

7th Edition



Congratulations!

**You're now entered in
the Bye Bye de la Pub competition
that will run from January 1-5, 2025.**

Here's the complete description of the next steps
so you can participate in the competition.

1. CLEAR YOUR COMMERCIAL MATERIAL

We strongly encourage you to have your creative material cleared by Radio-Canada Advertising Standards. It's very important to request clearance as soon as possible in the creative process to avoid disappointment when the material is delivered.

Clearance helps ensure that the Bye Bye brand is used correctly (see below), that sponsor exclusivity is respected and that the script complies with current regulations (ASC, Quebec Office de la protection du consommateur, etc.) and our internal policies. Please note that this requirement applies to all Bye Bye 2024 advertisers, not only those participating in the Bye Bye de la Pub competition.

You can count on our team to get back to you quickly. To request clearance, please email your material (script, storyboard, layout) to codepub@radio-canada.ca.

RULES FOR USING THE BYE BYE BRAND

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 2024, La soirée du Bye Bye or any other reference to the Bye Bye name.

Use of Bye Bye 2024 hosts as actors in commercials eligible for the Bye Bye de la Pub competition is permitted on condition that no imitation or parody is involved, subject to approval by Radio-Canada and the Bye Bye producer to ensure there is no conflict with the show's production schedule or content.

The Bye Bye 2024 will be hosted by the following entertainers: Guylaine Tremblay / Sarah-Jeanne Labrosse / Pierre-Yves Roy Desmarais / Claude Legault.

2. DELIVER YOUR COMMERCIAL MATERIAL

Send us your creative material and broadcast instructions (per **the usual procedure**) by **Wednesday, December 18, 2024**.

No other paperwork is required for you to enter the Bye Bye de la Pub competition.

3. PROMOTE VOTING

This is an important step for many of you, and we know you may be thinking about it already! Here are the points to take into consideration when developing your plan.

BEST PRACTICES: DO'S AND DON'TS

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 a commercial (creatives are subject to approval, and 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 and 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 broadcast 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.

GUIDANCE ON BYE BYE DE LA PUB USAGE

DO'S

- Refer to the competition by its full name (Bye Bye de la Pub) or via hashtag (#BYEBYEPUB).
- Use a synonym when referring to the Bye Bye broadcast (New Year's Eve special, year-end review, etc.).

GOOD EXAMPLES:

- Vote for your favourite commercial in the Bye Bye de la Pub competition.
- Check out our New Year's Eve commercial in the Bye Bye de la Pub competition.
- Help our commercial win the Bye Bye de la Pub competition! #BYEBYEPUB

DON'TS

- Refer to the Bye Bye or Bye Bye 2024 broadcast or use the #BYEBYE/#BYEBYE2024 hashtags.

BAD EXAMPLES:

- Vote for your favourite Bye Bye 2024 commercial.
- Check out our #BYEBYE commercial.
- Help our #BYEBYE2024 commercial win the competition!

LANGUAGE REMINDER: Bye Bye de la Pub or BYE BYE DE LA PUB.

In light of the ongoing situation with Meta, it's important to note that the link to the Bye Bye de la Pub competition microsite may be blocked in organic posts on Facebook or Instagram. As a workaround, you can add the link in a comment. This is a common practice. On the other hand, if the post is boosted (sponsored), the link will always be accessible.

Note that you're under no obligation to promote the vote — all initiatives in this regard are strictly voluntary. If you're interested in promoting the vote, please send us all the promotional items for approval prior to publication. You can count on us to get back to you quickly. Your layouts and copy must be emailed to byebyedelapub@radio-canada.ca by **Wednesday, December 18, 2024**.

4. BE VISIBLE ON THE COMPETITION MICROSITE

Starting a half-hour after midnight on January 1, 2025, and ending on January 5, 2025, at 11:59 p.m., participating commercials will be added to the competition microsite. This ensures their first screening will be during the Bye Bye broadcast (if that was the intention). Each advertiser will have one thumbnail per brand to present their campaign. If the campaign includes multiple creatives, they'll be edited into a single video file. That way, the audience can vote for the entire campaign, rather than individual creatives.

With the exception of sponsors, campaigns will be positioned randomly on the competition microsite to ensure that each entry gets the best possible exposure.

To help us plan your campaign's online release, please let us know: Whether your campaign includes more than one creative; if so, how many? Whether you want to provide your own thumbnail for the campaign on the competition microsite; if so, please send us a 16:9 image (1920x1080 px) in JPG or PNG format, without any text or logo, by **Wednesday, December 15, 2024**.

Note that the microsite will be hosted at Radio-Canada.ca/concours-byebye-pub-2024. The URL will go live during the week of December 2, 2024.

5. BE READY WHEN THE WINNERS ARE ANNOUNCED

AND THE WINNER IS...

The Bye Bye de la Pub will honour the three advertisers who garner the most votes during the competition period. If your campaign finishes in the top three, we'll need a few key pieces of information from you without delay.

To give us a head start, please complete this form by Wednesday December 18, 2024, to list your campaign credits and provide a short text explaining why you were interested in entering the competition, why you enjoy working with us or what the competition means for your brand. That content may be used in the news release announcing the winners.

TIMELINE FOR ANNOUNCEMENTS FOLLOWING BYE BYE 2024 DU BYE BYE 2024

- **Early January**
Preliminary data from December 31 - Bye Bye 2024
- **Early January**
Preliminary data from January 1 and 2 - Bye Bye 2024
- **January 8, 2025**
Announcement to the three winning advertisers - Competition Bye Bye from advertising
- **Early January**
Data confirmed from December 25 to 31 - Bye Bye 2024
- **January 9, 2025**
Unveiling of the winning advertisements to the public - Bye Bye advertising competition
- **Early January**
Data confirmed from January 1 to 7 - Bye Bye 2024

Checklist of steps to take

Do as soon as possible:



1. CLEAR

Email your material to Radio-Canada Advertising Standards at codepub@radio-canada.ca

Do by Wednesday, December 18, 2024:



2. DELIVER

Deliver your commercial material and broadcast instructions according to the usual procedure.



3. PROMOTE VOTING

Email all promotional items to byebyedelapub@radio-canada.ca for approval prior to publication.

4. COMPETITION MICROSITE



Send an email to byebyedelapub@radio-canada.ca confirming how many creatives will be included in your campaign.



If you want to provide your own thumbnail for the campaign on the competition microsite, email a 16:9 image (1920x1080 px) in JPG or PNG format, without any text or logo, to byebyedelapub@radio-canada.ca.



5. BE READY FOR ANNOUNCEMENT

Complete the form to list your campaign credits and provide a short text explaining why you were interested in entering the competition, why you enjoy working with us or what the competition means for your brand.