



JCD INNOVATE

DEEP SCREENS

A family of four is sitting on a bed, reading a book together. The father is pointing at the book, and the mother is smiling. Two children, a girl and a boy, are also looking at the book. They are all wearing red and black plaid pajamas. In the background, there is a decorated Christmas tree with red and gold ornaments. The text "Shine during the magical atmosphere of Brussels in winter" is overlaid on the left side of the image.

**Shine during the
magical
atmosphere
of Brussels
in winter**



MORE THAN 3.200.000 PEOPLE EXPECTED*

REACH THE LARGEST BELGIAN PEDESTRIAN AUDIENCE

Kids, young adults, family

THE MOST BEAUTIFUL CHRISTMAS MARKET IN THE WORLD

DEEPSCREENS

*Source: BME0 2022



CREATE A WOW EFFECT



GENERATE VIRAL CONTENT

5 WEEKS (24/11/23 – 01/01/24)

Your campaign visible from 10:00 – 23:00

**IMPACT OF DEEPCSCREENS IS EVEN MORE INTENSE WHEN IT'S
DARK = PERFECT IN DECEMBER**

DEEPCSCREENS



PREMIUM VISUAL EXPERIENCE
for the 3 million visitors of
Plaisirs d'Hiver

PREVIEW

Gare de Bruxelles-centrale Station Brussel-Centraal

12 m² on 2 sides

Final location known for September 1

PREVIEW

Place de la Monnaie Muntplein

25 m² on 2 sides

Final location known for September 1

PREVIEW

Place Sainte Catherine Sint-Katelijneplein

12 m² on 2 sides

Final location known for September 1

3 PRIME LOCATIONS

UNMISSABLE PLACE TO BE

Media cost net €75 000

20% sot - slot 10 seconds
max of 5 advertisers

Opportunity to have the 3d
content produced from €3500

