

Effectiveness And Benefits Of Scene Targeting On myTV SUPER

YOUR ONE STOP MULTI-SCREENS SOLUTION

What is Scene Targeting on myTV SUPER?

- Since Jan 2018, myTV SUPER launched the **content related connection format – Scene targeting**.
- A Scene Targeting **U-shape Wallpaper** will appear as programs transmitted and synchronize with scene.
- Scene targeting available to create empathy between the scene and the product.
- myTV SUPER will advise the relevant program content which is suitable to advertisers' product nature.
- As of Dec 2018, total **22** campaigns launched with scene targeting.

Benefits of targeting content on myTV SUPER

- Benefit 1 : **Content is transparent**
 - See the correlation between ads and the placements.
- Benefit 2 : **Content is relevant**
 - Advertise your brands on relevant content creating a safe way to reach customers that will not be perceived as obnoxious or desperate for attention.
- Benefit 3 : **Content is resourceful**
 - Audience find your ads to be meaningful and deliver higher conversion, it will be helpful and possibly influenced a new customer

Eclipse – To create synergy between scenes and product benefit



Client: Eclipse

Period: Jun 4 - Jul 16, 2018

Scene Targeting: Kiss scenes of 1st, 2nd line drama

Click-through-rate: 2.98%

Suning – Targeting shopping scenes for online store promotion offer



Client: Suning

Period : Nov 1 – Nov 9, 2018

Scene Targeting: Shopping related scenes of Sit-com

Click-through-rate: 0.15%

Scan-through-rate: 0.011%

Kee Wah – Romance scene is easy to get target audience empathy and interest on wedding exhibition promotion



Client: Kee Wah

Period : Oct 4 – Nov 4, 2018

Scene Targeting: Romance, Dating Scene of 1st line, 2nd line Drama, Sit-com

Click-through-rate: 0.15%

Scan-through-rate: 0.007%

To conclude

- There are 22 campaigns have used scene targeting. Advertisers includes Hang Seng Bank, Knorr, Mannings, Kee Wah Bakery, OSIM, A-Fontone, Morning Star Travel, Wai Yuen Tong, HiPP and etc.
- For measurable purposes, we have consolidate the performance of clickable u-shape wallpaper. The results shown that scene targeting is a way to increase the audiences' interest of the product.

	Click-through-rate	Scan-through-rate
Scene targeting average	(+15.4% higher than average)	(+4.2% higher than average)

Remarks

- CPM of scene targeting U-shape wallpaper/L-shape Banner : **HKD\$80**
- The scenes targeting only available on 1st line, 2nd line drama and Sit-com.
- Both clickable and non-clickable U-shape wallpaper/L-shape Banner is available for scene targeting.
- Special filtering is available on request and negotiable, please contact individual sales person for details.