



Juste pour rire launches its sponsored content service

Montreal, March 9th 2017 – [Juste pour rire](#) (JPR) is officially launching its sponsored content service, which will be offered exclusively to its Canadian and Quebecois partners. This service will bring together content experts and the group’s [comedians and creative talents](#), and will benefit from the social media platform of all its different properties (JPR, JFL, Zoofest, Oh My Fest!, Rockfest, Mondial des jeux Loto-Quebec, etc.) and their media partners.

This service will continue to be spearheaded by *Juste pour rire*’s Strategic Alliances department and its Client Services 360 team, which opens the door for sponsors to access the group’s nine events. In addition, different Producers/Talent/Writers/Comedians both Francophone and Anglophone, will work alongside each client and sponsored property to reach their common goals.

French content will mainly be managed by François Simard and Gisèle Baril, Associates of *Juste pour rire* Management. Producer Félix Charest, best known in the comedy world for his enthusiastic versatility will ensure production coordination. English content will be managed by Paul Ronca, Director of JFL ComedyPro and Strategic Development at [Just for Laughs](#).

Stéphane Cherpit, Vice-president of Strategic Alliances, reminds us that “In addition to its live shows and outdoor festival, *Juste pour rire* produces over 100 hours of television each year and its content is distributed to more than 130 countries and 90 airlines. Thanks to its resources and talent, the group is able to deliver its services at very competitive rates, which partners can now benefit from”.

The Strategic Alliances team of *Juste pour rire* has successfully delivered branded digital content for its partners including Air Canada, Tim Hortons, Campbell’s (V8, V8 Energy, Chunky Soups), GM (Chevrolet), Taxi Diamond, Sunwing, Kia Canada, La Capitale, Loto-Quebec, the Montreal Casino and Fonds de solidarité FTQ to name a few. André Sauv , J r my Demay, Neev, Eddy King, Cathy Gauthier, Korine C t , Jessy Sheehy, Ryan Belleville and Godfrey are a few comedians who have participated in these digital creations.

A few examples are available at the following link:

<https://www.youtube.com/playlist?list=PLbpJct-iYnceMzGOUjdrAogPHzrYFicNU>

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