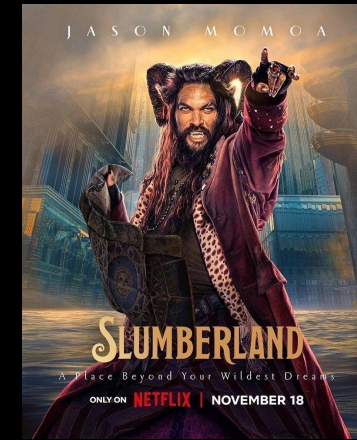
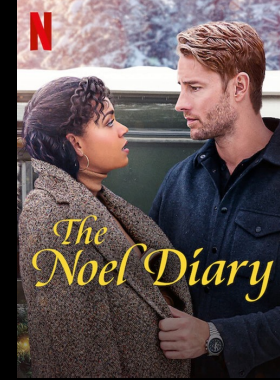
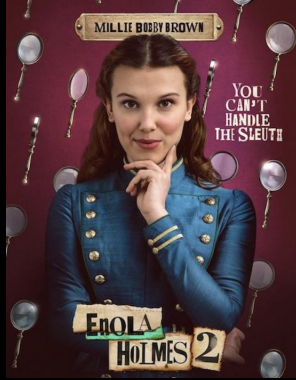




NETFLIX BIGGEST ADVENT CALENDAR EVER





Drive Awareness

Talk to a large audience



Create impact

Stand out and Generate buzz



Trigger interest

Lead people to the platform

What if we created the biggest dynamic advent calendar ever ?

Right touchpoint

Stunt in OOH

Right location

Brussels Plaisirs d'hiver

Right message

Advent Calendar



PLAISIRS D'HIVER
WINTER PRET



"Why does this case deserve to win an AMMA?"

✓ Never done before

✓ High visibility
2,8 Mo visitors

✓ Buzz

✓ Top 10 trending movies



DECEMBER 12 - DECEMBER 18, 2022

#	Films	IN BELGIUM	WEEKS IN TOP 10
1	God's Crooked Lines		2
2	Guillermo del Toro's Pinocchio		2
3	Paw Patrol: The Movie		1
4	I Believe in Santa		1
5	Troll		3
6	Lady Chatterley's Lover		3
7	Ava		3
8	The Swimmers		4
9	The Pledge		1
10	Bigfoot Family		1