

7th Edition



On your marks, get set, create!

Reach a captive, engaged audience during the TV event of the year and show off your top advertising creatives for a chance to win up to \$75,000 in media visibility.

25%



100%

PRIZES

1

First prize

Ad campaign worth **\$75,000***

2

Second prize

Ad campaign worth **\$50,000***

3

Third prize

Ad campaign worth **\$25,000***

*Winners may not transfer their prize to another commercial advertiser, except for non-profits and foundations approved by Radio-Canada.

RESTRICTIONS ON PRIZES: Values based on rate-card pricing. CBC & Radio-Canada Media Solutions is responsible for selecting the programs (schedule) based on avails. Includes all Radio-Canada platforms. Inventory guaranteed, but movable. April, May, September and October excluded. CBC & Radio-Canada Media Solutions reserves the right to exclude some programs from this offer. Campaigns must air by December 25, 2025.

Media Plan

CAMPAIGN ON RADIO-CANADA TV AND DIGITAL PLATFORMS DECEMBER 15, 2024-JANUARY 5, 2025

Pre-campaign: December 15-31, 2024

Invitation to vote: During Bye Bye 2024

Get-out-the-vote campaign: January 1-5, 2025

POSTS ON ICI TÉLÉ AND RADIO-CANADA CONCOURS FACEBOOK PAGES

Entry Requirements

- Brandsell of 15 or more seconds, including 30-second brandsells broken into three 10-second segments, purchased with network reach during the original or repeat broadcast of Bye Bye 2024.
- 100% original creative (not broadcast in previous competitions).
- Limit of one entry per brand.
- If an advertiser has multiple creatives for the same brand, these must be edited together into a single video for submission to the audience vote.
- All advertisers must complete **the entry form**
- by October 11, 2024, to confirm their participation in the competition.
- Co-branded creatives (contests, sponsored evening lineups) are not eligible.
- If the advertiser runs different creatives in Bye Bye 2024's original and repeat broadcasts, only the brandsell presented during the original broadcast will be included in the competition.
- Contracts for talent appearing in commercials must be valid through the end of the competition.

Media Relations / On-air integrations

Media Solutions B2B communications plan: Mentions in newsletter and on LinkedIn page.

Media Solutions B2B agrees to share information about the competition with all its properties and platforms, before and after the competition, so that it can be mentioned in programming. The decision whether to cover the competition rests with each editorial team.

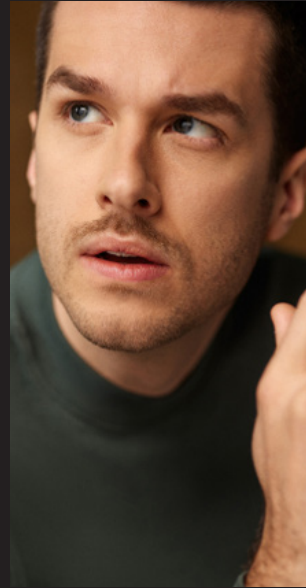
The Bye Bye 2024 will be hosted by the following entertainers:



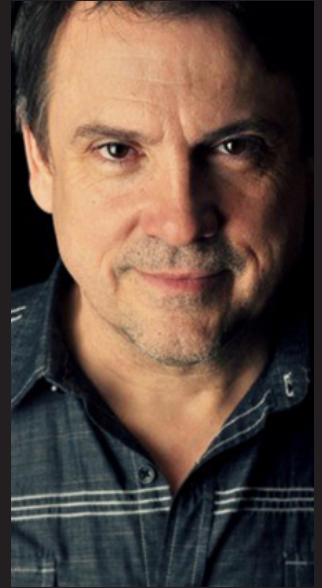
Guylaine
Tremblay



Sarah-Jeanne
Labrosse



Pierre-Yves
Roy Desmarais



Claude
Legault

Next Steps

After your entry form has been submitted, you will be emailed a document explaining the five easy steps to complete the process:

- #1** CLEAR YOUR COMMERCIAL MATERIAL
- #2** DELIVER YOUR COMMERCIAL MATERIAL
- #3** PROMOTE VOTING
- #4** BE VISIBLE ON THE COMPETITION MICROSITE
- #5** BE READY WHEN THE WINNERS ARE ANNOUNCED

Application form

