

# INCA Campaign Data Sheet

**Advert buyer : INCA (French Cancer Institute)**

**Communications and news director:** Carine Delrieu

**Deputy communications director:** Muriel Papin

**Communications project manager:** Lydia Dauzet

**Agency responsible : Havas Paris**

**Partner:** Lucie Munsch

**Consulting Director:** Marine Biette

**Consultant:** Marie Fontan

**Producer:** Christine Meneux

**TV producer:** Amandine Winter

**Creative director:** Christophe Coffre

**Artistic director:** Céline Pottier

**Design editor:** Mathieu Doligé

## TV FILM PRODUCTION

**Production:** Wilfrid Brimo

**Production company:** Henry de Czar

**Producer:** Jean-Luc Bergeron

**Production director:** Gaëlle Delaporte

**Lead operator:** Daniel Voldheim

**Executive production:** The Family

**Post-production graphics:** Digital District

**Post-producer:** Sebastien Gros

## Music

**Sound design:** Hercules

**Producer:** Benoît Dunaigre

**French voiceover :** Jérôme Kirsher

## MEDIA PLAN

### FILM

Programmed from **March 12<sup>th</sup> to April 2<sup>nd</sup>**

TF1, France Télévisions and M6, France 24, TV5 Monde, 13è rue, Syfy, Melody, Sport 365, Planète +, TMC, NT1, HD1, LCI and Tv Breizh, BFM TV, RMC, National Geographic Channel, Discovery Channel, L'Equipe 21, Chérie 25, TV5 Monde, Antenne Réunion, Réunion 1<sup>ère</sup>, Guadeloupe 1<sup>ère</sup>, ATV Martinique, Martinique 1<sup>ère</sup>, Guyane 1<sup>ère</sup> et Mayotte 1<sup>ère</sup> and on Canal 33 network screened in medical waiting rooms; Youtube.

PRINT

Ad in print press

**from February 27<sup>th</sup> to end April**

**28 ads in 19 different press publications**

20 minutes, Femme Actuelle, Maxi hors-série santé (extended limited edition), Maxi, Version Fémina, Sciences et Vie, Santé Magazine, Top Santé, Phycologies magazine, Prima, Pleine Vie, Notre Temps, Paris Match and l'Equipe Magazine. TV Magazine, Télé 2 semaines, TV grandes chaines, Télé Z and Télé 7 jours