

Bye Bye

de la pub

4th Edition

 **YOUR TALENT, OUR NETWORK!** 

Reach a captive, engaged audience during the television event of the year! You can show off your top advertising creative for a chance to win a \$75,000 media campaign.





COMPETE FOR GREAT PRIZES!



2

Second
place

Complimentary media
campaign worth **\$50,000***

1

First
place

Complimentary media campaign
worth **\$75,000***

3 VIP tickets to C2 Montréal 2022
(awarded to client, details
to be confirmed)**

3

Third
place

Complimentary media
campaign worth **\$25,000***

* Winners may not transfer their prize to another commercial advertiser, except for non-profits and foundations pre-approved by Radio-Canada. **If current health and safety protocols permit.



Entry requirements

- Original creative (not broadcast in previous competitions)*
- Network reach
- Spots must be 15 or more seconds, including 30-second spots broken into three 10-second segments
- Contracts for talent appearing in spots must be valid through the end of the competition
- Only one entry per brand. If an advertiser has multiple creative submissions for the same brand, they will be assembled into a single video for public voting.

*** NEW THIS YEAR :** Contrary to previous years where the purchase of an eligible commercial automatically entered the advertiser in the competition, all advertisers must complete the form below to confirm their participation before October 1st, 2021.

**CLICK HERE TO
PARTICIPATE**

*See rules and details.

2020 STATS 2021 AUDIENCE FORECASTS

The Bye bye holds the record for the most watched show of all time on Quebec television!

APPOINTMENT TELEVISION

Nearly 4.7 million viewers for its original broadcast, an increase of 7% compared to 2019.

#1 IN MARKET SHARE

With a market share of 94% (+0.9 pts vs 2019), ICI-TÉLÉ is out of reach on New Year's Eve.

A DIGITAL GIANT

861,300 digital views, an increase of 82% over the same period in 2019.

TV source: Numeris (PPM), French Quebec, December 31, 2020 vs December 31, 2019, Thursday 11 p.m.-12:19 a.m., all 2+. Digital source: Adobe Analytics, December 31, 2020 to January 10, 2021 versus December 31, 2019 to January 10, 2020, radio-canada.ca and ICI.TOU.TV. Views = live + playback and full programs + clips.

Key Audience Forecasts

	ORIGINAL BROADCAST	REPEAT BROADCAST
12-17	306,490	29,670
Adults 25-54	1,703,400	267,300
Women 25-54	861,400	136,900
Men 25-54	842,000	130,300

BBM, Spring 20 / Spring 19, BYE BYE(O)(P), SUN, TUE 23:00, 2020-12-31, 2019-12-31.



Bye Bye de la pub 2020 Voting Page

PAGE VIEWS

117,279

UNIQUE VISITORS

90,406

AVERAGE TIME SPENT PER VISITOR ON THE SITE

5 min 8 sec

Media Plan

CAMPAIGN ON RADIO-CANADA TELEVISION AND DIGITAL PLATFORMS FROM DECEMBER 20, 2021 TO JANUARY 9, 2022

- Pre-campaign: December 20-31, 2021
- Call out to vote: During the Bye bye broadcast
- Get-out-the-vote campaign: January 1-9, 2022

POSTS ON ICI TÉLÉ AND RADIO-CANADA CONTEST FACEBOOK PAGES

MEDIA RELATIONS / ON-AIR INTEGRATIONS

- Media Solutions B2B communications plan: Mentions in monthly newsletter and Media Solutions LinkedIn page
- B2B Solutions Média will send details of the contest to its properties and platforms, before and after the contest, to obtain mentions in shows. The decision to cover the competition or not remains the responsibility of the editorial teams.



Creative and Approval Process

Use of the *Bye bye* brand in any form (visual, verbal) by advertisers who are not official sponsors of the property is strictly forbidden. This includes, but is not limited to, *Le Bye bye*, *Bye bye 2021*, *La soirée du Bye bye* or any other reference to the *Bye bye* name.

Use of *Bye bye 2021* talent in commercials eligible for the *Bye bye de la pub* is permitted provided there is no imitation or parody, and must have the approval of the *Bye bye* producer and Radio-Canada so as not to interfere with the production schedule or be related to its content.

The comedians are **Sarah-Jeanne Labrosse, François Bellefeuille, Guylaine Tremblay and Mehdi Bousaidan.**

CBC/Radio-Canada Advertising Standards must approve all concepts prior to shooting, as well as all advertising productions prior to broadcast, to ensure their compliance. This process also applies to official sponsors of the *Bye bye 2021*.

Promotion

FROM JANUARY 1 TO 9, 2022, ADVERTISERS OR AGENCIES CAN PROMOTE THE COMPETITION AND ENCOURAGE VIEWERS TO ENTER.

ADVERTISERS OR AGENCIES MAY:

- Buy advertising space on any platform to drive participation in the competition and or encourage the general public to vote for their ad. (Creative is subject to approval. Failure to comply with the rules governing the use of the *Bye bye* brand and talent could result in disqualification).
- Promote the competition on their website and post the link to the competition website to encourage people to vote.
- Share Radio-Canada's posts about the competition on social media (Facebook, LinkedIn).
- Post a message on social media (with a link to the competition website) encouraging people to vote.
- Amplify their social media posts and/or use the services of influencers.
- Use the hashtags created by Radio-Canada for the *Bye bye* or *Bye bye de la pub*.

ADVERTISERS OR AGENCIES MAY NOT:

- Request the support of CBC & Radio-Canada Media Solutions production services for their promotional initiatives.
- Use the competition or *Bye bye* logo or any other visual belonging to the property

Logistics

The competition will be hosted on Radio-Canada.ca and accessible via the *Bye bye 2021* landing page.

THE COMPETITION PAGE WILL INCLUDE:

- A video file for each advertiser entered in the competition.

ADS WILL BE SHOWN IN RANDOM ORDER:

- With priority given to *Bye bye* sponsors, followed by advertisers who paid to have their commercials air before midnight.

COMPETITION WINNERS WILL BE ANNOUNCED JANUARY 12, 2022, ON THE COMPETITION WEBSITE AND IN A NEWS RELEASE.

Delivery

- Spots must be delivered and approved by CBC/Radio-Canada Advertising Standards via the standard procedure before December 17, 2021.
- Talent fees for commercials must allow for digital broadcast until January 10, 2022.