

## **BROADCASTS 2009-2011**

### **EXAMPLE VRT BROADCAST – VLAANDEREN VAKANTIELAND**

Alberta is a province of Canada, known as “Home of the Canadian Rockies”. Beside the Rockies there is many more to see and to do in Alberta. The many touristic possibilities in other parts of this province are relatively unknown to the Dutch and Belgium travelers. Television show ‘Vlaanderen Vakantieland’ in Belgium was interested in shooting three episodes in Alberta. This media trip was hosted by one of our clients; Travel Alberta and coordinated by Inside Travel News.

The VRT went to Alberta to shoot in the Rocky Mountains, in Calgary and in the Southern part of the province. We created three episodes;

- 1 – Alberta, part 1 – Calgary (the city, the space and culinary Alberta)
- 2 – Alberta, part 2 – Ben on the prairies (the native Blackfoot people, ranche life and prairies in Southern Alberta)
- 3 – Alberta, part 3 – Brokeback Ben (The Rockies and movie locations)

The three episodes were on television in November 2009. The episodes can also be watched for one year on the webpage of VRT. In 2010 the episode will re-run again.

The media value of this campaign: € 480.000

The circulation for the three episodes: 2.671.090

To watch the episodes online:

1 – <http://www.een.be/programmas/vlaanderen-vakantieland/amazing-alberta-deel-1-calgary>

2 - <http://www.een.be/programmas/vlaanderen-vakantieland/amazing-alberta-deel-2-ben-op-de-prairie>

3 - <http://www.een.be/programmas/vlaanderen-vakantieland/amazing-alberta-deel-3-brokeback-ben>

Online all the information, addresses and websites of the locations visited can be found.

### **EXAMPLE RTL BROADCAST – WAAR IS DE MOL?**

Also a broadcasts in the magnificent country of freedom: Canada. Johnny De Mol was asked to make this program but had a few requirements. The program should include action, taking place abroad and he wanted to travel with Dutch VIP’s. In the first series (eight episodes in Africa), he moved from country to country, with eight other Dutch celebrities. Together they made an adventurous journey through familiar and unfamiliar terrain.

RTL went to British Columbia to shoot the episode. The creative was a joint promotion between ITN, RTL and the tourist offices.

To watch a short impressions on Youtube:

[http://www.youtube.com/watch?v=y-sMGKAdK\\_I](http://www.youtube.com/watch?v=y-sMGKAdK_I)