



In-video Advertising Showcase

Building Department



Campaign Summary

Client: Building Department

Campaign detail:

	Phrase 1 妥善使用 定期檢驗 窗戶安全有保障	Phrase 2 僭建違法須清拆 守法安居為上策
Campaign Period	Jul 29 – Aug 19, 2019	Sep 26 – Oct 15, 2019
Ad unit	8	8
Total exposure time	83 sec	85 sec
Placement	Signage	Signage
Program	十二傳說, 愛回家之開心速遞, 她她她的少女时代	街坊財爺, 牛下女高音
Total impressions	Over 4.1M	Over 3.2M
Total reach(Summation)	Over 2.5M	Over 1.6M

Scene 1: Signage outside Building Under Construction



Exposure Date: Aug 5, 2019

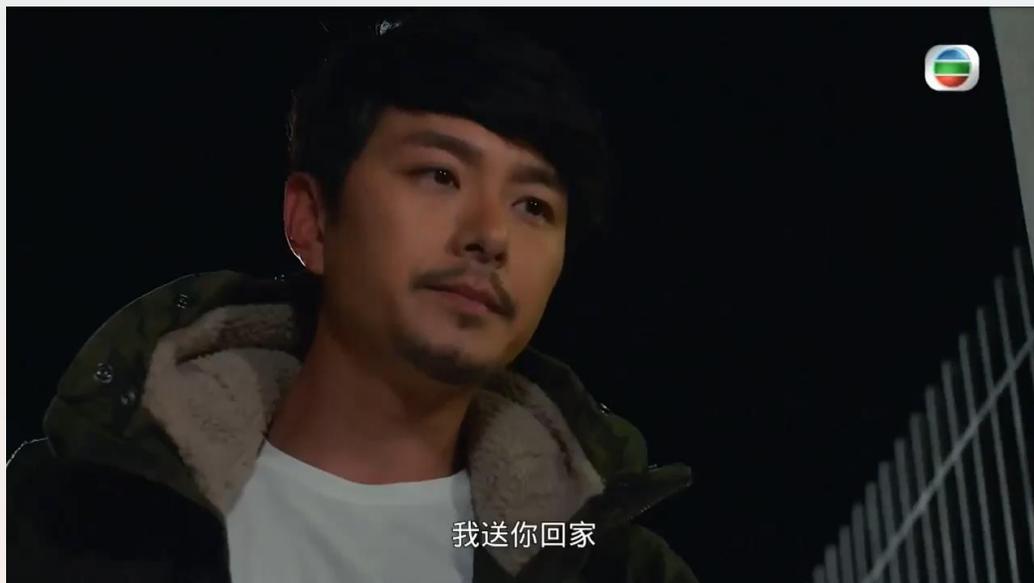
Program: 十二傳說

Performance :

Live Impressions	Catch up Impressions	Live Unique Browsers (Reach)	Catch up Unique Browsers (Reach)
77,919	77,367	101,114	95,795



Scene 2: Signage on Highway

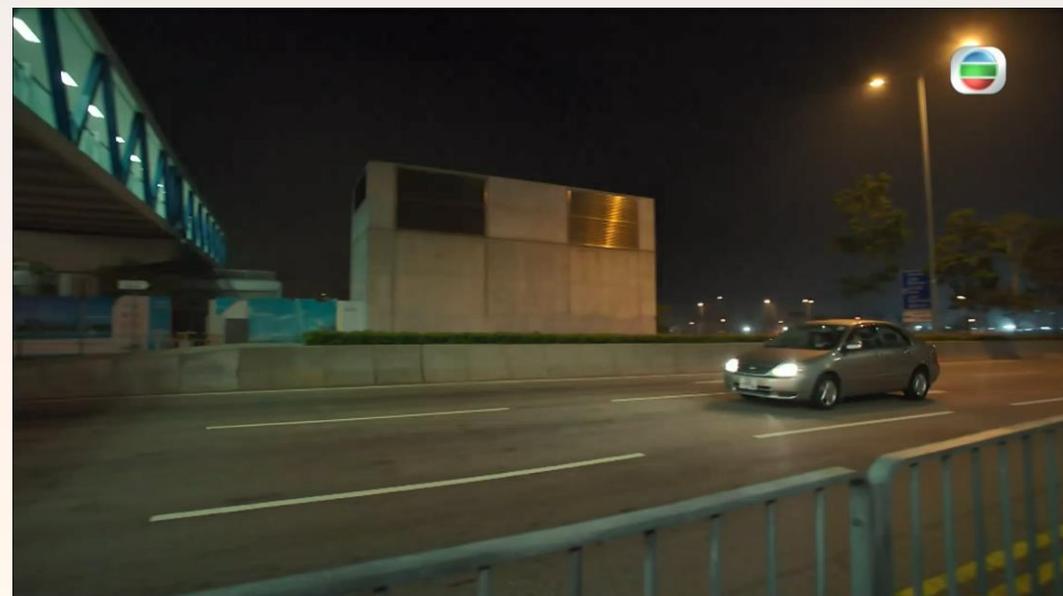


Exposure Date: Aug 9, 2019

Program: 十二傳說

Performance :

Live Impressions	Catch up Impressions	Live Unique Browsers (Reach)	Catch up Unique Browsers (Reach)
81,966	81,426	119,261	109,607



Scene 3: Signage outside Shopping Mall



Exposure Date: Aug 12, 2019
 Program: 愛回家之開心速遞
 Performance :

Live Impressions	Catch up Impressions	Live Unique Browsers (Reach)	Catch up Unique Browsers (Reach)
76,200	75,644	119,321	106,358



Scene 4: Signage outside building



Exposure Date: Oct 2, 2019

Program: 街坊財爺

Performance :

Live Impressions	Catch up Impressions	Live Unique Browsers (Reach)	Catch up Unique Browsers (Reach)
120,043	117,209	56,724	51,860



Scene 5: Signage on Taxi Body



Exposure Date: Oct 3, 2019

Program: 街坊財爺

Performance :

Live Impressions	Catch up Impressions	Live Unique Browsers (Reach)	Catch up Unique Browsers (Reach)
83,807	81,226	59,666	54,828

Execution Summary

- Base on the key message of Building Department campaign(檢驗窗戶,僭建違法), we mainly selected the **scene outside building** to fit in the campaign theme.
- As a HK government department, we have close monitor with the production team to make sure the selected scene are happen in **Hong Kong** instead of oversea.
- The creatives that client provided are **clear enough** to present the campaign message. Our production team also help on reallocate the creative for **tie in with different scene situation**, for example the taxi body scene.

In-video Advertising

Naturally blended content for advertisers to build connection with their target audiences

- Advertising for the new generation : Digital Insertion (an alternative to the TV spots)
 - Digital insertion makes standard product placement look like a blunt instrument. For one thing, it doesn't interfere with the creative process – it all happens in the editing suite and involving a relatively **short turnaround time**.
 - To insert product placement in places they were not before. As a result of this digital product integration, consumers will see an increase of strategic placements of brands in the most desirable programmes.
 - The placement is available for TVB production dramas (1st line, 2nd line & Sit Com) which can provide better delivery (Reach & Impressions)
 - Digital product placement is not the replacement of regular video ads due to some format limitations **BUT it is more efficient when is part of broader marketing mix**.
- **The possibilities are limitless, and potentially ominous.**



myTV SUPER In-video Advertising

Counting Method:

By Ad Unit – each Ad Unit contain 10 seconds

Broadcast Period:

Live + 7-day VOD catch-up

Rate : HK\$25,000/Ad Unit (Nett)
(Minimum buy: 4 ad units within 2 week),
With Production Cost

Package 1 : HK\$100,000/4 Ad Unit (Nett)
plus HK\$10,000 (Nett) Production Cost per project

Package 2 : HK\$200,000/8 Ad Unit (Nett)
plus HK\$10,000 (Nett) Production Cost per project

Remarks:

- 1. Material pre-approval is requested and material (real product, campaign poster and etc) must be submitted 14 working days before campaign launch.**
- 2. All bookings are non-cancellable and in 1st come 1st serve basis**
- 3. Acceptance of bookings shall be at the entire discretion of myTV SUPER**
- 4. Above offers and bookings shall, upon acceptancy by myTV SUPER, be subject to the General Terms and Conditions of Rate Card: myTV SUPER 2019**