

BJ et les remarquables

Video

Multi-context

offer 2026



Concept

BJ Scott sets out to convince a group of talented artists with disabilities – musicians, singers, performers and MCs – to join her on stage.
Their goal: to perform at one of the country's most famous festivals.

She'll be joined by Adrien Devyver, who will act as the group's manager and help bring the project to life from a logistical and organizational standpoint.

The series follows them throughout this inspiring adventure.

BJ Scott doit convaincre plusieurs artistes, porteurs de handicaps, de monter sur scène avec elle (musiciens, chanteurs, performers, MC's...).

Objectif: se produire sur la scène d'un festival bien connu.

- 5 Programs of 45 minutes

rtbf
La une

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audio

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Concept

“A musical adventure that celebrates difference.”

- BJ Scott – a committed artist, curious and deeply human. Behind the wheel of her electric van.
- Musicians, singers, dancers, MCs... with disabilities: people with whom she'll build a truly shared creative project.

Goal: to form a group capable of performing alongside her in a 40-minute musical and visual show at a major festival.

Everything has yet to be built. What matters most: listening, trust, and the joy of creating together.

Adrien Devyver will act as the group's manager, setting everything in motion to make the project a reality and support BJ in her mission.



Concept

BJ doesn't impose an idea — she reaches out a hand.

Sometimes, she faces rejection. Sometimes, a connection simply happens — around a song, a voice, or a shared glance.

NOTE ON INCLUSION / APPROACH TO DISABILITY

- **Disability: a reality, not an argument.**
- **The series doesn't aim to provoke pity or inspire easy admiration.**
- **BJ Scott is not a savior. She must convince, connect, and adapt.**
- **It's the artists who choose to join her — not the other way around.**



Media offer

PRODUCTION : Sept 2025 - August 2026

Broadcast

05, 12, 19, 26 Sept, 03 oct, 2026, 18:45 on La Une

TV

rtbf
La une

Duo Billboards max 5"/Program 2 / Program - Total: 10 BB 5" 50" PP
Duo Trailer TV program with advertiser's billboard max 5" 5 (1 in prime) - Total: 25 TR
Product Placement 10"/Program Total: 50' seconds

Digital

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duvio

Digital Video (Pre/mid/postroll) 20.000 imps
Inread video 50.000 imps

Social

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1 Video Post on Instagram 15.000 imps
1 Video Post on Tik Tok 30.000 imps

Media value vat excl. : 28.500€

Data

Data Segment "Music Lovers" - 4 weeks minimum

150.000 impressions

Data vat excl. : 4.950€ NETTO NETTO

Marketing evaluations

MARKETING TERMS	PRA 18-54	WOMEN 18-54	25-54	18-54
GRP	34	30	32	28
COV%	17,8	16,5	17,3	15,5
OTS / OTH	1,9	1,8	1,8	1,8
INDIVIDUALS	285.547	184.412	316.336	345.322
CONTACTS	1.604.194	1.117.648	1.828.532	2.227.887

**Want to know more?
Get in touch**

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