

# Reach food enthusiasts with RTL AdAlliance

Anuga Fair 2025



RTL AdAlliance connects brands from all over the world to European audiences through premium video content with simplicity and effectiveness.



# Our global portfolio

## Germany

RTL RTL +



RMS

Der Audiovermarkter.

## France



france•tv

## Italy



## UK



The Guardian

## Spain



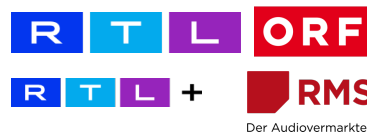
## Belgium



## Netherlands



## Austria



## Switzerland



## Poland



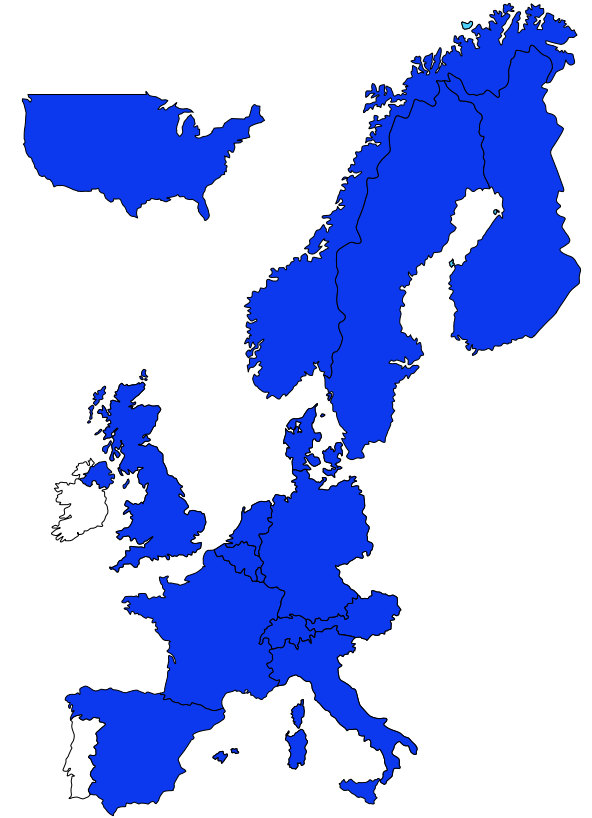
## Nordics



Aller BONNIER

## US

NBCUniversal



#1 or #2 in each market

+80% monthly reach

# Beyond total video: matching your objectives with different touchpoints

Increase awareness  
and drive to web



**TV**

Incremental reach



**Digital TV**

Targeted audiences



**Online video**

Call to action



**Radio**

Create 'stature'



**Print**



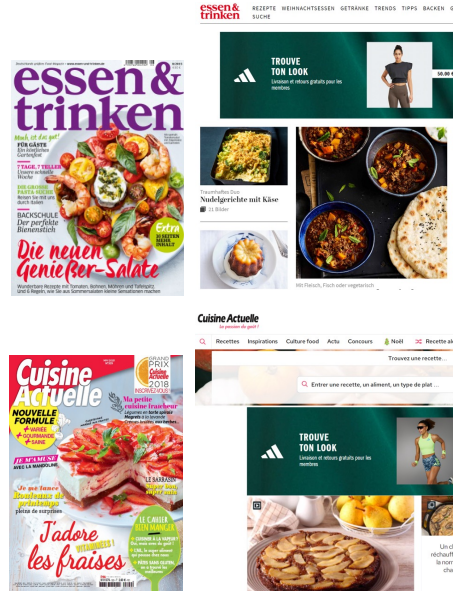
# Contextual targeting overview

TV shows and events

Online verticals

Semantic contextual targeting

Print and online magazines



# Reach food enthusiasts through our data targeting

Target food enthusiasts, no matter what they are looking at

- On all devices
- On all video media types
- Around premium video content
- Using various data signals and sources
- Digital focus

## Data sources

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Broadcast



Geographic



Addressable



Contextual



# Our top food shows across Europe



**13%**  
audience share



**25%**  
audience share



**8%**  
audience share



**21%**  
audience share



# Creative solutions to stand out of the crowd



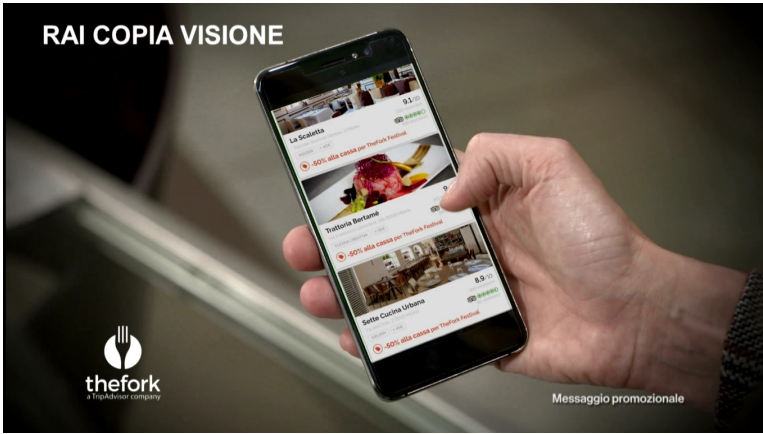
Product Placement – RTL TVI (BE) – Leerdammer



Programme split – RTL (DE) – Bahlsen



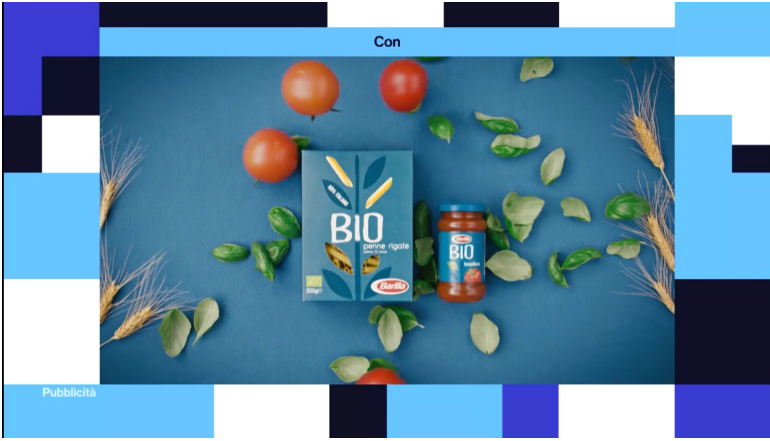
Licensed spot – M6 (France) – Neff



Telepromotion – Rai (IT) – The Fork



Product Placement – RTL TVI (BE) – Alpro



Mini Programme – Rai (IT) – Barilla



# Innovation with Addressable TV for geo-targeting and drive-to-store



Case Study

## Valensina Kids Juice in Germany

Valensina Kids Juice example entering German market:

- +1.500 different locations
- +1.500 different adaptations for PoS-Marketing in REWE Stores, allow the consumer to identify the closest supermarket where they could buy Valensina Kids Juice (identification through user's IP address)

Available in:



Germany



Austria



Switzerland  
DE

# Get fully prepared for communicating abroad with more insights

## Consumer insights

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On average, European food enthusiasts spend 8h11 weekly watching Broadcast TV channels

Source: Source: Global Web Index- 2024  
Base: BIG EU5 Internet users aged 16-64 yo

## Competition framework

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Cheese advertisers adspends has increased by 100% between 2023 & 2024.

Total media adspends in Europe for energy drinks has increased by 30% between 2023 & 2024.

Sources: France (Kantar Media), UK, Italy, Germany, The Netherlands (Nielsen), Belgium (MDB Nielsen), Spain (Infoadex), Focus Media Research (AT)

## Media habits

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59% of Europeans choose broadcast content as first destination on a TV set

Source: The New Life of the Living Room by RTL AdAlliance. Online field from 25 Jan. to 7 Feb. 2025. 12,500+ respondents aged 18-64.

Europe 14: Austria, Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Poland, Spain, Sweden, Switzerland, the UK  
Question: "When you turn your TV on, what is your first destination?"

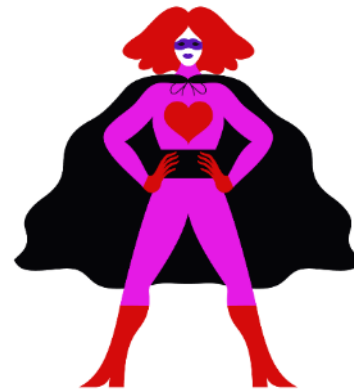
# Boost the brand awareness with a TV sponsoring

Kiwi Brand – France – M6 example



## Objective

The Kiwi brand wanted to drive brand awareness and boost its image as an established brand in the kiwi market in France.



## Challenge

Reinforce their awareness in September after their last campaign in June-August (kiwi season).

Become advisors and encourage them to test new solutions that we can offer them with limited budgets.



## Solution :

With this exclusive partnership, RTL AdAlliance identified the relevant cooking & lifestyle shows on M6 channels for the kiwi brand to sponsor.

They trust us to sponsor a big cooking show on M6 "Objectif Top Chef"

**1.1m viewers 4+**

**7.3% Audience Share 4+ - 10.7% on women PRP**

# We provide human support from decision to execution

## 01 Insights

Understand the media landscape, your competition & your consumer

## 02 Execution

Select best environment & formats Support & guidance for your campaigns

## 03 Simplification

Be in direct touch with local media champions through a single contact



13+ offices, 250+ media experts at your service, worldwide.





**Thank you**

**Reach us**

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