Un collègue en or

Audio

Event

Offer 2027

Concept

Associate your brand

Un collègue en or, the event that makes teams shine !

Every day around 11:20 a.m. on “Jer'm on FUN RADIO”, listeners celebrate their favorite coworker. The one who sets the mood, brings in the croissants or saves the day when everything goes wrong

The two colleagues take on a challenge together on radio : a 30-second blind test. Their score gives them a chance to become the best duo of the week.

On Friday, the winning duo walks away with a gift to share with their coworkers

An interactive, positive and unifying event, that puts human connections at the heart of the broadcasts and offers brands a great opportunity to be part of a moment of complicity and good cheer in the work place



Planning

When?

Monday to Friday

Around 11:20 a.m.

What?

A colleague in the spotlight

Mini BLind test

Reward

A gift to share between the 2 colleagues or the whole team



Offer 2027

Media offer

SPONSORING | 1 sponsor

4 Weeks offer

Promotion

Radio

Trailers « FUN Radio + Sponsor Mention or Billboard 5"»

Total of 40 Trailers/ 4 Weeks

Digital

Recruitment visual with partner mention

- Posted 1 X/ week in story **4 posts / 4 weeks**
- Pinned on the **FUN RADIO website 4 weeks**

Activation

Radio

Speaks « FUN Radio un collègue en or + Sponsor Mention »
or Billboard

2 speaks/jour → 10 speaks semaine

Total of 40 Speaks

Digital

1 FB + Insta post to kick off the campaign

Total of 2 Posts

Offer subject to change - version of 04/09/2026

Global budget offer

SPONSORING | 1 sponsor

GROSS MEDIA VALUE : 14.500 ,- € / 4 weeks

MEDIA PROPOSAL NETTO NETTO : 9.500,-€/ 4 weeks

1 gift voucher / week

TOTAL OF 4 VOUCHERS FOR 4 weeks

Opportunity

INFLUENCE MARKETING JER'M

Offer subject to change - version of 04/09/2026

Marketing evaluations

MARKETING TERMS	12-34	25-34	18-44
#INSERTIONS	80	80	80
GRP	33,1	40,4	37,3
COVERAGE%	6,7	7,1	7,0
COVERAGE#	100.837	47.913	125.471
OTH	4,91	5,70	5,35
CONTACTS	495.501	273.185	671.367

Want to know more?
Get in touch

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