

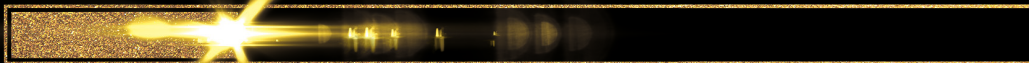
6<sup>th</sup> Edition

**BYE  
BYE  
DE LA PUB  
2023**

# Are you ready?

Reach a captive, engaged audience during the TV event of the year and show off your top advertising creative 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.

PRIZE RESTRICTIONS: Value based on a la carte rates. Subject to inventory availability. Includes all Radio-Canada platforms. Inventory guaranteed, but movable. Excludes the months of April, May, September and October. Radio-Canada reserves the right to exclude certain programs from this offer. Campaigns must run by December 25, 2024.

# Entry Requirements

- Must be original creative (not broadcast in previous competitions).
- Co-branded creatives (in both the competition and evening presentation) are not eligible.
- If the advertiser has different creatives in the original and the Bye Bye repeat, the message broadcast in the original will be eligible.
- Must have network reach.
- Spots must be 15 or more seconds, including 30-second spots broken into three 10-second segments.
- Contracts for talent appearing in commercials must be valid through the end of the competition.
- 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 form below by October 13, 2023, to confirm their participation in the competition.

**Entry form**

\*See Rules and Details

# Media Plan

## CAMPAIGN ON RADIO-CANADA TV AND DIGITAL PLATFORMS DECEMBER 18, 2023-JANUARY 7, 2024:

- Pre-campaign: December 18-31, 2023
- CTA to vote: During the Bye Bye broadcast
- Get-out-the-vote campaign: January 1-7, 2024

## POSTS ON ICI TÉLÉ AND RADIO-CANADA CONTEST 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 on all its properties and platforms, before and after the competition, so that it can be mentioned in Radio-Canada programming. The decision whether to cover the competition rests with each editorial team.

# Rules and Details

## CREATIVE AND APPROVAL PROCESS

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 2023, La soirée du Bye Bye or any other reference to the Bye Bye name.

Use of Bye Bye 2023 hosts as actors in commercials eligible for the Bye Bye de la pub is permitted on the condition that no imitation or parody is involved, subject to approval by Radio-Canada and the Bye Bye production team to ensure there is no conflict with the show's production schedule or content.

# The hosts of the Bye Bye 2023



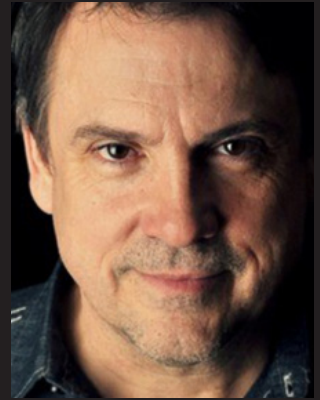
Guylaine  
**Tremblay**



Sarah-Jeanne  
**Labrosse**



Pierre-Yves  
**Roy Desmarais**



Claude  
**Legault**

## Promotion

FROM JANUARY 1 TO 7, 2024, ADVERTISERS OR AGENCIES CAN PROMOTE THE COMPETITION AND ENCOURAGE VIEWERS TO VOTE FOR THEIR FAVOURITE COMMERCIALS.

### 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 (creative is 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.
- 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 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.

ALL PROMOTIONAL PIECES MUST BE APPROVED BY RADIO-CANADA BEFORE BROADCAST.

- We promise to respond promptly.
- Send your artwork and copy to [byebyedelapub@radio-canada.ca](mailto:byebyedelapub@radio-canada.ca) no later than Friday, December 15, 2023.

## 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.).

### EXAMPLES OF WHAT TO DO:

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

### DON'TS

- Refer to the Bye Bye or Bye Bye 2023 broadcast or use the #BYEBYE/#BYEBYE2023 hashtags.

### EXAMPLES OF WHAT NOT TO DO:

- Vote for your favourite Bye Bye 2022 commercial.
- Check out our #BYEBYE commercial.
- Help our #BYEBYE2022 commercial win the competition!

### LANGUAGE REMINDER:

**Bye Bye de la pub or BYE BYE DE LA PUB.**

# Logistics

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**THE COMPETITION WILL BE HOSTED ON THE RADIO-CANADA.CA SITE AND ACCESSIBLE VIA THE BYE BYE 2023 PAGE.**

- The competition page will include: A video file for each advertiser entered in the competition.
- Creatives will be shown in random order: With priority given to Bye Bye sponsors, followed by advertisers who paid to have their commercials air before midnight.
- Competition winners will be announced January 11, 2024, on the competition website and in a news release.

ATTENTION: No data (clicks, views, etc.) relating to advertising on the contest site will be transmitted to participants. The only information available will be: total number of participants, page views / unique visitors / time spent on the entire site.

# Delivery

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- Spots must be delivered to and approved by CBC/Radio-Canada Advertising Standards via the usual procedure by no later than December 13, 2023.
- Talent fees must enable commercials to be streamed digitally through January 11, 2024.