

Tremplin

EP1 Tremplin

This format provides a smooth and contextualized transition designed to give an extra boost to the first advertising spot in the ad break. This strategic integration highlights the advertiser in the opening position, immediately capturing viewers’ attention.

Thanks to a personalized jingle, the EP1 Tremplin format maximizes the visibility and ad recall of the commercial. This customization strengthens the impact of the message by creating an instant connection with the audience from the very beginning of the advertising sequence.

Availability:

Direct campaign	4 screens - Web, In App, CTV
Programmatic deal	4 screens - Web, In App, CTV

Format produced by M6 Unlimited

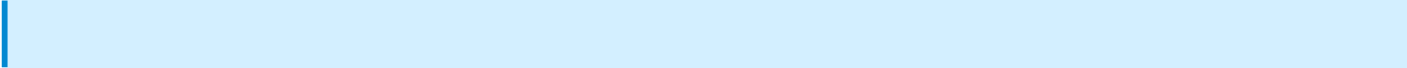
Deliverables:

- **Video:** 16:9 MP4 format, following [the video technical specifications](#).
- **Creative brief:** For the requested jingle (otherwise, proposals can be provided)

EP1 Tremplin PLUS

Associate your campaign with a key moment of the day through a 5-second jingle broadcast before your ad spot. We recommend a time slot of at least 2 hours to ensure a sufficient number of impressions.

This format offers a smooth and contextualized transition, maximizing the impact and memorability of your advertisement. Give your spot on M6+ a new boost by making it unmissable at the right moment.



Availability:

Direct campaign	4 screens - Web, In App, CTV
Programmatic deal	4 screens - Web, In App, CTV

Format produced by M6 Unlimited

Deliverables:

- **Video:** 16/9 MP4 format, following video technical specifications
Creative brief: for the desired jingle + spot (otherwise, we can make suggestions)
- **Creative assets:** Logo, vector or high-definition format
- Product visuals, reference visuals, backgrounds, typography, graphic guidelines → anything that can feed into the creative work

Tremplin Horaire (time slot)

**Give your ad spot momentum by associating it with a key moment of the day.
Align yourself with a key moment of the day by adding a 5-second jingle before your spot on M6+.**

Availability:

Direct campaign	4 screens - Web, In App, CTV
Programmatic deal	4 screens - Web, In App, CTV

Format produced by M6 Unlimited

Deliverables:

- **Video:** 16/9 MP4 format, following video technical specifications
- **Creative brief:** for the desired jingle + spot (otherwise, we can make suggestions)
- **Broadcast context:** examples → breakfast, afternoon snack, daylight saving time change, apéritif
- **Creative assets:** Logo, vector or high-definition format
- Product visuals, reference visuals, backgrounds, typography, graphic guidelines → anything that can feed into the creative work

EP1 Tremplin Horaire (time slot)

Associate your campaign with a key moment of the day through a 5-second jingle broadcast before your ad spot. We recommend a time slot of at least 2 hours to ensure a sufficient number of impressions.

This format offers a smooth and contextualized transition, maximizing the impact and memorability of your advertisement. Give your spot on M6+ a new boost by making it unmissable at the right moment.

Availability:

Direct campaign	4 screens - Web, In App, CTV
Programmatic deal	4 screens - Web, In App, CTV

Format produced by M6 Unlimited

Deliverables:

- **Video:** 16/9 MP4 format, following video technical specifications
 - **Creative brief:** for the desired jingle + spot (otherwise, we can make suggestions)
 - **Broadcast context:** examples → breakfast, afternoon snack, daylight saving time change, aperitif
 - **Creative assets:** Logo, vector or high-definition format
 - Product visuals, reference visuals, backgrounds, typography, graphic guidelines → anything that can feed into the creative work
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