	123 214
TOTAL – paid and bonuses				287 014
GUARANTEE OF IMPRESSIONS				✓
RC Gross Price – paid and bonuses				15 045
Bonus impressions over the number of paid, included in the above				40%
SPECIAL GROSS PRICE				10 770
NET PRICE				7 539



# Springback | goTRUSTED **PACKAGE 1**

1 x Break ID

**BONUS  
AIRINGS | 10%**

**BONUS  
PRODUCTION**

CHANNEL	COVERAGE	# OF TOTAL SINGLE AIRINGS
Radio N-JOY	National	60
bTV Radio	National	60
Jazz FM	National	60
TOTAL – paid and bonus		180
RC GROSS PRICE- paid and bonus		10 315
Bonus airings over the number of paid, included in above		10%
SPECIAL GROSS PRICE		7 799
NET PRICE		5 371

# Springback | goTRUSTED **PACKAGE 2**

1 x Break ID

**BONUS  
AIRINGS | 10%**

**BONUS  
PRODUCTION**

CHANNEL	COVERAGE	# OF TOTAL SINGLE AIRINGS
Radio N-JOY	Sofia	60
bTV Radio	Sofia	60
Jazz FM	Sofia	60
TOTAL – paid and bonus		180
RC GROSS PRICE- paid and bonus		5 145
Bonus airings over the number of paid, included in above		10%
SPECIAL GROSS PRICE		3 921
NET PRICE		2 766



# Springback | goCONSCIOUS **PACKAGE 1**

Break IDs + VO  
3" IN + 4"OUT

BONUS GRPs  
220%

BONUS  
PRODUCTION

PROGRAM	CHANNEL	DAY	HOUR	# TOTAL OF SINGLE AIRINGS	GRPs A-18-49
Morning Show	bTV	M-F	7:00	6	24.0
Late Morning Show	bTV	M-F	9:30	4	14.0
The Late Night Show (re-run)	bTV	M-F	12:30	2	7.0
Movie - 25 <sup>th</sup> May	bTV	M	14:30	2	8.0
Face to Face	bTV	M-F	17:30	2	11.0
Series	bTV	M-F	18:00	6	36.0
News Hour	bTV	M-F	19:00	2	22.0
Series (Phi)	bTV	M-F	21:00	2	21.0
Home Makeover (re-run)	bTV	Th	21:00	2	19.0
The Late Night Show	bTV	M-Th	22:00	2	16.0
Late News	bTV	M-F	23:00	2	11.0
Cool-T	bTV	Sa	11:00	4	14.0
Wanted	bTV	Su	11:00	4	16.0
120 Minutes	bTV	Su	17:00	4	24.0
Movie	bTV	Su	23:00	2	10.0
DT, PA, PT	bTV Comedy	M-S	-	32	23.7
DT, PA, PT	bTV Cinema	M-S	-	32	19.8
TOTAL – paid and bonus				110	296.5
GUARANTEE OF RATING POINTS				✓	
Gross RC Price – paid + bonus airings				205 1479	
Bonus GRPs over the number of paid GRP, included above				220%	
SPECIAL GROSS PRICE				64 230	
NET PRICE				38 530	

# Springback | goCONSCIOUS **PACKAGE 2**

Break IDs + VO  
3" IN + 4"OUT

BONUS GRPs  
200%

BONUS  
PRODUCTION

PROGRAM	CHANNEL	DAY	HOUR	# TOTAL OF SINGLE AIRINGS	GRPs A-18-49
Morning Show	bTV	M-F	7:00	2	8.0
Late Morning Show	bTV	M-F	9:30	4	14.0
12 o'clock News	bTV	M-F	12:00	2	9.0
Face to Face	bTV	M-F	17:30	4	22.0
Series	bTV	M-F	18:00	2	12.0
Cool-T	bTV	Sa	11:00	4	14.0
Wanted	bTV	Su	11:00	2	8.0
120 Minutes	bTV	Su	17:00	4	24.0
DT, PA, PT	bTV Comedy	M-S	-	24	17.7
DT, PA, PT	bTV Cinema	M-S	-	24	14.9
TOTAL – paid and bonus				72	143.6
GUARANTEE OF RATING POINTS				✓	
Gross RC Price – paid + bonus airings				91 278	
Bonus GRPs over the number of paid GRP, included above				200%	
SPECIAL GROSS PRICE				30 724	
NET PRICE				18 699	



# Springback | goCONSCIOUS **PACKAGE 1**

П-wallpaper  
Video roll  
Half page

**БОНУС IMPR  
40%**

**БОНУС  
ИЗРАБОТКА**

SITE	AD FORMAT	POSITION	# DAYS	# TOTAL IMPRESSIONS
ladyzone.bg	П-Wallpaper	Category/ #ОСТАВАМБВЪЩИ	14	154 000
btv.bg + btvplus.bg	Video roll – from 16" to 45"	btv.bg/brigada + btvplus.bg/brigade	25	61 400
bweb / DMP segmentation	Half page 300x600	All pages	12 768	466 655
TOTAL – paid and bonuses				682 055
GUARANTEE OF IMPRESSIONS				✓
RC Gross Price – paid and bonuses				30 567
Bonus impressions over the number of paid, included in the above				40%
SPECIAL GROSS PRICE				21 795
NET PRICE				15 257

# Springback | goCONSCIOUS **PACKAGE 2**

Video roll  
Cut-in Carousel

**BONUS IMPR  
40%**

**BONUS  
PRODUCTION**

SITE	AD FORMAT	POSITION	# DAYS	# TOTAL IMPRESSIONS
Ladyzone.bg	П-Wallpaper	ladyzone.bg категория #ОСТАВАМБВЪЩИ + bistro.bg all pages	14	154 000
btv.bg + btvplus.bg	Video roll – from 16" to 45"	btv.bg/brigada + btvplus.bg/brigada	25	62 000
bweb / DMP segmentation	Half page 300x600	All pages	25	120 768
TOTAL – paid and bonuses				336 768
GUARANTEE OF IMPRESSIONS				✓
RC Gross Price – paid and bonuses				15 037
Bonus impressions over the number of paid, included in the above				40%
SPECIAL GROSS PRICE				10 715
NET PRICE				7 501





# Springback | goCONSCIOUS **PACKAGE 1**

1 x Break ID

**BONUS  
AIRINGS | 10%**

**BONUS  
PRODUCTION**

CHANNEL	COVERAGE	# OF TOTAL SINGLE AIRINGS
Radio N-JOY	National	60
bTV Radio	National	60
Jazz FM	National	60
TOTAL – paid and bonus		180
RC GROSS PRICE- paid and bonus		10 315
Bonus airings over the number of paid, included in above		10%
SPECIAL GROSS PRICE		7 799
NET PRICE		5 371

# Springback | goCONSCIOUS **PACKAGE 2**

1 x Break ID

**BONUS  
AIRINGS | 10%**

**BONUS  
PRODUCTION**

CHANNEL	COVERAGE	# OF TOTAL SINGLE AIRINGS
Radio N-JOY	Sofia	60
bTV Radio	Sofia	60
Jazz FM	Sofia	60
TOTAL – paid and bonus		180
RC GROSS PRICE- paid and bonus		5 145
Bonus airings over the number of paid, included in above		10%
SPECIAL GROSS PRICE		3 921
NET PRICE		2 766



# Springback | goLIVE

## PACKAGE 1

Break IDs + VO  
3" IN + 4"OUT

BONUS GRPs  
220%

BONUS  
PRODUCTION

PROGRAM	CHANNEL	DAY	HOUR	# TOTAL OF SINGLE AIRINGS	GRPs A-18-49
Morning Show	bTV	M-F	7:00	6	24.0
Late Morning Show	bTV	M-F	9:30	4	14.0
The Late Night Show (re-run)	bTV	M-F	12:30	4	14.0
Series (Phi)	bTV	M-F	21:00	2	21.0
The Late Night Show	bTV	M-Th	22:00	6	48.0
Late News	bTV	M-F	23:00	4	22.0
This Saturday	bTV	Sa	8:00	2	8.0
Cool-T	bTV	Sa	11:00	4	14.0
This Sunday	bTV	Su	8:00	2	8.0
120 Minutes	bTV	Su	17:00	4	24.0
The Voice	bTV	Su	20:00	2	31.0
Concert Divna "All or Nothing"	bTV	Su	23:30	2	10.0
DT, PA, PT	bTV Comedy	M-S	-	32	23.7
DT, PA, PT	bTV Cinema	M-S	-	32	19.8
TOTAL – paid and bonus				106	281.5
GUARANTEE OF RATING POINTS				✓	
Gross RC Price – paid + bonus airings				198 895	
Bonus GRPs over the number of paid GRP, included above				220%	
SPECIAL GROSS PRICE				63 458	
NET PRICE				38 067	

# Springback | goLIVE

## PACKAGE 2

Break IDs + VO  
3" IN + 4"OUT

BONUS GRPs  
200%

BONUS  
PRODUCTION

PROGRAM	CHANNEL	DAY	HOUR	# TOTAL OF SINGLE AIRINGS	GRPs A-18-49
Late Morning Show	bTV	M-F	9:30	4	14.0
The Late Night Show (re-run)	bTV	M-F	12:30	2	7.0
The Late Night Show	bTV	M-Th	22:00	4	32.0
Friends	bTV	Sa	7:30	4	8.0
This Saturday	bTV	Sa	8:00	2	8.0
Cool-T	bTV	Sa	11:00	2	7.0
Marmalade	bTV	Sa	16:00	2	8.0
120 Minutes	bTV	Su	17:00	2	12.0
Concert Divna "All or Nothing"	bTV	Su	23:30	2	10.0
DT, PA, PT	bTV Comedy	M-S	-	24	17.7
DT, PA, PT	bTV Cinema	M-S	-	26	16.1
TOTAL – paid and bonus				74	139.8
GUARANTEE OF RATING POINTS				✓	
Gross RC Price – paid + bonus airings				93 738	
Bonus GRPs over the number of paid GRP, included above				200%	
SPECIAL GROSS PRICE				30 823	
NET PRICE				18 796	



# Springback | goLIVE

## PACKAGE 1

П-wallpaper  
Video roll  
Half page

**BONUS IMPR  
41%**

**BONUS  
PRODUCTION**

SITE	AD FORMAT	POSITION	# DAYS	# TOTAL IMPRESSIONS
ladyzone.bg	П-Wallpaper	Category/ #ОСТАВАМВКЪЩИ	25	390 280
btvplus.bg + glasat.btv.bg	Video roll – from 16" to 45"	btvplus/glasat + glasat.btv.bg all pages	12	153 600
bweb / DMP segmentation	Half page 300x600	All pages	25	297 245
TOTAL – paid and bonuses				841 125
GUARANTEE OF IMPRESSIONS				✓
RC Gross Price – paid and bonuses				29 926
Bonus impressions over the number of paid, included in the above				41%
SPECIAL GROSS PRICE				21 415
NET PRICE				<b>14 990</b>

# Springback | goLIVE

## PACKAGE 2

П-wallpaper  
Video roll  
Half page

**BONUS IMPR  
41%**

**BONUS  
PRODUCTION**

SITE	AD FORMAT	POSITION	# DAYS	# TOTAL IMPRESSIONS
ladyzone.bg	П-Wallpaper	Category/ #ОСТАВАМВКЪЩИ	25	195 140
btvplus.bg + glasat.btv.bg	Video roll – from 16" to 45"	btvplus/glasat + glasat.btv.bg all pages	12	76 800
bweb / DMP segmentation	Half page 300x600	All pages	25	149 175
TOTAL – paid and bonuses				421 115
GUARANTEE OF IMPRESSIONS				✓
RC Gross Price – paid and bonuses				14 974
Bonus impressions over the number of paid, included in the above				41%
SPECIAL GROSS PRICE				10 707
NET PRICE				<b>7 495</b>



1 x Break ID

BONUS  
AIRINGS | 10%

BONUS  
PRODUCTION

CHANNEL	COVERAGE	# OF TOTAL SINGLE AIRINGS
Radio N-JOY	National	60
bTV Radio	National	60
Jazz FM	National	60
TOTAL – paid and bonus		180
RC GROSS PRICE- paid and bonus		10 315
Bonus airings over the number of paid, included in above		10%
SPECIAL GROSS PRICE		7 799
NET PRICE		5 371

1 x Break ID

BONUS  
AIRINGS | 10%

BONUS  
PRODUCTION

CHANNEL	COVERAGE	# OF TOTAL SINGLE AIRINGS
Radio N-JOY	Sofia	60
bTV Radio	Sofia	60
Jazz FM	Sofia	60
TOTAL – paid and bonus		180
RC GROSS PRICE- paid and bonus		5 145
Bonus airings over the number of paid, included in above		10%
SPECIAL GROSS PRICE		3 921
NET PRICE		2 766





# ADDITIONAL INFO

The plans for the different platforms are valid for May and on separate basis.

Net prices of the offers are in BGN, excl VAT and are final – no additional discounts are applicable.

The TV flights include branded break IDs, since this form allows swift creation and production, ensures unlimited access to the programming of bTV Media Group, and is adaptable for radio and digital platforms.

Type of AA Form	Index to 30" bTV	Index to 30" NC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored Promo	90%	100%	15
Sponsored Content Frame for 30' spot	110%	110%	30
3"+4" Break IDs	110%	110%	7
3"+4" x Break Ids + VO	130%	130%	7
Content Split	130%	130%	10
Countdown	80%	100%	10
Skyscraper	80%	100%	10
Cut-in	80%	100%	10
Branded Bug	70%	100%	10
Branded Promo-bug	70%	100%	10

BMG's Sales Department is at your disposal to adapt the offers with other alternative forms keeping the same budget levels.

The bonus production of the alternative forms is executed after receiving all required source files from the client.

**#Springback**  
**#goTrusted**  
**#goConscious**  
**#goLIVE**



Media Group

