

2025

Case Yakult Podcast So Soir

Briefing

Yakult aims to position itself as a champion of gut health and overall wellness.



Create's solution

We offered a partnership model to launch the podcast "Le Dictaphone de So Soir."

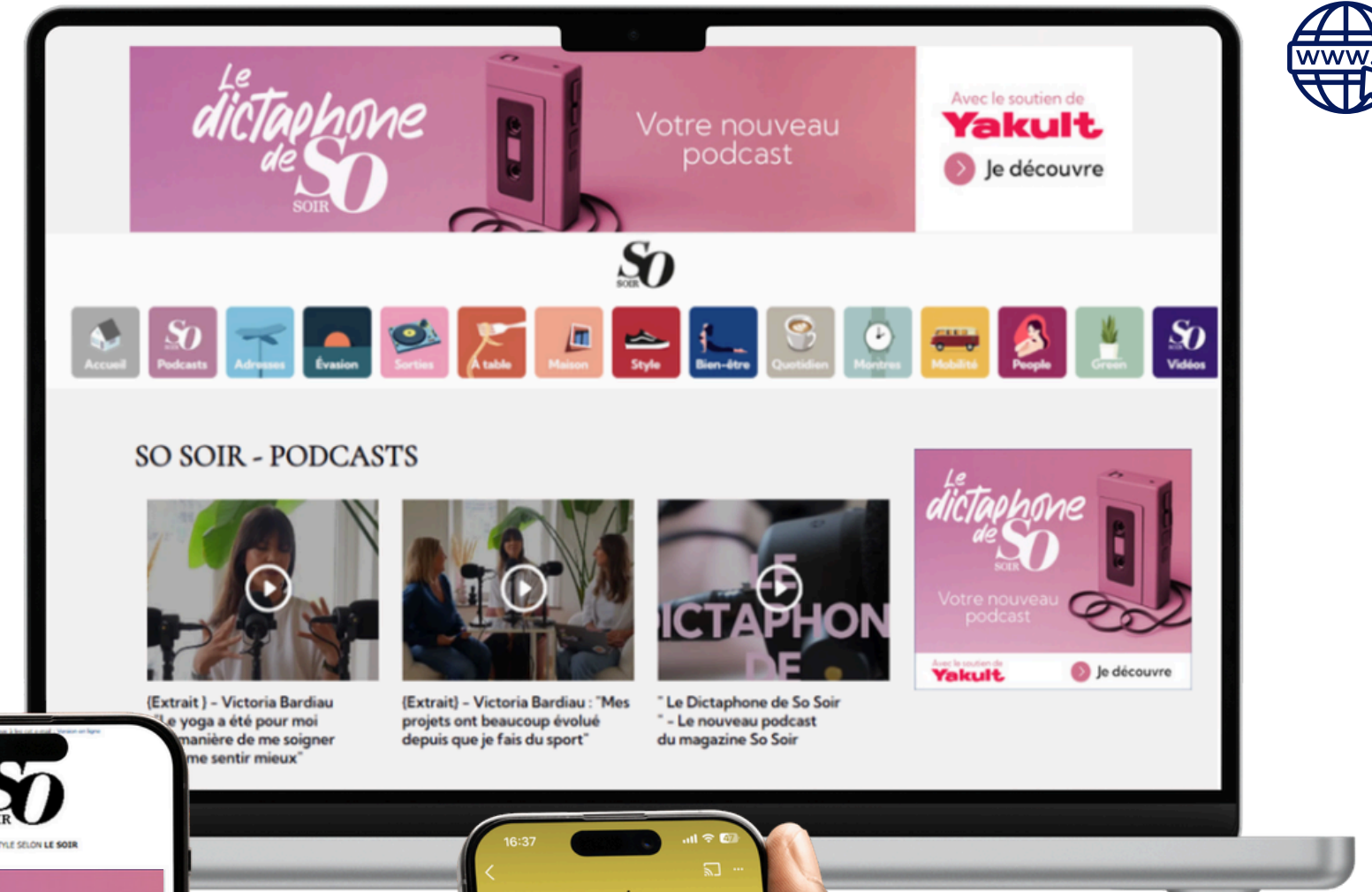
The concept: Le Dictaphone is a podcast that highlights Belgian talent and innovative entrepreneurs across lifestyle sectors.

Each 45-minute episode, released twice a month, dives into the guest's personal journey: the origins of their project, its growth, challenges, and key milestones.

An inspiring behind-the-scenes look at Belgium's most exciting success stories.

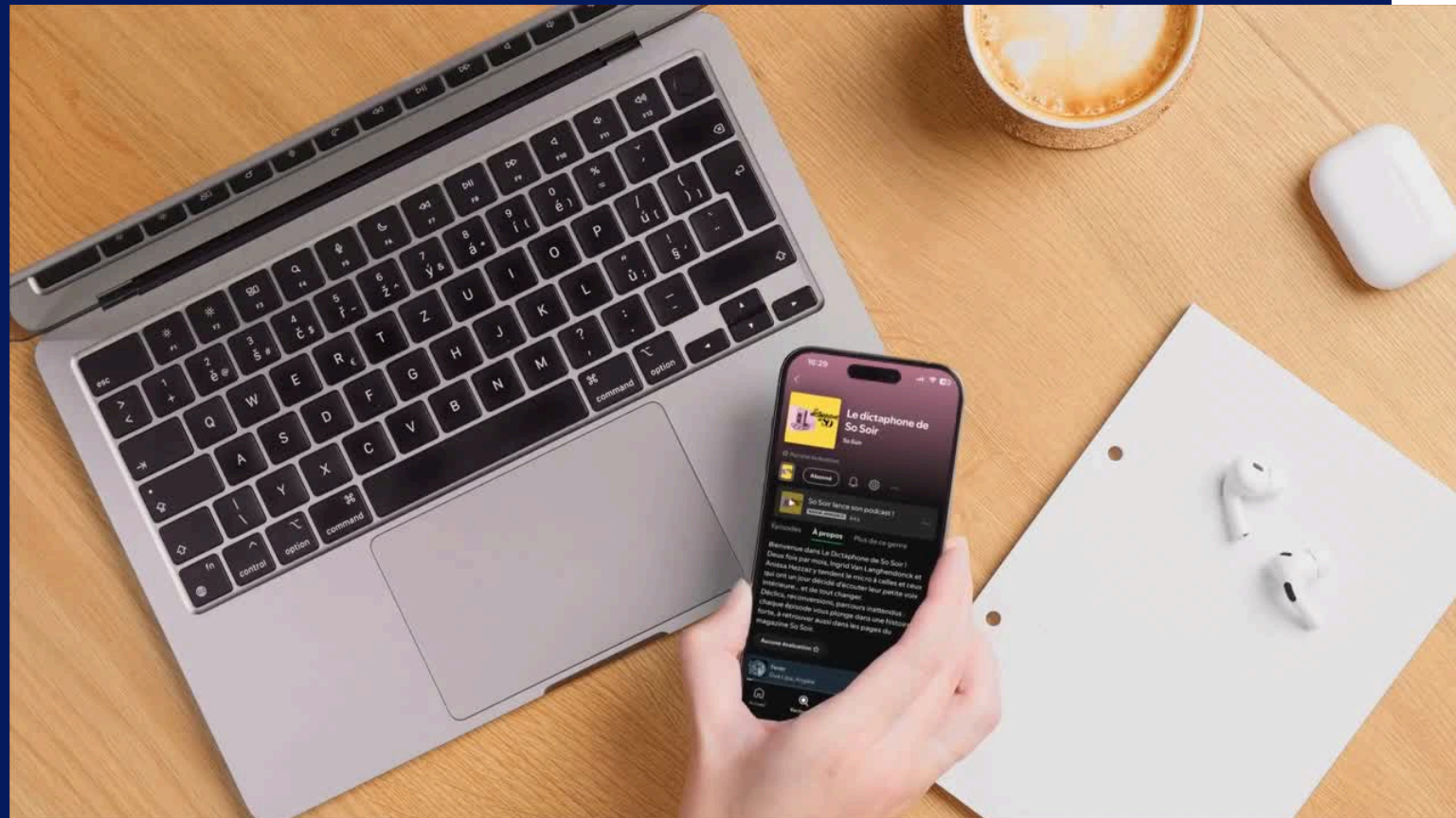
Launch Campaign

SoSoir : 360° media channel



Advertising Campaign

Main partner visibility on all the series “Le dictaphone”**!



Native print campaign



Ad print campaign



Audio Custom Pre-roll & Post-roll**

Video Custom Pre-roll & Post-roll*

*available on LeSoir.be

**available across all major listening platforms

Performences

26 723
Contacts reached

19.192
Impressions*

*video & podcast

Le
dictaphone
de **SO**
SOIR

Votre nouveau
podcast



The 100% begian lifestyle podcast!

Be our partner for the upcoming waves!



[Listen to the podcast](#)

Case Yakult

THANK YOU !