

# Dizzydeals

## nickelodeon™

## Offer 2012

- Present all 2012 on nickelodeon.be
- Powerful branding with impact formats (example on next page)
  - ✓ Preroll
  - ✓ Adverskin
  - ✓ Videobox

Formats	Period	Est. Imp's	SOV	Media Value*
Preroll	All year	35.000/month	21%	10.325 €
Adverskin	1 day / week		100%	35.000 €
Videobox	All year	46.190/month	5%	66.514 €
<b>Total</b>				<b>111.839 €</b>

**Promo price = 73.000 € (-35% discount)**

\*Media Value based on 10 months

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## Example adverskin

The screenshot shows a Nickelodeon website layout with a LEGO City advertisement at the top. The ad features a helicopter and the text "Help de politie de boef te vangen" (Help the police catch the thief) and "BESTUUR HIER DE HELIKOPTER" (Control the helicopter here). Below the ad is a navigation bar with "nickelodeon", "GAMES", "VIDEO'S & TV", and "WIN" buttons, along with a "my nick" section. A row of character avatars is visible, with a "MEER" button. The main content area includes a "PREMIERE WEKEN" (Premiere Weeks) section with a "Quiz mee en maak kans op tickets voor Kids At The Movies" (Join the quiz and win tickets for Kids At The Movies). There are also sections for "Anubis vriendenboekje" (Anubis friendship book), "Zandoorlog" (Sand War), "Kids@TheMovies", and "Het Huis Anubis" (The House of Anubis). A "NU OP TV" (Now on TV) section lists "Big Time Rush" at 12:10 and "Wingin' It!" at 12:30. A "Speel & Win!" (Play & Win!) section is also present. The right side of the page features a vertical advertisement for LEGO City with the text "BESTUUR HIER DE HELIKOPTER" and "Help de politie de boef te vangen".

## Why Nickelodeon?

- Monthly traffic: 90.000 unique visitors (CIM MetriWeb)
- Children: more involved in purchasing process

### Kids & Family GPS\*

**94%** of parents talk to their child prior to buying something

**86%** of parents initiate that conversation

In **93%** the child plays a role in making the decision to buy things for the family

In **27%** the child plays a **BIG** role

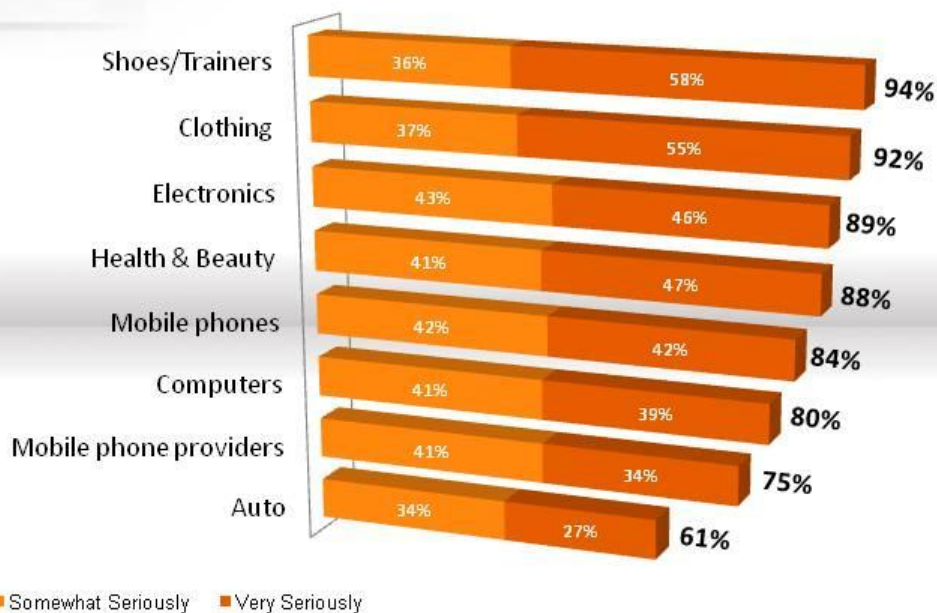
\*Quantitative online study – October 2011  
6900 Kids 9-14 and 8700 Parents of 6-14 year olds  
11 countries

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## KIDS OPINIONS ARE TAKEN SERIOUSLY

across non-traditional categories, even on products for the parent



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Base: Total Kids; International Average, excluding US  
(Q# per category) How seriously, if at all, does your mom/dad take your opinion when choosing (insert category)?

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## How do kids learn about brands?

**FRIENDS**

**67%**



**INTERNET**

**63%**



**TV ADS**

**57%**



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Base: Total Kids; international average excluding US  
QFA18. Where do you get your information and advice about different products or brands?

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## GPS - conclusions

**nickelodeon**  
KIDS & FAMILY  
**GPS**

**Family Relationships  
have changed**

**Family Decision Making  
has changed**

**Kids hold Economic  
Power like never before**

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## Contact

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