

ADD TO CALENDAR BY TÉLÉ-LOISIRS

Aim

GIVE YOUR CONSUMERS A DATE ON THE BIG DAY!
A SINGLE CLICK IS ENOUGH FOR THE MOBILE USER TO SAVE THE EVENT IN HIS CALENDAR

Activation

CAMPAIGN PERIOD: 1 WEEK BEFORE YOUR EVENT

DEVICE: APP + MOBILE WEB

LOCATION: IN THE HEART OF THE PROGRAM SCHEDULE BELOW M6

VOLUME: 4,3M PAP

CAPPING: 2/VIEW/CAMPAIGN

lead gathering visibility On-site traffic / T.O. In-store traffic / T.O. Gathering insights