



# MOMENT OF THE DAY

proXimus

**SILK**

*Flash*

rtbf.be

**RMB**

VRT

VAR

 Clear Channel

# CONCEPT

MOMENT OF  
THE DAY

- **Concept** : Synergy with 5 partners for a National concept to promote the WORD CUP 2022 event: "The MOMENT OF THE DAY"
- **Moment of The Day** : enjoy the best action of every World Cup game
- **Objective**: Integrate Proximus Heartbeat with live statistics on the Belgian Red Devils games (Proximus Picks on the other games)

proximus

SILK

Flash

rtbf.be

RMB

VRT

VAR

Clear Channel

# COLLABORATION

MOMENT OF THE DAY

**BRIEFING/SPONSOR :**

proximus

**STATISTICS/CONTENT :**

SILK

**COORDINATION/PRODUCTION :**

Flash

FMB

**BROADCASTERS :**

rtbf.be

Vrt

Clear Channel

**SALESHOUSES :**

FMB

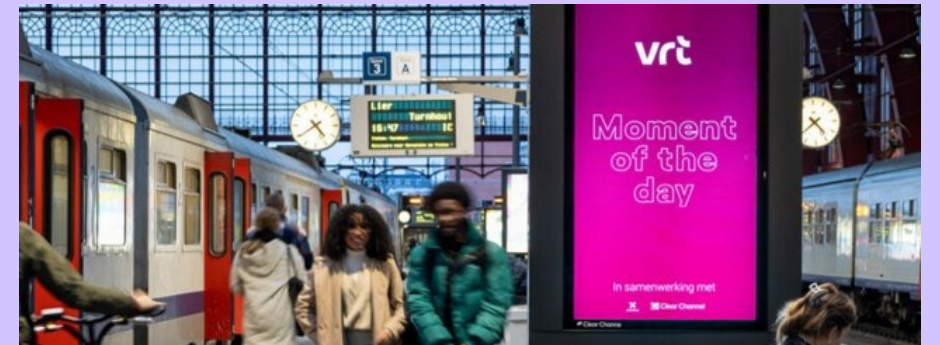
VAR

Clear Channel

# MEDIA

MOMENT OF  
THE DAY

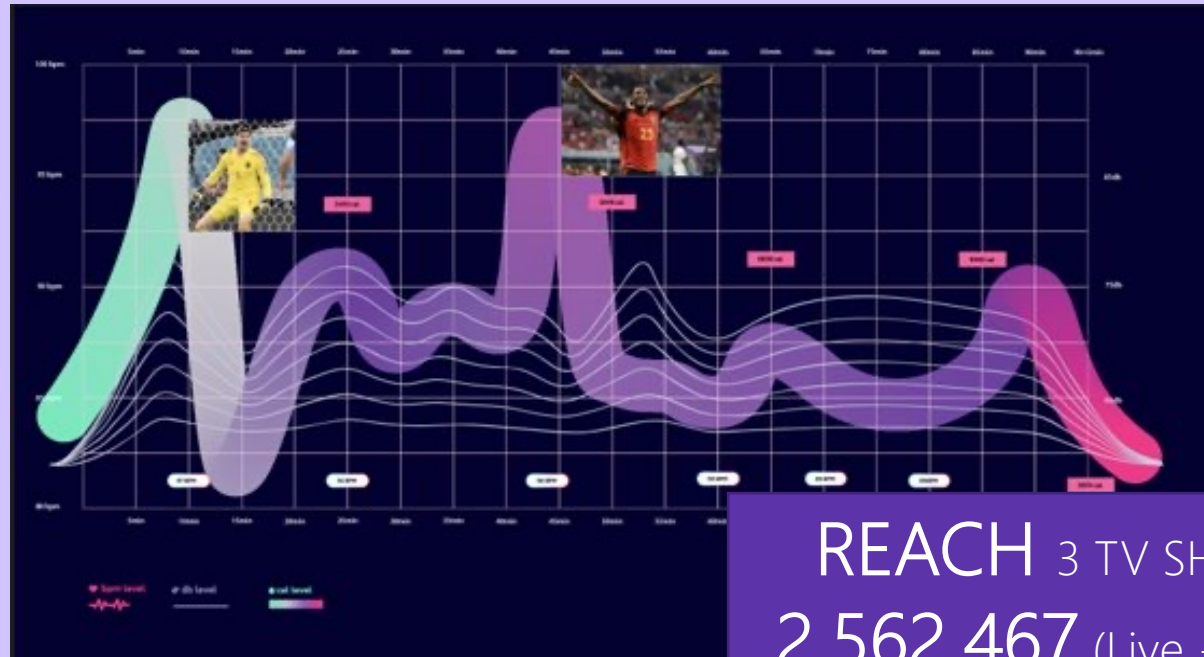
- **Co-creation** : Highlighted with available official images of the competition coming from RTBF & VRT
- **Materials** : Production assets for South & North done by FLASH (RMB)
- **Availability** :
  - Statistics graphics in 25 min for TV South rtbf
  - Final content 3 hours after each game on Clear Channel video screens



# ON TOP / TV LIVE STATS

MOMENT OF THE DAY

- On the South of Belgium with **rtbf.be**
- Graphics elements given by **SILK**
- Integrated 25 minutes after each Belgian Red Devils games by **Flash RMB**



REACH 3 TV SHOWS :  
2.562.467 (Live + Vosdal)  
4+ min 1" in the program

# GLOBAL FIGURES

## PROMOTION

### SOUTH OF BELGIUM : *Flash*

- Cross coverage (TV/RADIO) : 44% on the PRP 18-54 target
- Impressions (DIGITAL) : 317.000 (Completion rate : 95,6%)

## PROMOTION

### NORTH OF BELGIUM : *VAR*

- Cross coverage (TV/RADIO) : 79% on the PRP 18-54 target

## FINAL ASSETS *Flash*

### GLOBAL NATIONAL : Clear Channel

- Cov (OOH) : 41% on the 18-54 target
- Contacts : 27.000.000

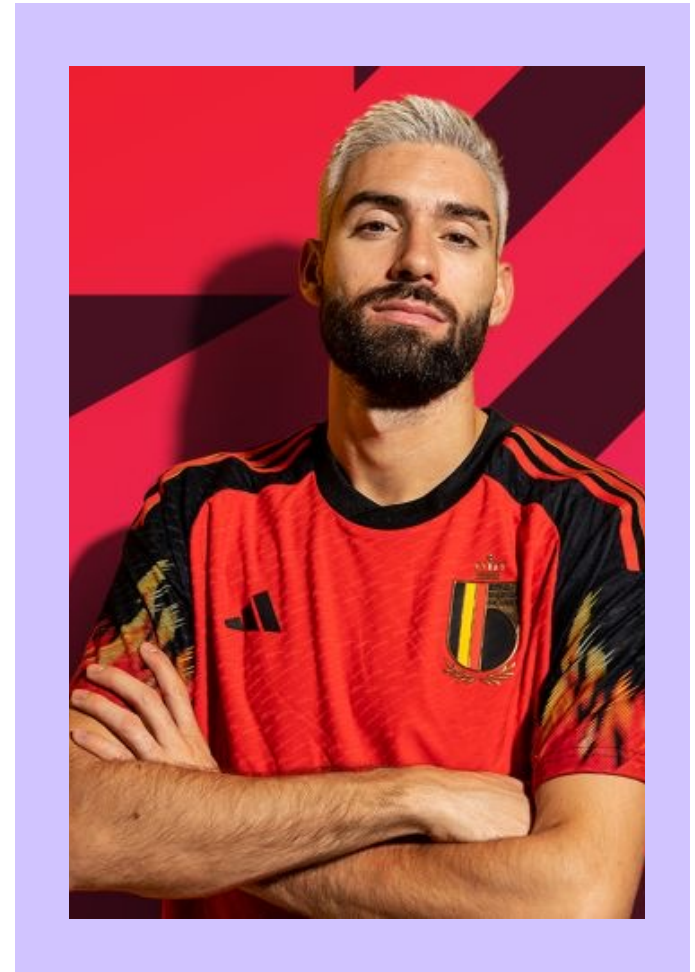
# LET'S GET CRAZY !

MOMENT OF  
THE DAY



# WHY THIS CASE DESERVE AN AMMA AWARD ?

- Synergy with 5 partners for a National concept
- Unique & Innovative offer (Digital, Radio, TV, DOOH)
- Commercial collaboration & Optimal Mix Media
- Proximus'target was largely touched !
- Flexibility of Media Partners (RTBF/VRT)
- Fluid Production & Technology (Flash by RMB/SILK/CCB)







**MOMENT OF  
THE DAY**

**THANKS FELLAS !**

proXimus

**SILK**

*Flash*

rtbf.be

**FMB**

**VRT**

**VAR**

 Clear Channel