



A wide range of
content partnership
 opportunities

Content partnerships

Boost your brand with a custom campaign at Ad Alliance. Whether it's brand integrations in popular content, reach campaigns, collaborations with influencers, or brand licensing, our (program) brands and channels offer countless opportunities to create distinctive, customized campaigns.

With the creative power of ALLY – Ad Alliance's creative strategy team – we can make your campaign truly unforgettable. Team ALLY guides you through every step of the creative process, from concept to execution. Based on your briefing, ALLY develops an effective

campaign strategy and matching creative concept. They manage the entire process, including production and project management, while leveraging the full potential of our innovative products, platforms, brands, and services. You'll stay closely involved at every stage. Team ALLY keeps up with the latest developments in AI and uses them to enhance both the creative process and production – from personalized billboards to the generation of unique campaign assets.

Would you like to learn more about our content partnership opportunities or Team ALLY? Please contact your Ad Alliance representative.



Kids

With our extensive portfolio of strong brands and our deep understanding of the target audience, Ad Alliance is the perfect partner for responsible communication aimed at children. Through our popular TV brands, we offer a world full of adventure and fun, with high-quality and reliable content always at the core. With a wide range of specific kids' content on Videoland, Disney+, and HBO Max, combined with YouTube, we also provide a large and high-quality online reach among children. You can find the full Kids Ratecard at adalliance.nl.





At adalliance.nl, you can find detailed information about our buying options. The general terms and conditions and purchasing terms of Ad Alliance apply to all offers and agreements with Ad Alliance – these can also be found on our website. For any questions, please contact your dedicated contact person. You can find our team's contact details at adalliance.nl/over-ad-alliance/ons-team/, or reach us via advertiser@adalliance.nl.