



**MASTERCHEF
SUMMER EXCLUSIVE
BMG SPECIAL PROPOSAL**

THE SUMMER ADVENTURE OF MASTERCHEF

This summer bTV Media Group has prepared two exclusive digital projects reflecting the journey of MasterChef.

The Road of the MasterChef – a project exploring the journey to the ultimate MasterChef title of the TOP 10 hobby cooks in Bulgaria through their eyes.

June-July 2020

MasterChef @ Home – captivating fun series recreating the amazing MasterChef adventure at a “normal” household ran by the charming duo – Katerina Evro and her granddaughter Katerina.

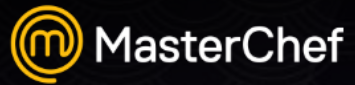
July-December 2020





MasterChef

THE ROAD OF THE MASTERCHEF



THE ROAD OF THE MASTERCHEF

10 special videos presenting a retrospective look at the recent accomplishments, shortcomings and future ambitions of the top 10 MasterChef participants of season 6.

The videos are narrated by the contestants as we see footage of their respective signature videos, as well as events from MasterChef episodes.

Each video revolves around important lessons the contestants have learned over the past 16 episodes and the qualities required of the future MasterChef.

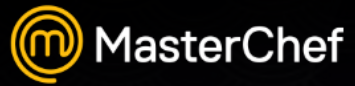
The Road to MasterChef videos will serve as a glimpse inside the minds of the TOP 10, as well as a conceptual bridge to the upcoming series MasterChef @ Home.





Top 10 MasterChefs





THE ROAD OF THE MASTERCHEF SUMMARY

START In the beginning of June

NUMBER OF EPISODES 10

DISTRIBUTION PLATFORMS

MasterChef's website + Social Media

TIMELINE 3 episodes per week

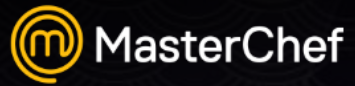
RUNTIME 3-4 minutes





MasterChef

MASTERCHEF @ HOME



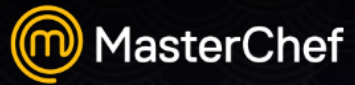
MASTERCHEF @ HOME

Special series tracking the whole current MasterChef season from the perspective of the two hosts – the talented actress and host **Katerina Evro and her lovely granddaughter Katerina.**

Over the course of **24 episodes** the lovely grandmother and granddaughter **duo faces each challenge presented to the MasterChef participants** in the comfort of their own kitchen.

All kitchen endeavors are **based on the TV episodes**, with the charming duo referring to the aired MasterChef content and interacting one-way with the judges and competitors.





MASTERCHEF @ HOME SUMMARY

START In the beginning of July

NUMBER OF EPISODES 24

DISTRIBUTION PLATFORMS

MasterChef's website + Social Media

TIMELINE 1 episode per week

RUNTIME 10-15/ 20-25 mins.





MasterChef

SPECIAL PROPOSAL

THE ROAD OF THE MASTERCHEF

PROPOSAL | JUNE 2020

A sponsored teaser campaign, which will be aired in various programs on **bTV, bTV Cinema, and bTV Comedy**. The promo form will include a 10-second teaser and an appending sponsorship tag.

A sponsored promotional campaign on Radio N-JOY including live host and pre-recorded announcements, and sponsorship tags.

A special **video break IDs** which can be implemented on certain videos from the journey to the ultimate MasterChef title

Wallpaper which is a synchronized multimedia format that includes a combination of Wallpaper+980x200/Megaboard

DMP targeted banner 300x600 for special audience of culinary fans.



THE ROAD OF THE MASTERCHEF

PROPOSAL | JUNE 2020

Digital (core) campaign	Site	Period	Position	# of IMPR	RC Gross Price	Net Price
Video break IDs	Masterchef.btv.bg	June	Road to MC videos	10		
П-Wallpaper	Masterchef.btv.bg	June	Exclusive section branding	220 000	17 020	10 108
DMP targeted 300X600	All bWEB	June	All pages	432 000		
Promo campaign – TV + radio	Channel	Period	Position	# of Airings	RC Gross Price	Net Price
Sponsored TV teaser	bTV, bTV Cin, bTV Com	June	bTV 30% x airings in PT Niche 25% x airings in PT	18	77 642	15 009
				24		
Sponsored promos/ live announcements/ sponsorship tags	N-JOY	June	Various	150		
Interviews with contestants	N-JOY	June	Various	5	17 450	8 398
Total campaign				TOTAL	112 112	33 515

- Prices are in BGN, excl. VAT.
- The net prices are final, no further discounts are applicable.

MASTERSHEF @ HOME

DIGITAL (CORE) PROPOSAL | JULY 2020 – onwards

Product placement in videos accompanied by a special **video break IDs**

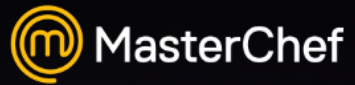
A **special video promo as video roll** which will present and tease the audience to pay attention at the episode with the product placement on a very organic and natural way. The video roll will be **DMP targeted** to a special audience of culinary fans

Π Wallpaper + mobile 300x600 which also will be DMP targeted to a special audience of culinary fans

Social Media presence with sponsored Facebook posts

Special brand-endorsement **publication (post&story)** in the **Instagram profile of Katerina Evro***





MASTERSHEF @ HOME

COMMUNICATION | JULY 2020 – onwards

A sponsored promo campaign, which will be aired in various programs on **bTV**, **bTV Cinema**, and **bTV Comedy**. The promo form will include a 15-promo announcement and an appending sponsorship tag

Especially for “**Before Noon**” and **MasterChef @ Home** Katerina Evro her son, and granddaughter will get together and will take us behind the scenes of the **digital culinary adventure**

1 post and 1 story in the **Instagram profile of Alexander Kadiev** with product placement of the partner, following the “Before noon” episode where Katerina Evro and her granddaughter participate as guests*

A sponsored promotional campaign on **Radio N-JOY** including live host and pre-recorded announcements, and sponsorship tags

* Option depending on the current deals of the talent. To be confirmed by BMG team.



MASTERCHEF @ HOME

PROPOSAL | JULY 2020 – onwards

Digital (core) campaign	Site	Period	Position	# of IMPR	RC Gross Price	Special Net Price
Active Product Placement	Masterchef.btv.bg	3 weeks	Masterchef@Home	3	30-542	19 798
DMP targeted Π-Wallpaper	All bWEB	3 weeks	All pages	182 400		
DMP targeted video promo	All bWEB	3 weeks	All pages	235 200		
DMP targeted 300x600	All bWEB	3 weeks	All pages	398 400		
Sponsored posts	Facebook	3 weeks	MasterChef FB	n/a		
Promo campaign – TV + radio	Channel	Period	Position	# of Airings	RC Gross Price	Special Net Price
Sponsored promo for MC @ Home	bTV, bTV Cin, bTV Com	July*	bTV 30% x airings in PT Niche 25% x airings in PT	21	73-595	18 313
				30		
Product placement	bTV	July*	Before Noon	1		
Sponsored promos/ live announcements/ sponsorship tags	N-JOY	3 weeks	Various	185	26-650	10 379
Special teaser on extension day	N-JOY	3 weeks	Various	60		
Social Presence	Talent	Period	Position	# of posts	RC Gross Price	Special Net Price
Post + story	Sasho Kadiev	n/a	Instagram	1	2 000	2 000
Post + story	Katerina Evro	n/a	Instagram	1	2 000	2 000
Total campaign				TOTAL	134 787	52 490

- Prices are in BGN, excl. VAT.
- The net prices are final, no further discounts are applicable.
- The package with TV activities is available for the whole period of MasterChef @ Home, however, subject to recalculation of prices for the respective month.



**MASTERCHEF
SUMMER EXCLUSIVE
BMG SPECIAL PROPOSAL**