

CARBON REPORT

NATIONAL MEDIA PLAN

SCOPE OF THE AUDIT

BILLBOARD CAMPAIGN

Mupi junior

- 5000 panels
- 10 cities
- 4 waves of 1 week

Mupi senior

- 1000 panels
- 10 cities
- 4 waves of 1 week

4 X 3

- 2000 panels
- 10 cities
- 4 waves of 1 week

LCD station - 2 m²

- 500 panels
- 10 cities
- 4 waves of 1 week

PRESS CAMPAIGN

AP ELLE

- A4
- Print-run : 331 251
- 4 insertions
- 1.325 million copies

AP Paris Match

- A4
- Print-run : 505,044
- 4 insertions
- 2.021 millions copies

AP L'Obs

- A4
- Print-run : 215,877
- 4 insertions
- 863,508 copies

Télé 7 jours

- 205 x 185 cm
- Print-run : 1,126,650
- 4 insertions
- 4.506 million copies

TV CAMPAIGN

30-second spot

TF1 : 15 spots, M6 : 57 spots, Canal+ : 9 spots, C8 : 126 spots, W9 & 6ter : 142 spots, CStar : 61 spots, NRJ12 : 180 spots

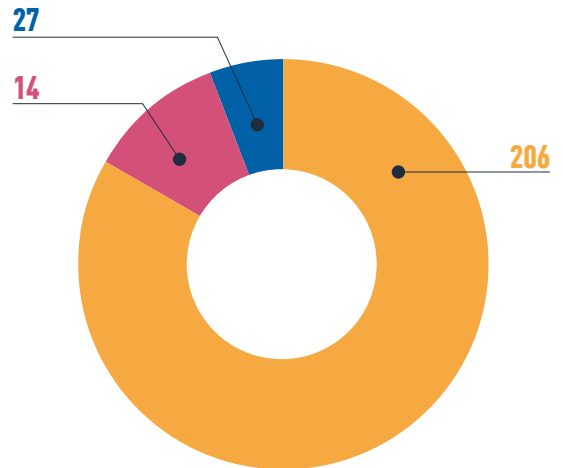
TOTAL : 590 spots en 2 waves • Audience : 44 million people

CINEMA CAMPAIGN

30-second spot

500 cinemas • 90,000 screenings • 30 days

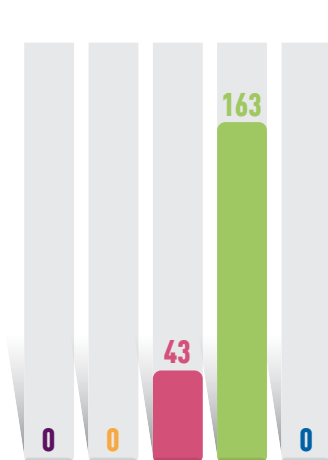
TOTAL : 180,000 spots in 2 waves



- Billboard campaign
- Video, TV, cinema
- Press campaign
- Radio campaign
- Other print media
- Digital

CAMPAIGN CARBON FOOTPRINT:

247 metric tonnes of CO₂ equivalent
or 1,543,256 km in a car.



BREAKDOWN PER SECTION FOR THE BILLBOARD CAMPAIGN

- Design and production
- Carriage
- Printing
- Installation
- End of life cycle



BREAKDOWN PER SECTION FOR THE PRESS CAMPAIGN

- Design & production
- Printing, distribution and end of life cycle



BREAKDOWN PER SECTION FOR THE TV AND CINEMA CAMPAIGN

- Design
- Production
- Distribution