

PROJECT RETROSPECTIVE

PLAN B

LE MOIS DE L'ARGENT



OBJECTIVE

Define an optimized and contextualized omnichannel communication strategy to maximize partner impact.

DEVELOP A 360° STRATEGY INTEGRATING EDITORIAL, COMMUNICATION AND ADVERTISING

Through Sudinfo and its Plan B initiative, readers and online users were able to discover practical tips and the best deals to ease their end-of-month budgets.

KEY MOMENT: SEPTEMBER 2024 - THE MONEY MONTH

Traditionally seen as a financially stressful period, September is a strategic time to address budget-related concerns.

- 88% of Sudinfo's audience actively looks for promotions.
- The wallet topic resonates: according to the PollSud study, 68% of respondents consider themselves financially responsible, yet must carefully manage their budgets.



2024 EDITORIAL AND MEDIA STRATEGY DEPLOYMENT

Editorial campaigns

- Plan B section & video playlist "Le Mois de L'argent"
- 13 print Articles*
- 13 digital articles*
- 8 dedicated videos *
- Teasing in the Sudinfo daily newsletter

*accross all editions

Communication campaign

Co-branded Media campaign with partners (TV radio publishing newsletter, social media etc)

Media value: 400K€



MARK YOUR CALENDARS FOR SEPT. 2025!

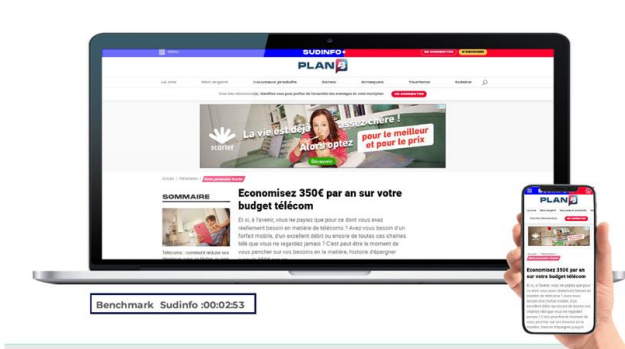


“September is traditionally a financially challenging month. That’s why, at Lidl, we wanted to reinforce and reaffirm our value-for-money proposition. This feature allowed us to do so in a highly relevant context.”

- Dan Allaert Media Expert Lidl

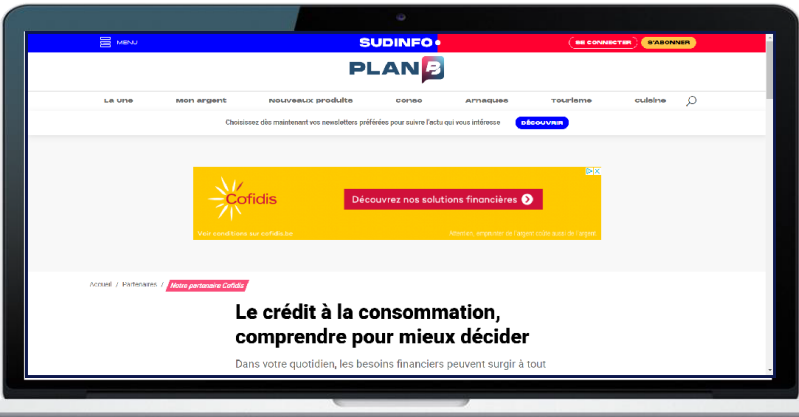
Commercial rollout

100% integrated native campaign



100% INTEGRATED NATIVE CAMPAIGN WITHIN PLAN B CONTENT

Impactful display campaign



Seamless Carroussel

Preroll Video



Cobranded communication campaign

Print Editorial dedicated context



We are bringing it back in September 2025 !

Contact us

OUR PARTNERS

