

# LACTALIS CAMPAIGN

## Product placement in Africa



### Campaign objectives :

To increase the sales of the butter (brand : Président) in Sub-Saharan Africa. As butter is not heavily consumed, Lactalis wants to show the African consumers how to use butter in their daily life.

### Targets :

AB+, women responsible of household purchases.

### France TV Publicité solution :

Our solution included product placement in the most famous short program on TV5MONDE : Parents mode d'emploi. This program is broadcast after the African news report and attracts AB categories. This show also has a strong facebook community with more than 100 000 fans. There were 10 product placements in 10 episodes of Parents mode d'emploi. The viewers could see how to use butter by watching the actors for breakfast and tea-time.

In addition, a sponsorship campaign was added around the African series to reach women responsible of household purchases.



### Campaign results:

