

NEW VIDEO PACKAGE

LIFE HACKS VIDEO

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metrotime.be

LIFE HACKS VIDEO 2'30" video

Metro Life Hacks videos is a series about “making your life easier”. In 2'30", Metro Life Hacks explain how to adopt new simple habits about different topics (ecology, fashion, travel, health & more). A short condensed and fun video to watch on-the-go between two stations.

The video is fully produced by Metro Media in close collaboration with the client. The topic and the script are discussed together.

The video features your logo or is branded “video sponsored by XXX”. Product placement could also be discussed.

Direct boost to targeted audience (Socio demo and/or Profile subject to availability)

+ Redirection to your website.

Campaign period: 2 weeks

Back planning: 15 business days

Published and distributed by Metro Media, you select on which platforms*: Metrotime.be NL/FR, Metrotime.be NL + FR, Zita.be NL, Zita.be NL + Metrotime.be NL

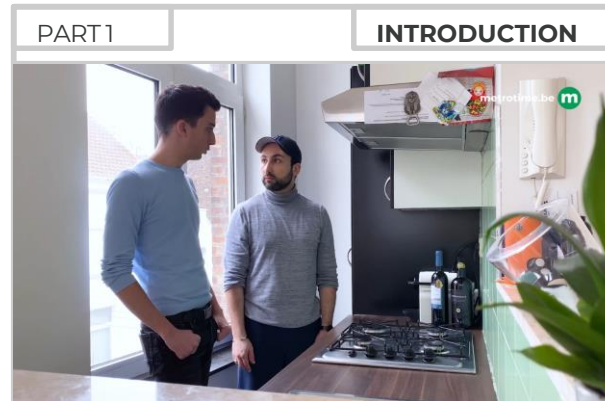
FROM € 5.900 net net
[WATCH THE DEMO HERE](#)

METRO
MEDIA



LIFE HACKS VIDEO

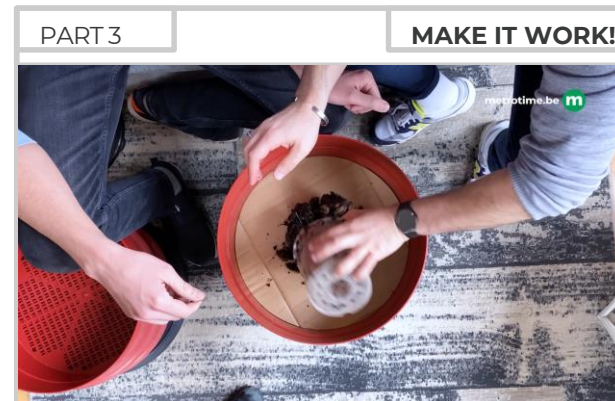
- 2'30" video
- **Concept:** A consumer wants to learn a designated life hack. An expert meets him/her and they work together on the life hack. We learn tips along the way and see the final result.
- The video is enhanced with animated titles: info, tips, comments, ...
- Shooting : in max 2 locations, up to 4 hours
- Every video is produced in NL or FR and can be subtitled in both languages



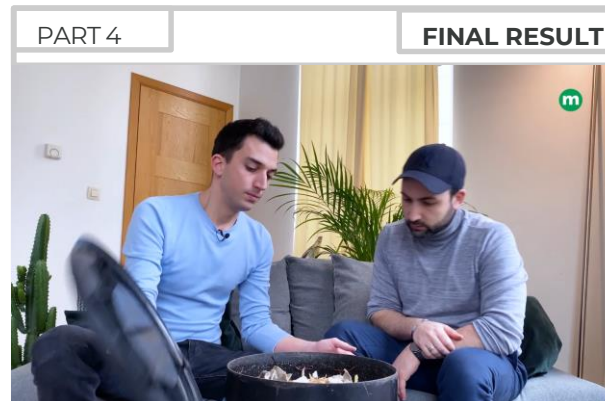
The expert meets the consumer. The consumer explains its wishes and what he/she wants to learn.



They both **travel to get everything they need** for the realization of the life hack.



The consumer and the expert work together on achieving the life hack.



We discover the final result. They test it and give final advices.



Short list recap about how to realize the Life Hack.

Published and distributed by Metro Media, you select on which platforms*:

- 1x Video-article on Metrotime.be/Zita.be*
- In-Article Video campaign on Metrotime.be/Zita.be*
- 1x Medium Rectangle with static image in newsletter Metrotime.be/Zita.be*
- 1x Facebook Post on Metro/Zita*-page
- Targeted sponsored Facebook post via Metro/Zita* account
- Targeted sponsored Instagram story via Metro* account

***Selection :** Metrotime.be NL/FR, Metrotime.be NL + FR, Zita.be NL, Zita.be NL + Metrotime.be NL

MEDIA	Support	Position	Format	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
DIGITAL	Metrotime.be/Zita.be	Website	Article with video	█														
DIGITAL	Metrotime.be/Zita.be	Website	Video (Teads)	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
DIGITAL	Metro NL + FR/Zita.be	Newsletter	IMU		█													
DIGITAL	Metro NL + FR/Zita	Facebook feed	Post with video	█														
DIGITAL	Metro NL + FR/Zita	Facebook	Sponsored post with video	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
DIGITAL	Metro NL + FR	Instagram	Sponsored story	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█

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