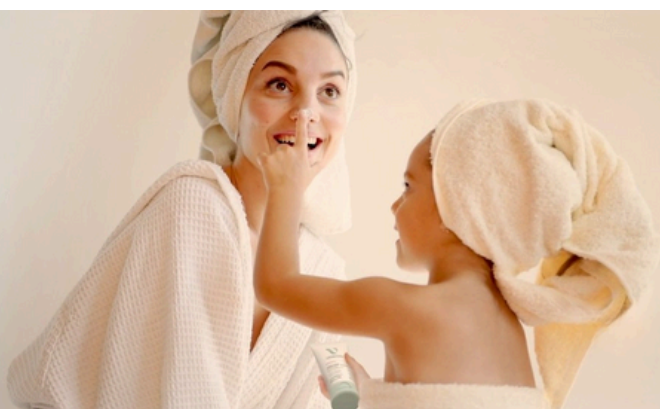




LA PHOCÉENNE
DE COSMÉTIQUE
SALON DE PROVENCE DEPUIS 1996

LABORATOIRES VENDÔME ON FRENCH TV FOR 4 WEEKS!

At the start of this year, Laboratoires Vendôme is launching a new ambitious communication plan, with a strong focus on TV.

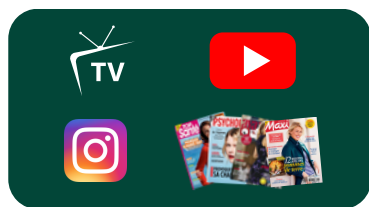


4-WEEK BILLBOARD ON FRANCE TV

+ 250 broadcasts from January 17 to February 9
Sponsorship of **weather** and **prime-time** programs

A MAXIMUM IMPACT

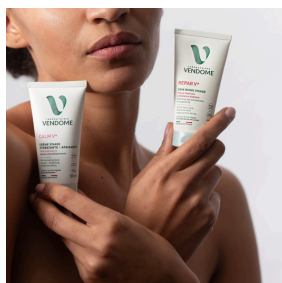
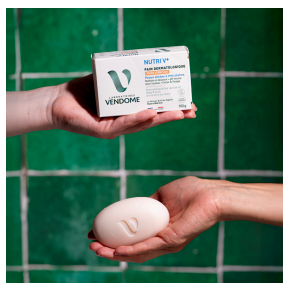
France TV: France's leading media
+ 184 million contacts
+ 430 GRP (women over 25)



A SUSTAINED COMMUNICATION PLAN THROUGHOUT 2025

Several waves of TV, Youtube campaign, ambitious influence and press plan

FOLLOW US ON INSTAGRAM TO KEEP UP TO DATE WITH OUR NEWS



[VISIT OUR INSTAGRAM PAGE](#)