



**BACK TO SCHOOL**

SEPTEMBER 2020



**SPECIAL PROPOSAL**

reach  
more 

# FIRST DAY OF SCHOOL IS COMING

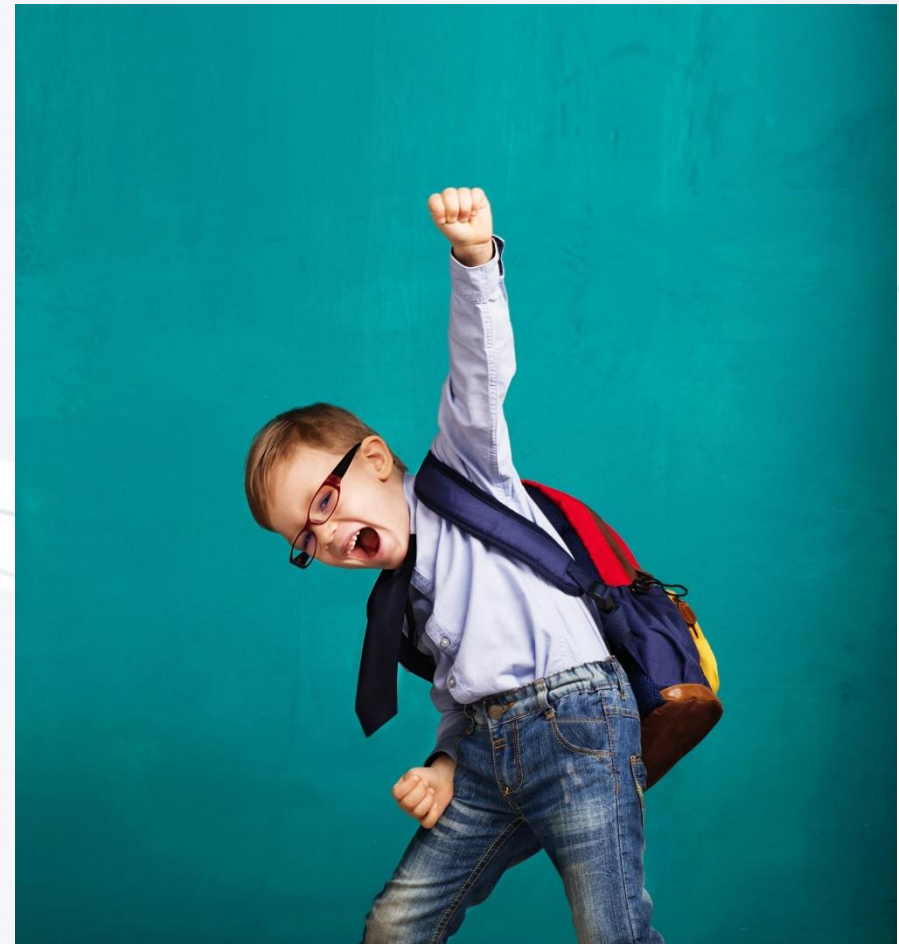
WHETHER THE CHILDREN WILL RETURN TO CLASSROOMS OR WILL CONTINUE THE ONLINE EDUCATION – ONE THING IS FOR SURE – THE FIRST DAY OF SCHOOL, ON SEPTEMBER 15, IS GONG TO HAPPEN!

Everyone is wondering whether children will go back into the classrooms or the online education will continue. There is a little bit of uncertainty.

But one thing is for sure! September 15 will take place and going to school is imminent. And this is a very good reason for the parents to get ready for all school preparations for their kids!

Take your time, do it right. We, at bTV Media Group, are here to help and to ease the school race for the parents! And for our clients, of course!

Our special proposal offers opportunity for you and your brand to be presented in an original way, focused on the digital environment with great additional communication in the radio and TV portfolio of **bTV Media Group!**





# DIGITAL PRESENCE PROPOSALS

Launching a special game with awards presented as an interactive and funny test under the title „Did you get your kid ready for the first school day“

Proposing an exclusive sponsorship presence on MasterChef @ Home series where the amazing actress and TV host Kateto Evro will cook together with her lovely granddaughter. What would our Bulgarian kids do without the helping hand of their grandmothers☺

Special digital targeting through DMP, aiming at the advertising message to reach the special parent audience

Sponsored and boosted presence in social media (isn't it a parent trap☺)

Special content category Back to School to be opened on LadyZone.bg





# DID YOU GET YOUR KID READY FOR THE FIRST DAY OF SCHOOL?- SPECIAL GAME

FUN GAME WITH LOTS OF PRIZES DURING THE PREPARATIONS FOR THE SCHOOL YEAR



The game will include a landing page especially developed for the occasion. There will be a list of typical school necessities such as: tablet, backpack, pen, pencils, smart watch, trainers and so on that will be presented on the homepage. There will be a check box on each object.

While the users click on the objects the list on the notebook will be filled automatically with the chosen items.

After that users will check all the items that they think are vital for their kid at school and some funny answers will appear. The answers will show the level of readiness for the first day of school.

# DID YOU GET YOUR KID READY FOR THE FIRST DAY OF SCHOOL?- SPECIAL GAME

## OPPORTUNITIES FOR ORGANIC PRESENCE OF YOUR BRAND



Each user who would fill in the test will take part after registration in a draw to receive awards secured by the sponsor.

The sponsor will be presented with an exclusive logo on the game homepage, in the answers, in the registration form and through the whole game vision (wallpaper type)

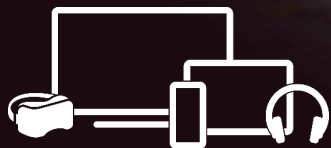
**Period:** September 1-14

**Target:** Active and young parents, especially mums who are the leading decision-makers in the shopping for the first day at school. The targeted group is parents of 7-14 years old kids.





# RADIO CAMPAIGN





# COMMUNICATION CAMPAIGN IN RADIO N-JOY WITH NATIONAL COVERAGE

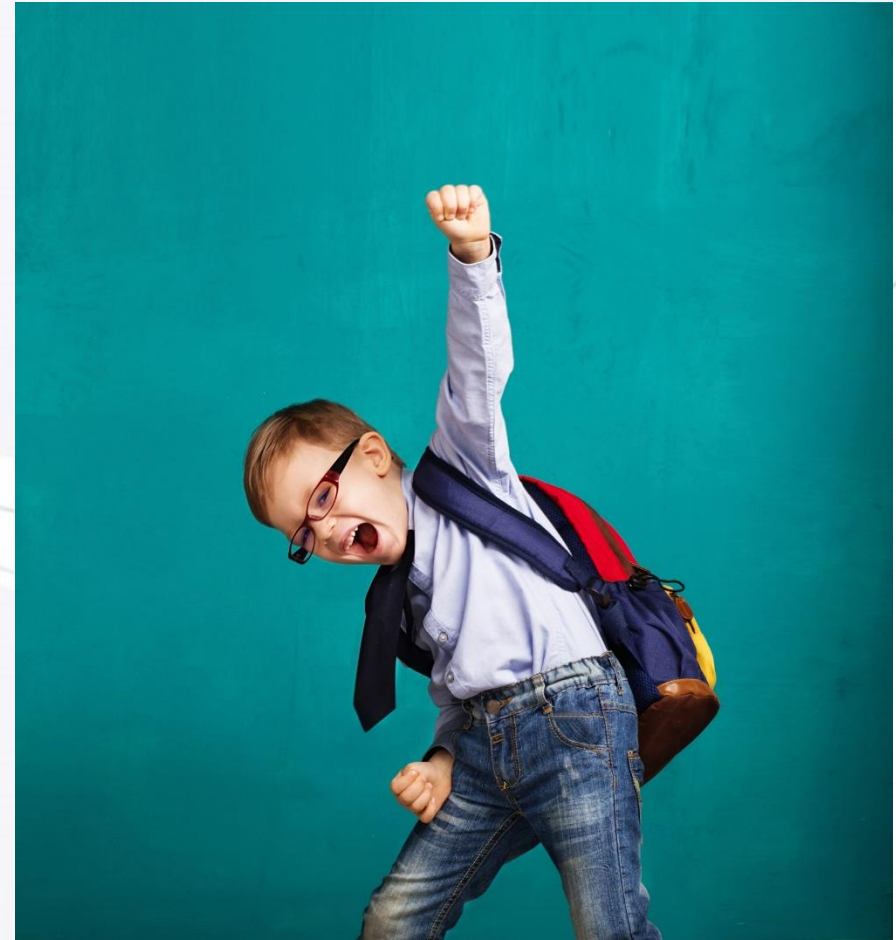
## EFFECTIVELY REACHING A BROADER AND DIVERSE AUDIENCE

There will be everyday promo announcements advertising the game. The statements will elaborate details about the campaign, how you can take part in the digital game and what kind of wonderful list of awards the users could win.

**Promo announcements up to 40"** will reveal to listeners how the game works and what prizes they can win.

**Live announcements up to 60"** which will be delivered by the radio hosts announcing details for the campaign and encouraging parents to take part in the game

Both promo advertising forms will be preceded and closed by 10" sponsorship tags



# TV CAMPAIGN





# HAVE FUN ON CARTOON NETWORK AND ENJOY THE THEMATIC, LOCAL MOVIE TITLES ON BTV

Enjoy the local, thematic movies on bTV programming schedule in the period before the first day at school.

The client and the brand will be presented through various advertising slots in bTV. The client will be binded with the specially selected movies for the Sunday **"Family Afternoon"** at 3 P.M. with the **titles 11A and Revolution Z**

The client will also jump into one of the most loved TV channel by kids - Cartoon Network. The brand will be introduced to the audience with a partnership spot and will be combined with the channel's identity or with a special **Cartoon Network** show.

We do believe that the program of bTV and the preparation to be back in school again can give us optimism and a lot of smiles awaiting for the first school bell to ring!



# FINANCIAL PROPOSAL

| Digital (main) campaign                               | Site         | Period   | Position                       | # IMPR     | Gross Price               | Special Gross Price | Net Price     |
|-------------------------------------------------------|--------------|----------|--------------------------------|------------|---------------------------|---------------------|---------------|
| Special Game                                          | Ladyzone.bg  | 2 weeks  | Ladyzone.bg/game               | 75 000     | <del>41 371</del>         | 31 376              | 16 272        |
| Sponsorship tags x2 in a video                        | All bWEB     | 2 weeks  | MasterChef@Home                | 15 000     |                           |                     |               |
| DMP targeted video promo                              | All bWEB     | 3 weeks  | All Pages                      | 197 340    |                           |                     |               |
| DMP targeted 300x600 mobile                           | All bWEB     | 3 weeks  | All Pages                      | 531 960    |                           |                     |               |
| Sponsored posts                                       | Facebook     | 3 weeks  | Ladyzone                       | n/a        |                           |                     |               |
| TV + Radio                                            | Channel      | Period   | Position                       | # airings  | Gross Price               | Special Gross Price | Net Price     |
| Sponsored promo announcement                          | bTV          | 2 weeks* | DT 20%, PA 10%, PT 60%, LF 10% | 30x 15"+7" | <del>134 067</del>        | 63 521              | 40 644        |
| Sponsorship tag /before and after movie               | bTV          | 2 weeks* | bTV Family Afternoon 15:00     | 4x7"       |                           |                     |               |
| Partnership spot                                      | CN           | 2 weeks* | Cartoon Network                | 27x20"     | <del>6 402</del>          | 3 082               | 2 296         |
| Opening and closing tag attached to live announcement | N-JOY        | 15 days  | Media Plan                     | 30         | <del>13 388</del>         | 10 631              | 6 335         |
| Live announcements by the radio host                  | N-JOY        | 15 days  | Media Plan                     | 15         |                           |                     |               |
| Promo announcements                                   | N-JOY        | 15 days  | Media Plan                     | 75         |                           |                     |               |
| Social Media                                          | Media        | Period   | Position                       | # posts    | Gross Price               | Special Gross Price | Net Price     |
| Sponsored posts                                       | Ladyzone.bg  | n/a      | Facebook                       | 3          | 450                       | 450                 | 300           |
| Sponsored posts                                       | N-JOY        | n/a      | Facebook                       | 1          | 150                       | 150                 | 150           |
| <b>TOTAL FOR THE CAMPAIGN</b>                         | <b>TOTAL</b> |          |                                |            | <b><del>195 828</del></b> | <b>109 210</b>      | <b>65 997</b> |

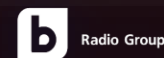
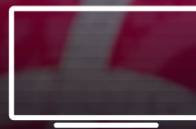
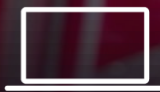
- The prices are in BGN, VAT is not included
- The net prices are final are no other discounts are applicable; The price doesn't include the production of the advertising formats



# BACK TO SCHOOL WITH



Media Group



National Palace of Culture • Sofia • 1 Bulgaria Square • 11th Floor • (+359 2) 9176 800 • (+359 2) 9176 886 [www.btv.bg](http://www.btv.bg)