

Let's go to Paris 2024

Production : MILGRAM

Format : 2min – social media

Pitch : A young french guy from TikTok, specialized in sports, has managed to enter the France 3 TV studio. He has only two minutes to tell you what you need to know before the next Olympics : the story of struggle, talent and hazard that has lead an athlete to the Olympics or Paralympics of Paris 2024. He's passionate, but the TV spotlights are more impressive than he thought.

50 stories, 50 athletes, 50 trajectories from childhood to Olympic athlete, from a small town to the tipping point of their lives.