



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

