

8th Edition

BYE BYE DE LA PUB 2025

Your chance to make a lasting impression!

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.**

New in 2025
The public votes for their top 3!

For this 8th edition, the public is invited to vote for their **three favorite ads** - ranking them from first to third place. The final ranking will be determined based on all selections received.



Prizes



First prize:
Ad campaign worth **\$75,000***



Second prize:
Ad campaign worth **\$50,000***



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, 2026.

Media Plan

Campaign on Radio-Canada TV and digital platforms

December 22, 2025 - January 4, 2026:

- Pre-campaign : December 22-31 2025 ;
- Invitation to vote : During Bye Bye ;
- Get-out-the-vote campaign : January 1-4, 2026.

Posts on ICI TÉLÉ and Radio-Canada concours Facebook pages.

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.

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 2025.
- 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.
- Co-branded creatives (contests, sponsored evening lineups) are not eligible.
- If the advertiser runs different creatives in Bye Bye'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, which is January 4, 2026.

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 (as soon as possible)
2. **Deliver** your commercial material (no later than December 17, 2025)
3. **Promote** voting (have your creative approved no later than December 17, 2025)
4. **Be visible** on the competition microsite (January 1-4, 2026)
5. **Be ready** when the winners are announced (week of January 5, 2026)

The hosts of the Bye Bye 2025



Anne
Dorval



Antoine
Bertrand



Pierre-Yves
Roy Desmarais



Stéphane
Rousseau



Katherine
Levac



Virginie
Fortin



Patrick Emmanuel
Abellard



Sinem
Kara

Registration deadline: October 10, 2025

**Application
form**