

## Ambassadors Sharing Unifying Content

More than ever, young people need to feel validated and identify with the experiences of likeminded people. Those experiences can be even more impactful when they are shared by celebrities or influencers that they know. That’s the idea behind the Tel-jeunes Ambassador Program, which partners with six inspiring young people for a year, to create original and reassuring content that can help other young people navigate a life stage that many struggle with, have many existential questions about, and show that it is ok to ask for help.



## Young People are Listening to Tel-jeunes

For two seasons now, the Tel-jeunes podcast has been inviting teens In the Bubble with people they know and love, like Claudia Bouvette, Tranna Wintour, Matthieu Pepper, and PETITOM.

While the first season was hosted by David Beaucage, two new people took the helm for the second season. Leah and Mariam, a dynamic young duo, continue the In the Bubble’s mission of providing an open, reassuring forum for frank, judgment-free conversations about the very real struggles and questions that come with adolescence.



## In 2022–2023:

 **395,000+** views of Ambassador Program content.

 Mid-campaign, there were **nearly 40,000 interactions** with Program content.

## In 2022–2023:

 **330,000+** youth reached on social media thanks to the podcast.

 **2 seasons and 13 episodes**, each 45–60 minutes long.

 **Top 3 most popular episodes\***

\* High School Firsts with *Claudie Mercier*.

\* Performance Anxiety with *Marianne Plaisance*.

\* Guy-Girl Friendships with *Schelby Jean-Baptiste and Irdens Exautus*.

\*Titles translated from French